

Course code (filled in by the Office for Education)	
Course title	Public Service Communication
Module title	Public Administration and Management
Level of the Course	BA
Institute/Department responsible for course	Institute of Public Management and Administrative Studies
Course director	Dr. Csilla Herendy
Name of the Lecturer(s)	Dr. Agnes Jenei, Dr. Andrea Bajnok, Dr. Csilla Herendy.
Number of the ECTS credits	5 ECTS
Teaching methodology	Lectures and presentations, case-studies and performances, homework applications, training methods
Language of instruction	English
Prerequisite(s) for the course	Fluency in English
Semester	Fall
Course description	The course will focus on the key concepts of organizational communication in public service. It will examine the objective and the different aspects of reputation management and study purposeful strategic planning and effective use of integrated communication tools in the internal and external communication context. The discussion of the ethical aspects of organizational communication will also be an important element of the course.
Learning outcomes and course competences	<p>Course competencies are the following:</p> <ul style="list-style-type: none"> – Organisational communication competencies – Ethical communication competencies <p>Learning outcomes, goals:</p> <ul style="list-style-type: none"> – Students will be able to apply their theoretic knowledge in communication. – Students will be able to work out communication project works.
Weekly content of the course	<ol style="list-style-type: none"> 1. The reporting range, goals, actors and regulation of public service communications. Mediated and non-mediated means of public service communications. 2. Strategic communication. Strategic, tactical and action plans 3. Relationships between trust building and brand building. Personal branding. 4. Relationships between trust, transparency, integrity culture and brand building in public service 5. The tools of persuasion. Advertising, social advertising. 6. Means of information and communication. Organising press conferences, writing press materials, press releases. Importance and role of the spokesperson. 7. Involvement of stakeholders in external communication. Stakeholder analysis. Tools for mobilization, facilitation and moderation. 8. Tools of persuasion and influence. Advertising, social advertising. Analysis and planning of social campaigns (theory) Implementation of social campaigns (practice). 9. Online communication <ul style="list-style-type: none"> – Online trends, web 1.0-2.0-3.0 – What is usability and why is important in everyday life? Emotional design and usability. How to conduct and analyze UX research. 10. External communication (business and public administration). Communication and media: the role of communication and media in society. News, television (commercial, state), basic theories and models (Agenda-Setting Theory, The Public Opinion Process) 11. Internal organizational communication. <ul style="list-style-type: none"> Communication - motivation - organizational integration and performance. Tools of effective internal communication. Conference Management. Conflict Management.

	12. Theory and Practice of Crisis Communication. Preparing for unexpected situations.
	13. The Crisis Communication Scenario. Media interview in crisis situation.
	14. Measurement of communication effects.
	15. Evaluation of the course.
Compulsory and recommended reading materials	Slides of the lectures. Literatures and hand-outs given on classes.
Assessment methods and criteria	Regular and active class participation is required; one written exam (five scale rating), working on project is required.
Grading	Class participation, assignments (homeworks/project work) on IT applications, final exam. - five scale grading.
office hours/contact details	Monday – Tuesday – Wednesday in the institute's administrative office. Herendy.csilla@uni-nke.hu; jenei.agnes@uni-nke.hu