



## Public Relations and Crisis Communications

### Curriculum (Syllabus) Course details

<b>Level of higher education</b>	Second (Master's)
<b>Field of knowledge</b>	C - social sciences, journalism, information and international relations
<b>Specialisation</b>	C5 Sociology
<b>Educational programme</b>	Social Data Analytics
<b>Status of discipline</b>	Elective
<b>Form of study</b>	Full-time (day)
<b>Year of study, semester</b>	1st year, spring semester
<b>Scope of the discipline</b>	4 ECTS credits/120 hours 16 hours of lectures, 30 hours of practical classes, 74 hours of independent work.
<b>Semester assessment/assessment measures</b>	Test, Modular control work
<b>Class schedule</b>	<a href="https://schedule.kpi.ua/">https://schedule.kpi.ua/</a>
<b>Language of instruction</b>	Ukrainian
<b>Information about the course leader/lecturers</b>	Lecturer: Associate Professor, Candidate of Philosophical Sciences, Associate Professor, Ihor V. Pyholenko, e-mail: <a href="mailto:pigolenko@gmail.com">pigolenko@gmail.com</a> Practical / Seminar: Associate Professor, Candidate of Philosophical Sciences, Associate Professor, Ihor V. Pyholenko, e-mail: <a href="mailto:pigolenko@gmail.com">pigolenko@gmail.com</a>
<b>Course location</b>	Link to the Moodle distance learning resource: <a href="https://do.ipk.kpi.ua/course/view.php?id=4341">https://do.ipk.kpi.ua/course/view.php?id=4341</a>

### Curriculum

#### 1. Description of the academic discipline, its purpose, subject matter and learning outcomes

The aim of teaching the academic discipline "Public Relations and Crisis Communications" is to develop students' knowledge of PR practice, provide a comprehensive understanding of the creation of PR materials and the organisation of PR events.

The subject of PR is the essence and elements of the public relations system, public opinion, the patterns and coincidences of their emergence, functioning and development, and the principles and methods of managing them.

While studying this academic discipline, students will be able to familiarise themselves with the areas of practical application of public relations theory, the specifics of the activities of an organisation's public relations service and PR consulting structure, the professional culture of a PR specialist, the structure of communications in public relations, and the communication cycle in public relations.

The knowledge gained by students in the course "Public Relations and Crisis Communications" can be used not only in the study of specialised disciplines, but also in practical activities when working directly in PR agencies.

#### Competencies that are strengthened during the study of the discipline:

##### *General competencies:*

- GC 03 Ability to communicate with representatives of other professional groups at different levels (with experts from other fields of knowledge/types of economic activity)

### ***Professional competencies:***

- PC 05 Ability to discuss the results of sociological research and projects in Ukrainian and foreign languages.
- PC 06 Ability to adhere to the norms of professional ethics of a sociologist in one's activities and be guided by universal human values.
- PC 08 Ability to cooperate with European and Euro-Atlantic institutions.

### ***Programme learning outcomes:***

- PRN 06 Ability to communicate freely, both orally and in writing, in Ukrainian and one of the foreign languages when discussing professional issues, research and innovations in the field of sociology and related sciences, including in the context of cooperation with European and Euro-Atlantic institutions.
- PRN 07 Resolve ethical dilemmas in accordance with the norms of professional ethics of a sociologist and universal human values.
- PRN 08 Clearly and unambiguously convey knowledge, personal conclusions and arguments on issues of sociology and related fields of knowledge to specialists and non-specialists, in particular to students.
- PRN 11 Summarise the results of one's own scientific research and present them in scientific reports and publications.

## **2. Prerequisites and post-requisites of the discipline (place in the structural-logical scheme of training under the relevant educational programme)**

**Prerequisites.** To successfully study the discipline "Public Relations and Crisis Communications," students must have knowledge and skills in using programmes for creating presentations and infographics. In addition, the discipline "Public Relations and Crisis Communications" also draws on knowledge from the following disciplines: "Introduction to Analytical Sociology", "Theories of Social Behaviour in Contemporary Sociology", "Methodology and Methods of Sociological Research in the Digital Age".

**Post-requisites.** After completing the course "Public Relations and Crisis Communications," students will be able to perform research tasks within the educational component "Preparation of Qualification Work."

## **3. Contents of the course**

### **Section 1. Public relations in the modern world. Professional culture of a PR specialist**

Topic 1. The essence, content and specifics of public relations (PR) as an academic discipline

Topic 2. Public relations as a social phenomenon

Topic 3. The emergence of public relations as a field of professional activity

Topic 4. History of the development of public relations

Topic 5. Public relations in the functional structure of an organisation

Topic 6. Organisation of PR activities

### **Section 2. The public and public opinion in public relations. The structure of communications in public relations**

Topic 7. The public in the field of public relations: definition, classification, patterns of functioning.

Topic 8. Internal PR. Special events in public relations.

Topic 9. External PR. Organising relations with the media.

Topic 10. Crisis PR.

Topic 11. Crisis management.

Topic 12. PR in the socio-political sphere.

### **Section 3. The communication cycle in public relations: research, planning, implementation, evaluation**

Topic 13. Research work in public relations. Planning in public relations

Topic 14. Image building as a PR task

Topic 15. Lobbying as a component of PR

Topic 16. PR programme. Implementation of a PR programme. Evaluation of the results of a PR programme

Topic 17. PR campaign. Analysis of successful anti-crisis PR campaigns

## Topic 18. The future of PR.

### 4. Teaching materials and resources

To successfully study the discipline, it is sufficient to work through the educational material presented in lectures and familiarise yourself with the literature.

#### 1.1. Basic literature

1. Vinnichuk Olga, Ruda Lesya, Chabanov Vasyl. Political Communications and PR: Teaching and Methodological Guide. Kamianets-Podilskyi: Ivan Ohienko Kamianets-Podilskyi National University, 2024. 100 p. <http://elar.kpnu.edu.ua/xmlui/handle/123456789/8620>
2. Livitska, Oksana, author. PR Practice: A Textbook / Oksana Livitska; Ministry of Education and Science of Ukraine, Ivan Ohienko Kamianets-Podilskyi National University. - Kamianets-Podilskyi: Ruta, 2020. - 163 p. <https://discovery.kpi.ua/Record/000613203>
3. Public Relations: Theory and Practice: Textbook / Ministry of Education and Science of Ukraine, Pavlo Tychyna Uman State Pedagogical University; compiled by O. V. Garmatyuk. – Uman: Publisher "Sochinsky M. M.", 2024. – 266 p. <https://dspace.udpu.edu.ua/handle/123456789/16912>
4. Pygolenko, I. V. Mediation and anti-crisis communications as means of conflict resolution / Pygolenko I. V., Gruba O. G. // Collection of scientific works "Social technologies: current problems of theory and practice". - 2022. - No. 96. - P. 6-14. <https://ela.kpi.ua/handle/123456789/52758>
5. Kholod, Oleksandr Mykhailovych, author. Communication technologies: a textbook for students of higher educational institutions / O. M. Kholod. - Kyiv: Centre for Educational Literature, 2021. - 211 p. <https://discovery.kpi.ua/Record/000640178>

#### 1.2. Supplementary literature:

1. Public Relations: Lecture Notes for Students of All Forms of Education, Speciality 075 – "Marketing" / compiled by S. V. Chernobrovkina; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv: NTU "KPI", 2019. – 40 p. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/42062>
2. Public Relations in the International Market [Electronic resource]: lecture notes: for first-level (bachelor's) students of the educational programme "Marketing" speciality 075 "Marketing" / compiled by: Chernobrovkina S. V.; National Technical University "Kharkiv Polytechnic Institute". – Electronic text data. – Kharkiv, 2024. – 64 p. – <https://repository.kpi.kharkov.ua/handle/KhPI-Press/82771>
3. Lecture notes on the discipline "Public Relations in Business": for applicants for the first (bachelor's) level of higher education in the educational programmes "Marketing", "Advertising Business" speciality 075 "Marketing" / compiled by: S. V. Chernobrovkina; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv, 2024. – 55 p. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/82770>
4. Korolko V. G. Public Relations. Scientific Foundations, Methods, Practice: Textbook. Kyiv: Publishing House "Skarby", 2001. 400 p.
5. Opalyuk O. M., Verzhikhovska O. M., Mykhalskaya Yu. A. Modern Communication Technologies: Teaching and Methodological Guide. – Kamianets-Podilskyi: SOPSR, 2021. 206 p. <http://elar.kpnu.edu.ua/xmlui/handle/123456789/5602>
6. Public Relations: A Reference Lecture Notes for Master's Degree Students Majoring in Public Management and Administration (281) Full-Time Program / Compiled by A. L. Sukhorukova. Mykolaiv: MNAU, 2022. <https://dspace.mnau.edu.ua/jspui/bitstream/123456789/12086/1/pablik-rilejshnz-konspekt-281-magistr.pdf>
7. Practice of Advertising and PR Activities. 1. Marketing Communications System. Practicum: a textbook for bachelor's degree students in the educational programme "Advertising and Public Relations" in the speciality 061 Journalism / Igor Sikorsky Kyiv Polytechnic Institute; compiled by: A. P. Kyrychok. – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2023. – 147 p. <https://ela.kpi.ua/handle/123456789/57280>
8. Practice of Advertising and PR Activities. 3. Media Planning. Workshop: a textbook for bachelor's degree students in the educational programme "Advertising and Public Relations" in the specialty 061 Journalism / Igor Sikorsky Kyiv Polytechnic Institute; compiled by A. P. Kyrychok. – Kyiv: Igor Sikorsky Kyiv Polytechnic Institute, 2023. – 124 p. <https://ela.kpi.ua/handle/123456789/54102>
9. Psychology of PR: electronic methodological recommendations for independent work for applicants for the first (bachelor's) level of higher education, specialisation 053 "Psychology" / compiled by A. V. Kurova. – Odessa: Odessa National University named after I. I. Mechnikov, 2024. – 33 p. <https://dspace.onu.edu.ua/handle/123456789/39138>
10. Advertising and Public Relations: Lecture Notes: for Students of All Specialisations and All Forms of Education / Compiled by: Chernobrovkina S. V.; National Technical University "Kharkiv Polytechnic Institute". – Kharkiv, 2024. – 94 p. <https://repository.kpi.kharkov.ua/handle/KhPI-Press/82773>
11. Smirnova K. V. PR management: lecture notes. Odessa, ODECU, 2021. 192 p. <http://eprints.library.odetu.edu.ua/id/eprint/9370>

12. Teletov O. S., Teletova S. Communication convergence of journalism and public relations // *Obraz*. 2024. Issue 1 (44). P. 168-177. [https://doi.org/10.21272/Obraz.2024.1\(44\)-168-177](https://doi.org/10.21272/Obraz.2024.1(44)-168-177)
13. Tikhomirova, E. B. PR management: the problem of staffing Ukraine with PR specialists. Current problems of science, education and society in Ukraine and the world: a collection of abstracts from an international scientific and practical conference (Poltava, 29 September 2022). Poltava: CFEND, 2022. Pp. 48-51. [https://evnuir.vnu.edu.ua/bitstream/123456789/20844/1/%d1%81\\_48-52.pdf](https://evnuir.vnu.edu.ua/bitstream/123456789/20844/1/%d1%81_48-52.pdf)
14. Shpylyk, S. V. Information warfare, propaganda and PR: so similar and yet so different... / Svitlana Vasylyivna Shpylyk // *Galician Economic Herald – Ternopil: TNTU*, 2014. – Volume 47. – No. 4. – pp. 178–188. [https://elartu.tntu.edu.ua/bitstream/123456789/6088/2/GEB\\_2014v47n4\\_Svitlana\\_Shylyk-Information\\_war\\_178-188.pdf](https://elartu.tntu.edu.ua/bitstream/123456789/6088/2/GEB_2014v47n4_Svitlana_Shylyk-Information_war_178-188.pdf)
15. PR and Business Communications of Tourism and Hospitality Enterprises / Butorina V.B., Marusey T.V. Kamianets-Podilskyi: Ivan Ohienko Kamianets-Podilskyi National University, 2025. 153 p. <http://elar.kpnu.edu.ua/xmlui/handle/123456789/8644>
16. Claeys, A. S., & Coombs, W. T. (2020). Organizational crisis communication: Suboptimal crisis response selection decisions and behavioural economics. *Communication Theory*, 30(3), 290-309. [https://scholar.google.com.ua/scholar?output=instlink&q=info:WNgg0ShHocsJ:scholar.google.com/&hl=uk&as\\_sdt=0,5&as\\_ylo=2020&as\\_yhi=2025&as\\_vis=1&scillfp=8397675509704785118&oi=lle](https://scholar.google.com.ua/scholar?output=instlink&q=info:WNgg0ShHocsJ:scholar.google.com/&hl=uk&as_sdt=0,5&as_ylo=2020&as_yhi=2025&as_vis=1&scillfp=8397675509704785118&oi=lle)
17. Edwards, L. (2021). Organised lying and professional legitimacy: Public relations' accountability in the disinformation debate. *European Journal of Communication*, 36(2), 168-182. <https://doi.org/10.1177/0267323120966851>
18. Gavkalova, N., Akimova, L., & Akimov, O. (2023). Anti-crisis management mechanism in the digital age. *Marketing and Innovation Management*, 14(4), 188-199. [https://www.zbw.eu/econis-archiv/bitstream/11159/652860/1/1877935387\\_0.pdf](https://www.zbw.eu/econis-archiv/bitstream/11159/652860/1/1877935387_0.pdf)
19. Haupt, B. (2021). The Use of Crisis Communication Strategies in Emergency Management. *Journal of Homeland Security and Emergency Management*, 18(2), 125-150. <https://doi.org/10.1515/jhsem-2020-0039>
20. Sellnow, T. L., & Seeger, M. W. (2021). Theorising crisis communication. John Wiley & Sons. [https://books.google.com.ua/books?hl=uk&lr=&id=YGUQEAAAQBAJ&oi=fnd&pg=PP9&ots=sVV\\_tbeII2&sig=QYJ-4r738FCB5csEHAwIzZmIedE&redir\\_esc=y#v=onepage&q&f=false](https://books.google.com.ua/books?hl=uk&lr=&id=YGUQEAAAQBAJ&oi=fnd&pg=PP9&ots=sVV_tbeII2&sig=QYJ-4r738FCB5csEHAwIzZmIedE&redir_esc=y#v=onepage&q&f=false)

## Educational content

### 5. Methodology for mastering the academic discipline (educational component)

#### Lectures

Lectures using informative and receptive methods, heuristic discussions, elements of educational discussion, and elements of problem-based presentation of material.

#### **Lecture 1. Public relations as a social phenomenon. The emergence of public relations as a field of professional activity.**

Public relations in the modern world. Interdependence of social actors, the need to regulate their interaction, establish favourable relations between social groups (partners), manage social relations. Socio-economic conditions for the functioning of public relations.

Scientific definitions of public relations. Diversity of definitions. Public relations as a management function aimed at shaping public opinion, establishing mutual understanding and goodwill, communication, management, image creation, and information creation.

Public relations and related areas of activity. Advertising, publicity, propaganda, press mediation, public activity, marketing, merchandising.

Chronology and dynamics of the development of public relations in the world: the emergence of the term "public relations" (USA, 1807, Thomas Jefferson), political PR (early 19th century), regulation of socio-economic relations (1830s), organisation of work with the press (second half of the 19th century). The emergence of professional PR (early 20th century). Ivy Lee, E. Bernays. German and French schools of PR. Consolidation of PR societies (1940s-1960s). PR in the global information society (second half of the 20th century, early 21st century).

Four historical models of PR development according to D. Gruning. Publicity, public information, bilateral asymmetric model, bilateral symmetric model.

**Assignments for independent study:** General principles of organising public relations work. Directions and features of public relations work in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.). Areas of public relations work in non-profit organisations, educational, cultural and healthcare institutions (using the examples of a university, theatre, zoo, hospital, nature conservation organisation). Organisation of public relations services in government bodies: the administrations of the Presidents of Ukraine, the United States and Poland. Analyse the development and current state of public relations departments in these government structures. Public relations centres of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, Security Service of Ukraine (regional and national levels): army, Ministry of Emergency Situations. Features of the

organisation and areas of work of public relations centres.

## **Lecture 2. Public relations in the functional structure of an organisation**

Socio-economic determinants of the emergence of public relations services in government bodies. Typical structure of a public relations department.

The place of PR structures (press centre, public relations department, press relations department, public relations centre) in government bodies. Public relations as a component of state and municipal administration aimed at optimising the adoption and implementation of political decisions, a mechanism for gaining and retaining power and political influence, as mechanisms for taking into account and coordinating interests.

The structure of the public relations service of a state organisation: information and analytical service, department for working with citizens' appeals and complaints, television, radio and photography department, editorial office of its own publication. PR departments in large state structures. Structure and functions. Press service of the President. State Committee for Information Policy, Television and Radio Broadcasting of Ukraine. National Council on Television and Radio Broadcasting. Council on Information Policy under the President of Ukraine. Department for Press and Information of the Regional State Administration, press centre under the head of the regional state administration. PR service in the city executive committee. PR services of law enforcement agencies.

Organisation of the work of PR consulting structures. PR consulting. Advantages and disadvantages of PR consulting structures. Areas of activity. Similarities in the organisational structures of the public relations department in an organisation and a PR consulting structure.

Reasons for turning to PR consulting structures. Advantages and disadvantages for an organisation when hiring a PR manager for temporary cooperation. Integration of the functions of PR departments and PR consulting structures.

**Assignment for independent study:** The status of public relations. The organisational structure and responsibilities of the public relations department. The PR department of an organisation: advantages and disadvantages.

## **Lecture 3. The public in the field of public relations: definition, classification, patterns of functioning.**

The public as a group of people who are in one way or another connected with the activities of an organisation or institution.

Typology of public groups. External and internal public. Typology of the public according to D. Hendrix (media workers, the public of the organisation itself, the local community, investors, government bodies, consumers, special interest groups). Definition of the public according to D. Grunig (non-public, latent public, informed public, active public).

The audience as an active public. Situational factors in transforming a latent public into an audience (James Grunig): awareness of the problem, awareness of limitations, level of involvement in the situation.

Methods for identifying target groups of the public (geographic, demographic, psychographic, taking into account hidden power, status, reputation, membership, role in decision-making).

Priority public groups as those that are of exceptional importance in the implementation of a particular PR programme.

**Assignment for independent study:** What are the means of internal public information? Typology of the public according to D. Hendrix. Definition of the public according to D. Grunig. Situational factors in transforming a latent public into an audience.

## **Lecture 4. Internal and external PR. Organising relations with the media**

Internal public information system. Newspaper, newsletter, bulletin board, reports, intranet, announcements.

Corporate culture. Special events in the organisation – holidays, anniversaries, meetings. Definition of special events. A special event is an action taken by an organisation with the aim of creating a favourable attitude towards the organisation or individuals. Examples of special events. Conference (meeting, congress, round table) as information events aimed at the target audience. Conditions for organisation and conduct. Presentation as a representation of materialised information. Invitation. Meeting. Press conference. Informal communication. Complementing communication. Parting. Exhibitions, festivals, fairs, seminars, competitions, etc.

Specially organised forms of presenting news and information materials. Briefing, press conference as a meeting of journalists with representatives of organisations with the aim of presenting factual, commentary and problem situations to the media. Stages. Planning and conditions for informing the media. Conditions for organising and conducting a briefing or press conference. Meeting and seating journalists. Questions and answers. Actions of the organisation after the press conference. Clipping – analysis of materials published in the media.

**Assignment for independent study:** What are the means of internal public information? What are the components of the concept of "corporate culture"? What is "corporate style"? How does the image of the head of an organisation affect the image of the organisation? What are the means of effective employee motivation?

## **Lecture 5. Anti-crisis PR. Crisis management.**

The importance of well-organised communication becomes particularly clear during crisis situations. However, during crises, even well-established information flows tend to break down. A crisis situation is always the main event in all the news of the day (days). It is the media that, during crisis situations, select, structure and disseminate information about

the crisis and the behaviour of the state leadership during the crisis. And thus, the media shape public opinion about the authorities and their ability to resolve crises.

In such a situation, the main task of the government is to develop and implement a crisis response system and to draft a crisis communication strategy.

#### **Tasks for the crisis response team:**

Mistakes made by organisations in a crisis. Practical actions aimed at overcoming the crisis. Communication plan as part of the overall plan for overcoming the crisis, crisis team, spokesperson (press secretary).

### **Lecture 6. Research work in public relations. Planning in public relations**

Public relations and public opinion research. Research as the systematic collection of information necessary for a comprehensive understanding of the situation, verification of assumptions about the public and the consequences of communication with it. The relationship between people's knowledge and public opinion. Types of public opinion research. Informal research: unobtrusive study method, opinion audit and communication audit. Formal research: qualitative and quantitative. Stages of formal research. Problem definition. Selecting a measurable part of the problem. Selecting research methods. Studying published literature on similar research. Developing a hypothesis. Developing experiments. Obtaining data. Analysing data. Interpreting data for conclusions and generalisations. Preparing and presenting a report on the results.

Qualitative research. Historiography, case studies, diaries, in-depth interviews, focus groups. Quantitative research. Content analysis, survey research. Fundamentals of quantitative research. Sample – a specially selected group of survey units that should represent the general population. Validity and reliability of the research sample. Information about the audience: cross-sectional surveys, consumer panels, questionnaires. Sociological survey questionnaire. Rules for formulating questions and compiling a questionnaire. Factors for conducting independent research. Predictive research. Audience assessment. Diaries, interviews, electronic audience sensors. Internet audience assessment.

**Assignment for independent study:** Qualitative research. Historiography, case studies, diaries, in-depth interviews, focus groups. Quantitative research. Content analysis, survey research.

### **Lecture 7. PR programme. Implementation of a PR programme. Evaluation of PR programme results**

Programming as the development of a system of components for the sequential deployment of relations with various public groups in order to implement the social mission of the organisation. Elements of PR activity programming: determining the theme of the action programme and preparing appeals; determining the content of actions and the nature of special events; determining the media; selecting principles of effective communication.

The classic formula for planning, conducting and evaluating PR projects is RACE: R – Research (analysis and setting of tasks), A – Action (development of a programme and budget), C – Communication (implementation of the programme through information and communication tools), E – Evaluation (determination of results and adjustments to the programme).

Communication as a key component of any informational or communicative act. Interpretation of communication in communication theory. Communication as content, as environment, as personality. Composing a message taking into account time, place, audience, situation. Criteria used by the media to define a message as news. Influence, proximity, timeliness, news, conflict.

Means of implementing a PR programme. Uncontrolled means of communication as those that do not allow the organisation to control their dissemination (articles, press releases, photographs, press conferences). Controlled as those that disseminate information about the organisation at its expense and according to its requirements. Means of print media, audiovisual communication, interpersonal communication.

**Assignment for independent study:** Evaluative research as a process of evaluating a public relations action plan. Stages of evaluating a PR programme. Interpreting the results of a PR programme evaluation. Requirements for a specialist interpreter of a PR programme evaluation.

### **Lecture 8. PR campaign. Analysis of successful anti-crisis PR campaigns.**

Definition of a PR campaign as a special event. A PR campaign as coordinated, long-term events designed to achieve a specific goal or a number of interrelated goals aimed at a long-term goal reflected in the organisation's mission.

PR campaign model for developing a successful organisation: formulating the organisation's mission, positioning, shaping corporate culture, creating positive public relations, maintaining a positive reputation.

The tasks of PR campaigns (positioning, crisis management, reputation repair). Types of PR campaigns: public communication, public awareness raising, public education, strengthening positions and behaviour, changing opinions, changing behaviour.

Principles of a successful campaign: assessment of the needs, goals and capabilities of priority public groups; systematic planning and implementation of the campaign; continuous monitoring and evaluation to understand what works and where additional efforts are needed understanding the interdependent roles of the media and interpersonal communication; selecting appropriate media for each priority audience, with a clear understanding of the ability of these

media to deliver the campaign message.

Elements of a successful campaign: education, engineering, reinforcement, empowerment, evaluation. Campaign planning. Setting goals, budgeting, strategy development, contingency planning, internal strategy development. Campaign implementation. Adapting tactics to strategy, communication, problem solving. Campaign evaluation. Monitoring, analysis. Examples of successful PR campaigns.

**Assignments for independent study:** Defining a PR campaign as a special event. PR campaign model for developing a successful organisation. Objectives of PR campaigns. Types of PR campaigns. Principles of a successful campaign. Elements of a successful campaign.

### **Seminar (practical) classes**

Didactic methods, observation and comparison, generalisation and abstraction, analogy, induction, deduction, analysis and synthesis, analytical-synthetic, abstract-deductive, concrete-inductive, explanatory-illustrative, reproductive, partial-search, research methods are used.

## **Section 1. Public relations in the modern world. Professional culture of a PR specialist**

### **Seminar 1. The essence, content and specifics of public relations (PR) as an academic discipline**

1. Interpretation of the concept of PR.
2. PR as a science and field of activity.
3. Subject and object of PR as a science.
4. Principles and functions of PR.
5. The connection between PR and other disciplines and fields of activity.

**Assignment for independent study:** General principles of organising public relations work. Directions and features of public relations work in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.).

### **Seminar 2. Public relations as a social phenomenon.**

1. Public relations as a science and activity
2. The object and subject of public relations
3. Functions of public relations
4. Public relations and related fields of activity.

**Assignment for independent study:** Areas of public relations work in non-profit organisations, educational institutions, cultural institutions, and healthcare institutions (using the examples of a university, theatre, zoo, hospital, and nature conservation organisation).

### **Seminar 3. The emergence of public relations as a field of professional activity.**

1. The history of the term "public relations".
2. Scientific schools of PR.
3. Historical models of PR development.
4. The development of PR in Ukraine.
5. Areas of PR activity.

**Assignment for independent study:** Analyse the formation and current state of the organisation of public relations departments in these government structures. Public relations centres of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, Security Service of Ukraine (regional and national levels): army, Ministry of Emergency Situations. Features of the organisation and areas of work of public relations centres.

### **Seminar 4. History of the development of public relations**

1. Main categories of PR: action, campaign, situation.
2. The emergence of the foundations of PR in the USA. Precursors of PR.
3. The first PR firms, the emergence of professionals - PR managers.
4. The emergence and development of PR in Ukraine.

**Assignment for independent study:** Organisation of public relations services in government bodies: the administrations of the presidents of Ukraine, the United States, and Poland.

### **Seminar 5. Public relations in the functional structure of an organisation**

1. Laws governing PR activities.
2. Professional activities of a PR specialist.
3. Areas and features of the work of a PR specialist.

4. Ethical principles of a PR specialist's work.
5. Regulatory and legal documents governing the activities of a PR specialist.

**Assignments for independent study:** General principles of organising public relations services. Directions and features of public relations services in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.). Areas of public relations work in non-profit organisations, educational, cultural and healthcare institutions (using the examples of a university, theatre, zoo, hospital and nature conservation organisation).

### **Seminar 6. Organisation of PR activities**

1. PR activities: main forms and areas.
2. PR service: organisational structure.
3. Functions of PR specialists.
4. Principles, ethics and legal basis of PR specialists' activities.

**Assignment for independent study:** Select and develop a structural diagram of the PR service of an enterprise.

## **Section 2. The public and public opinion in public relations. The structure of communications in public relations**

### **Seminar 7. The public in public relations: definition, classification, patterns of functioning.**

1. The public as a group of people.
2. Typology of public groups.
3. The audience as an active public.
4. Methods for identifying target public groups.

**Assignment for independent study:** What are the means of internal public information? Typology of the public according to D. Hendrix. Definition of the public according to D. Grunig. Situational factors in the transformation of a latent public into an audience.

### **Seminar 8. Internal PR. Special events in public relations.**

1. Internal public information system.
2. Corporate culture.
3. Mass media.
4. Public relations tools for organising effective relations with the media.

**Assignment for independent study:** What are the means of internal public information? What are the components of the concept of "corporate culture"? What is "corporate style"? How does the image of an organisation's leader affect the image of the organisation? What are the means of effective employee motivation?

### **Seminar 9. External PR. Organising relations with the media.**

1. The information space of Ukraine.
2. Ethics of an organisation's relations with the media.
3. Briefings and press conferences as meetings between journalists and representatives of organisations.
4. Press tours as events for journalists.
5. Media map as systematised data on the media.

**Assignment for independent study:** Describe the conditions for influencing the public through public relations programmes (identifying and understanding public opinion; defining target groups; taking into account the "laws" of public opinion formation). What is the difference between influencing the public through advertising, propaganda, and public relations? Give a reasoned answer.

### **Seminar 10. Crisis PR. Crisis management.**

1. Crisis situation
2. Crisis stages
3. Typology of crises
4. Management in a crisis.
5. Practical actions aimed at overcoming the crisis.
6. Communication plan

**Assignment for independent study:** Mistakes made by organisations in crisis situations. Practical actions aimed at

overcoming the crisis. Communication plan as part of the overall plan for overcoming the crisis, crisis team, spokesperson (press secretary).

### **Seminar 11. PR in the socio-political sphere**

1. Political and social advertising, targeted programmes and projects.
2. Manipulation of consciousness as a factor in the formation of public opinion and
3. stereotypes.
4. Black and dirty PR techniques.
5. Psychological aspects of government PR in modern conditions.
6. PR measures in the system of public administration.

**Assignment for independent study:** Analyse the "black" and "dirty" PR techniques that were used during the last parliamentary elections.

### **Section 3. The communication cycle in public relations: research, planning, implementation, evaluation**

#### **Seminar 12. Research work in public relations. Planning in public relations. Image formation as a PR task**

1. Public relations and public opinion research.
2. Types of public opinion research.
3. Qualitative research.
4. Quantitative research.
5. Objects and methods of image formation.
6. Image support and correction, image protection from external influences.
7. Control of communication channels, ongoing information monitoring.
8. Psychological features of image formation.
9. PR advertising of image

**Assignments for independent study:** Qualitative research. Historiography, case studies, diaries, in-depth interviews, focus groups. Quantitative research. Content analysis, survey research. Practical assignment on developing the image of a company executive.

#### **Seminar 13. Lobbying as a component of PR**

1. Planning a lobbying campaign
2. Lobbying tools
3. Lobbying techniques and methods
4. Media coverage of a lobbying campaign

**Homework assignment:** Try to summarise the key information on one sheet of paper.

#### **Seminar 14. PR programme. Implementation of a PR programme. Evaluation of the results of a PR programme. PR campaign. Analysis of successful anti-crisis PR campaigns.**

1. PR programming.
2. Elements of PR programming.
3. Means of implementing a PR programme.
4. Evaluation of programme implementation results.
5. The goal of a PR campaign.
6. Identifying the PR campaign audience.
7. Means of implementing the proposed PR campaign.
8. Scope of resources for the PR campaign.

**Assignments for independent study:** Practical tasks for developing a PR programme for the following situations: a city day celebration; a university anniversary celebration; a mayoral election campaign; the opening of a new bookshop, the opening of a new sports club, or other situations chosen by students. Defining a PR campaign as a special event. PR campaign model for the development of a successful organisation. Tasks of PR campaigns. Types of PR campaigns. Principles of a successful campaign. Elements of a successful campaign

#### **Seminar 15. Modular control work**

## **6. Independent work of the student/postgraduate**

Independent work of the applicant includes:  
preparation for classroom sessions – 64 hours;  
preparation for the Modular control work – 4 hours;  
preparation for the test – 6 hours.  
Total – 74 hours.

Questions for independent work for full-time students are specified for each lecture and practical assignment.

### **Policy and control**

## **7. Academic discipline policy (educational component)**

### **Attendance and completion of assignments**

Students who wish to demonstrate excellent learning outcomes must actively participate in lectures, but they are not required to make up for missed lectures.

Students will be required to actively participate in practical classes. The student's rating will largely be based on the results of their work in practical (seminar) classes. Each missed practical class (regardless of the reason for the absence) lowers the student's final rating in the discipline.

Students who have missed practical classes can prevent their final rating from being lowered by studying the relevant topics in a timely manner (during the semester) and completing the assignments for the missed classes. There is no need to wait until the exam session to communicate with the teacher. This should be done as soon as the student is ready to demonstrate their knowledge and skills on the missed topics.

The topics and assignments for practical classes are provided in the Syllabus, available from the student's personal account in the Moodle system.

Laptops and smartphones may be used during lectures and practical classes, but only for purposes related to the topic of the class and the relevant thematic assignment.

During practical classes, students may use written notes they have prepared on the topic of the class (or the task), but reading from a piece of paper reduces the quality of the answer and the grade.

### **Informal education**

At the request of the applicant, in conditions that do not facilitate regular attendance, it is permissible to study individual parts of the discipline in asynchronous mode, in particular through distance learning courses and other forms of informal education. In order for the points for such courses to be taken into account in the rating system, they must correspond in content to certain topics of the syllabus, and their completion must be agreed with the teacher of the discipline. To confirm completion of informal learning, the student must provide a relevant document (certificate) indicating the name of the courses and their duration in hours. The recognition of informal education results is carried out in accordance with the procedure set out in the relevant Regulations of Igor Sikorsky KPI: <https://osvita.kpi.ua/node/179>.

In particular, we recommend taking the online course "Monitoring and Evaluation for NGOs." The course is available on the educational online platform "Зрозуміло!" at the following link:

<https://courses.zrozumilo.in.ua/courses/course-v1:eef+EEF-037+June23/course/>

### **Procedure for appealing the results of assessment control measures**

Students have the opportunity to raise any issue related to the assessment procedure and expect it to be considered in accordance with pre-defined procedures. To appeal against an assessment, a student must submit a statement indicating the reason for the appeal and providing evidence of the lecturer's bias. The lecturer must discuss this statement with the student in person during a consultation. The committee may decide to repeat the assessment or reject the appeal. The committee's decision is final and cannot be appealed.

## **University policy**

### **Academic integrity**

The policy and principles of academic integrity are defined in Section 3 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more details, see: <https://kpi.ua/code>.

(other necessary information regarding academic integrity)

### **Standards of ethical conduct**

The standards of ethical conduct for students and employees are defined in Section 2 of the Code of Honour of the National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute". For more information, please visit: <https://kpi.ua/code>.

### **Artificial intelligence policy**

The policy on the use of artificial intelligence and its principles are regulated by the order "Policy on the use of artificial intelligence for academic activities at Igor Sikorsky Kyiv Polytechnic Institute". For more details, see: <https://osvita.kpi.ua/node/1225>.

## **8. Types of control and rating system for assessing learning outcomes (RSO)**

Ongoing assessment: quizzes on the topic of the lesson, completion of assignments

Calendar control: conducted twice per semester as monitoring of the current status of syllabus requirements.

Semester assessment: test

Assessment and control measures

A student's grade for the course consists of points awarded for:

- 1) answers, solving tasks and supplementing other students' answers during discussions in seminars;
- 2) completion of the Modular control work.

Students receive the highest rating if they actively participate in seminars, provide complete and reasoned answers, present them logically, express their own position on discussion issues, and present it clearly and logically.

Proper preparation for a practical class will take an average of 1.5-3 hours.

The lecturer assesses the student's work at each practical class. The final number of points for work in practical classes is posted by the lecturer on the electronic campus.

**1. Work in seminars** is assessed on a scale of up to 5 points.

The maximum number of points for all practical classes is  $rsem = 5 \text{ points} * 14 = 70 \text{ points}$ .

Assessment criteria:

- "excellent" – a creative approach to revealing the problem, using a variety of information and justifying its use – 5 points;
- "good" – in-depth disclosure of the problem (at the level of "essence" – "regularity"), reflection of one's own position – 4 points;
- "satisfactory" – well-reasoned disclosure of the problem with certain shortcomings (lack of references) – 3 points;
- "unsatisfactory" – task not completed, – 0-2 points.

**2. Modular control work** are assessed according to the number and quality of questions covered. The test task for this paper consists of 2 questions from the list provided in the Appendix.

Weighting – 30 points.

Answers are assessed as follows:

- "excellent" – complete answer (at least 90% of the required information) – 27-30 points;
- "good" – sufficiently complete answer (at least 75% of the required information), or complete answer with minor inaccuracies – 23-26 points;
- "Satisfactory" – incomplete answer (at least 60% of the required information) and minor errors – 18-22 points;
- "unsatisfactory" – answer does not meet the requirements for "satisfactory" – 0-17 points.

Thus, as a result of completing the Modular control work tasks, a student can receive from 0 to 30 points depending on the thoroughness and efficiency in completing the tasks.

### **3. Incentive points**

A total of no more than 10 points for the following types of work:

- for research activities (participation in conferences, student competitions, publications);
- participation in faculty competitions in the discipline and all-Ukrainian competitions.

The rating assessment for the academic discipline is communicated to applicants during the examination session.

Applicants with a rating of 60 points or more receive a grade corresponding to their rating without additional tests.

For applicants with a rating of less than 60 points, as well as those who wish to improve their rating, the teacher conducts a semester assessment in the form of a test or interview.

### **4. Credit.**

Weighting score – 100.

The test takes the form of a list of questions that the student must answer. The questions vary in content and correspond to the topics of lectures, seminars, independent work, and self-assessment questions.

Assessment criteria

95-100 points - the student demonstrates a deep knowledge of the content of the course material, the ability to

systematically and interdisciplinarily analyse the issues covered in the course; freely and correctly uses scientific concepts and terms, formulates logical, reasoned conclusions, and expresses their own well-founded position on controversial issues;

85-94 points - the student demonstrates a very good level of mastery of the course material, is well versed in the main topics of the course, is capable of analysis and generalisation; there may be isolated inaccuracies in formulations or examples that do not significantly affect the overall level of the answer;

75-84 points - the student demonstrates a fairly complete understanding of the main topics and issues of the course. Uses basic scientific terminology, but the analysis is mainly descriptive; conclusions are formulated, but not always sufficiently substantiated;

65-74 points - the student demonstrates a general understanding of the course material, but the answers contain noticeable inaccuracies in definitions, examples or logic of presentation; the use of scientific terminology is limited, the analytical component is weak;

60-64 points - the student demonstrates fragmentary knowledge of individual topics of the course, is familiar only with some of the key concepts; answers are incomplete, superficial, conclusions are insufficiently substantiated or absent;

0-59 points - the student is not familiar with the key concepts and issues of the course, demonstrates superficial or chaotic knowledge; analytical thinking and the ability to apply the knowledge gained are absent; answers are illogical or incomplete.

#### **Conditions for a positive interim assessment:**

To receive a "pass" on the first interim assessment, the student must have at least 10 points; to receive a "pass" on the second interim assessment, the student must have at least 20 points.

#### **Conditions for admission to the exam:**

The condition for a student's admission to the exam is the completion of the Modular control work.

**Table of correspondence between rating points and grades on the university scale:**

Rating of the applicant (points)	University scale of grades for the level of acquired competencies (learning outcomes)
100-95	Excellent
94	Very good
84	Good
74-65	Satisfactory
64-60	Sufficient
Less than 60	Unsatisfactory

#### **Possible marks in the semester control report:**

Not admitted	Failure to meet the conditions for admission to semester control
Removed	Violation of the principles of academic integrity or moral and ethical standards of conduct
Did not appear	The applicant was admitted but did not appear for the exam

#### **Review of the rating system of assessment during the semester**

The RSO may be reviewed upon a reasoned request from the applicant studying the OK, the student self-government body or the student trade union committee, submitted to the head of the supporting department. The review procedure is defined in Section 7 of the Regulations on the System of Assessment of Learning Outcomes at Igor Sikorsky KPI [https://osvita.kpi.ua/sites/default/files/downloads/Pologennia\\_RSO\\_2025.pdf](https://osvita.kpi.ua/sites/default/files/downloads/Pologennia_RSO_2025.pdf)

### **9. Additional information on the discipline (educational component)**

#### **Recommendations for students**

The course "Public Relations and Crisis Communications" includes lectures and seminars. Lectures are conducted using presentations on basic terms, concepts, and theories, taking into account the topics of the classes. The course includes familiarisation with primary sources and their discussion in seminars. The course also provides for the acquisition of practical skills, namely, writing a PR campaign plan, developing a strategy, and formulating and developing recommendations.

Seminar classes involve students preparing presentations on specific topics, participating in discussions, expressing their own opinions, etc. The criteria for assessing the performance of seminar tasks are: logical sequence of answers; completeness of each question; analytical reasoning in answers; references to sources; validity of personal conclusions.

When preparing for a seminar, students should study the lecture material on a specific topic and familiarise themselves with additional sources and articles in periodicals. Even well-prepared students should not remain passive observers during the seminar session, but should actively participate in the discussion of the issue. If a student has not familiarised themselves with the course material, they should listen more carefully to the speakers and try to compensate for their lack of preparation for the session with the information they receive. Students should not refuse to answer the teacher's questions. Even if a student does not know the answer, it is advisable to try to answer, express their opinion based on their own knowledge, experience, the logic of the question, etc. A responsible attitude towards preparation for each seminar allows you to understand the issues covered in the discipline "Public Relations and Crisis Communications".

### **Extracurricular activities**

Students may participate in an informal club for sociologists.

### **Distance learning**

Synchronous distance learning is possible using video conferencing platforms and the university's educational platform for distance learning.

### **Inclusive learning**

Permitted

**Work programme for the academic discipline (syllabus):** Public relations and crisis communications

**Compiled** by Associate Professor, Candidate of Philosophical Sciences, Associate Professor, Ihor Viktorovych Pyholenko

**Approved** by the Department of Sociology (Minutes No. 14 of 23.06.2025)

**Approved** by the Methodological Commission of the Faculty of Sociology and Law (Minutes No. 4 dated 24 June 2025)

**Questions for the Modular control work**

1. General principles of organising public relations services.
2. Directions and features of the work of public relations services in commercial and financial structures (banks, private enterprises, joint-stock companies, insurance companies, etc.)
3. Areas of public relations work in non-profit organisations, educational, cultural and healthcare institutions (using the examples of a university, theatre, zoo, hospital and nature conservation organisation).
4. Organisation of public relations services in government bodies: the administrations of the presidents of Ukraine, the United States and Poland. Analyse the development and current state of public relations departments in these government structures.
5. Public relations centres of law enforcement agencies and special services: Departments of the Ministry of Internal Affairs, Security Service of Ukraine (regional and national levels): army, Ministry of Emergency Situations. Features of the organisation and areas of work of public relations centres.
6. Provide a definition of public opinion. Identify the most accurate one in your opinion. Provide an argument in favour of your chosen definition.
7. List the characteristic features of public opinion and explain the meaning of these characteristics.
8. Define the concepts of "orientation," "interests," and "attitudes" of an individual.
9. Explain the essence of M. Ray's theory of persuasion.
10. Provide and explain the laws of formation of public opinion according to H. Kentril.
11. What are the means of internal public information?
12. What are the components of the concept of "corporate culture"?
13. What is "corporate style"?
14. How does the image of an organisation's leader affect the image of the organisation?
15. What are the means of effectively motivating employees?
16. Describe the conditions for influencing the public through public relations programmes (identifying and understanding public opinion; defining target groups; taking into account the "laws" of public opinion formation).
17. What is the difference between influencing the public through advertising, propaganda, and public relations? Give a reasoned answer.
18. Management in a crisis. Mistakes made by organisations in a crisis.
19. Practical actions aimed at overcoming a crisis.
20. Communication plan as part of the overall plan for overcoming the crisis, crisis team, spokesperson (press secretary).
21. Qualitative research. Historiography, case studies, diaries, in-depth interviews, focus groups.
22. Quantitative research. Content analysis, survey research.
23. The goal of the PR campaign.
24. Identifying the audience for the PR campaign.
25. Means of implementing the proposed PR campaign.
26. Scope of resources for the PR campaign.

**Exam questions**

1. Public relations as a type of scientific, cognitive, organisational and practical activity.
2. Features of the formation and trends in the institutionalisation of PR in the first half of the 20th century.
3. Features of the development of specialised PR services and firms in Europe and America in the second half of the 20th century.
4. Ethnocultural foundations of PR: the significance of PR in everyday life.
5. The state, main directions of development and problems of institutionalisation of PR in Ukraine.
6. PR and related activities.
7. Technological specifics of PR: features of scientific, cognitive, and socio-practical functions of PR.
8. Specifics of managerial, nationalist and communicative approaches to understanding the content and development of PR theory.
9. PR as a factor in the democratic development of society.
10. Social risk factors associated with professional activities in the field of PR.
11. Requirements for the personal qualities of a PR specialist.
12. Education and features of professional training of PR specialists.
13. The concept of the public in PR.
14. Typology of public groups as a problem of PR theory.
15. Technological features of identifying target and priority public groups.
16. The concept of public opinion. The role, significance and functional characteristics of public opinion in social life.
17. Shaping public opinion as a technological task and function of PR.
18. Types of public opinion research.
19. Methods of sociological research of public opinion.
20. The concept of communication in public relations. The main elements of the communication process.
21. Verbal communication in public relations. Specifics of public speaking.
22. Rules for compiling test materials.
23. The importance of non-verbal communication in public relations.
24. The concept of mass communication. Functions of mass communication.
25. News agencies and the press as means of mass communication. Their role and significance in the organisation of public relations.
26. News agencies: their purpose and specific features of operation.
27. The specifics of the press as a means of mass communication, its advantages and disadvantages.
28. Radio and television as means of mass communication, their advantages and disadvantages.
29. Working with the press as a direction of public relations.
30. Materials for the press: information messages (backgrounders), press releases, media kits.
31. Materials for the press: author, review and advertising articles.
32. Materials for the press: biographies and photographs.
33. Specifics of working with radio and television.
34. Reporting as a genre of informational journalism.
35. Interviews as a genre of informational journalism.
36. Conversation, review, commentary as genres of analytical journalism.
37. Sketches, essays, feuilletons, and pamphlets as genres of artistic journalism.
38. Means of internal communication: newsletters, reports, notice boards, communication with management.
39. PR in economic activity: tasks and main directions of development.
40. The role and significance of PR in the development and implementation of marketing policies of economic entities.
41. The role and significance of PR in the development and implementation of advertising policy for economic entities.
42. Relations with the state as a direction of professional activity in the field of PR.

43. The technology of power distribution and the possibilities and means of influencing the activities of legislative, executive and judicial authorities.
44. The essence and principles of lobbying.
45. Methods and rules of lobbying.
46. Features of PR in non-governmental political institutions.
47. The role and significance of PR in the development of the social base of political parties.
48. The role and significance of PR in the development and implementation of the electoral strategy of political parties, political movements and coalitions.
49. The importance of PR for the development of the spiritual sphere of public life: features of PR technologies in the fields of sports, concert and theatre activities, show business, tourism, education.
50. Image as a category of PR theory. The role and significance of image.
51. Image creation as a technological problem of PR.
52. PR advertising of image: organisational and technological features.
53. The concept and essence of publicity in PR theory.
54. Functions of publicity.
55. The concept of an image maker in PR theory.
56. Organising special events as a technological problem of PR: techniques and presentations.
57. Organising special events as a technological problem in PR: conferences, round tables, open days.
58. Organization of special events as a technological problem of PR: exhibitions, expositions.
59. PR management: organisational principles of PR services.
60. PR management: technological features of planning and programming PR campaigns.
61. Organising campaigns and effective communications as a means of implementing a PR programme.
62. PR management: technological features of assessing the progress and main results of a PR programme.
63. PR in crisis situations: risk communication as a means of preventing crisis situations.
64. PR in crisis situations: features of crisis management through the organisation and development of effective communications.