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ŠKODA AUTO University



JEUL – Joint Enterprise and University Learning

Practical Education – training the skills to complement theoretical knowledge

Mgr. Dagmar Sieglova, MSEd., Ph.D.

JEUL 1st Annual meeting, January 2019 BUH
Seminar on result of enterprise survey and feedback from
student placement



Remarks to JEUL company surveys

Gaps addressed:

- **Practical education**
 - Turning theory into practice – Public Relation course
- **Soft skills**
 - Communication
 - Problem solving and pressure tolerance
 - Teamwork and collaborative learning techniques
- **Professional writing literacy**
 - Comprehensive PR plan
 - Press release



PUBLIC RELATIONS:

course structure and topics

Topic 1:	Week 1 – Introduction to PR, basic terms
	Week 2 – Components, areas and planning PR
Topic 2:	Week 3 – Corporate identity
	Week 4 – PR on internet
Topic 3:	Week 5 – Media relations
	Week 6 – Public affairs, lobbying
Topic 4:	Week 7 – Crisis management
	Week 8 – Issues management
Topic 5:	Week 9 – Ethics in PR
	Week 10 – Corporate social responsibility (CSR)
Topic 6:	Week 11 – History of PR
	Week 12 - Final test, project final presentations

PUBLIC RELATIONS: learning outcomes (LOs)

- Has a command of research methods (**SWOT, field research, survey**), which they apply to formulate a **PR strategy**
- Is able to distinguish between various forms of PR, utilize communication channels and relationships between key players, writes a **research report, media release**, and organizes a **press conference**.
- Handles principles and techniques of crisis communication and issues management, is able to effectively pursue short-term and long-term **steps to mitigate crisis** in line with ethical standards
- Understands social context of PR and is able to **develop** suitable **CSR programs** across societies and global context

PUBLIC RELATIONS: skill-based tasks

TOPICS:

- 1 – Introduction to PR, basic terms
- 2 – Components, areas and planning PR
- 3 – Corporate identity
- 4 – PR on internet
- 5 – Media relations
- 6 – Public affairs, lobbying
- 7 – Crisis management
- 8 – Issues management
- 9 – Ethics in PR
- 10 – Corporate social responsibility (CSR)
- 11 – History of PR
- 12 – Final test, project final presentations

SKILLS as LOs:

- Analyze PR campaign, SWOT
- Plan an event, time table, budget, eval.
- Analyze brand, rebranding
- Analyze and draft web page, rule of 3 clicks
- Write media release, press agent profile
- Analyze political system, identify politicians
- Develop crisis management plan
- Develop issues management matrix
- Apply Potter box on ethics, make decisions
- Develop stakeholder model, assess CSR
- Elaborate timeline
- Case studies, press conferences



PUBLIC RELATIONS: requirements

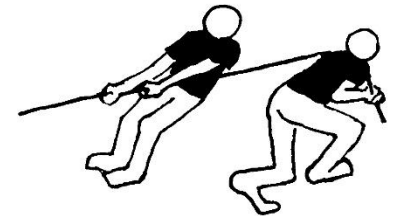
Proving individual skills:

- Guided lesson 20%
- Final test (task/skill based) 20%
- Activity 10%



Proving team cooperation skills:

- Course project – comprehensive PR plan 30%
- Group presentation – press conference 20%



PUBLIC RELATIONS:

final projects – comprehensive PR plan

- letter of transmittal
- executive summary
- **situational analysis – SWOT, cause-effect**
- problem identification, **project goal**
- **audience identification** – primary, secondary target groups
- audience objectives
- pertinent **field research** – survey, interviews, focus groups
- **PR plan** - strategies and communication tools and tactics
- press release
- schedule
- budget
- **evaluation criteria**



PUBLIC RELATIONS:

final projects – simulated press conferences

- forming the teams, **defining roles**
- **preparing the scene**
- preparing relevant materials
- **simulating panel speeches**
- **handling journalist questions**
- evaluation criteria – execution, authenticity



PUBLIC RELATIONS: allowance - roles

Direct teaching:

	total	average	weekly	T/S role
• Presentation	12	1/W	0/2	70/30
• Seminar	24	2/W	2/2	10/90



Self-study:

• Course preparation	28 h
• Course projects	38 h
• Presentation	14 h
• Consultations	6 h



Crisis management: case study



In-class activities:

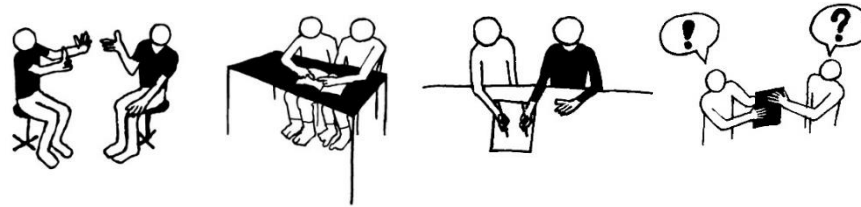
- Crisis analysis
- Crisis management plan
- Writing press release
- Organizing press conference
- Field research methods

- Team work
- Pressure tolerance
- Communication
- Presentations

Notre Dame fire: Cooperative learning

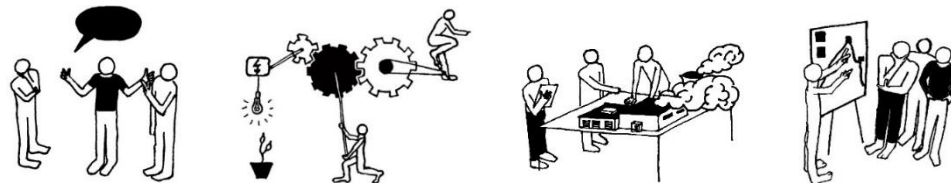
- **Pair activities**

- Peer dialogue
- Peer reading
- Peer writing
- Peer editing



- **Team activities**

- Buzz groups
- Expert groups



- **Class fairs**

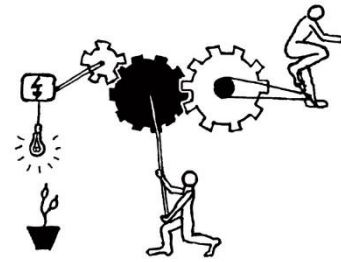
- Round robin technique



Notre Dame fire: target groups – Stakeholder model

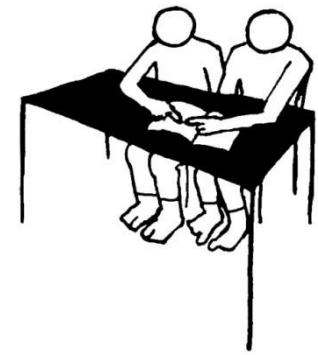


Notre Dame fire: crisis management plan



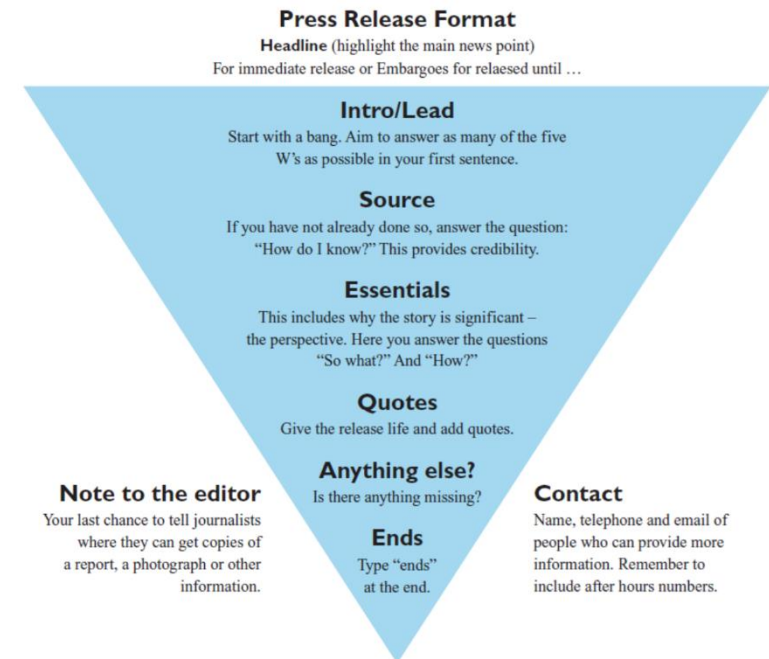
Target groups	Immediate steps	Long-term steps	CM team
Media
Fire department	Emergency call Fire fighting	Discussions Stability checks Expert report	President Minister of interior ND press agent PR dept PR agency
Police	Emergency call Close, check area	Discussions Investigation Patrols	Lawyer ...
Public (Parisians, tourists)	Instructions Blog and hotlines	Fact sheets Discussions, round tables	Admin staff ...
Specialists		Discussions Reconstruction plan	...
Investors	Corporate statement	Financial collection	Financial dept

Notre Dame fire: press release – reverse pyramid

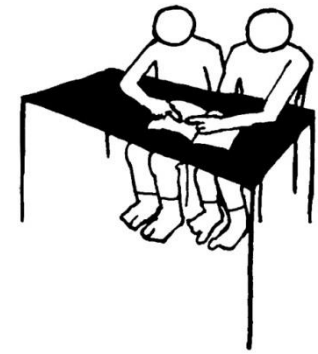


Press release analysis:

- Components
- Structure
- Strategies

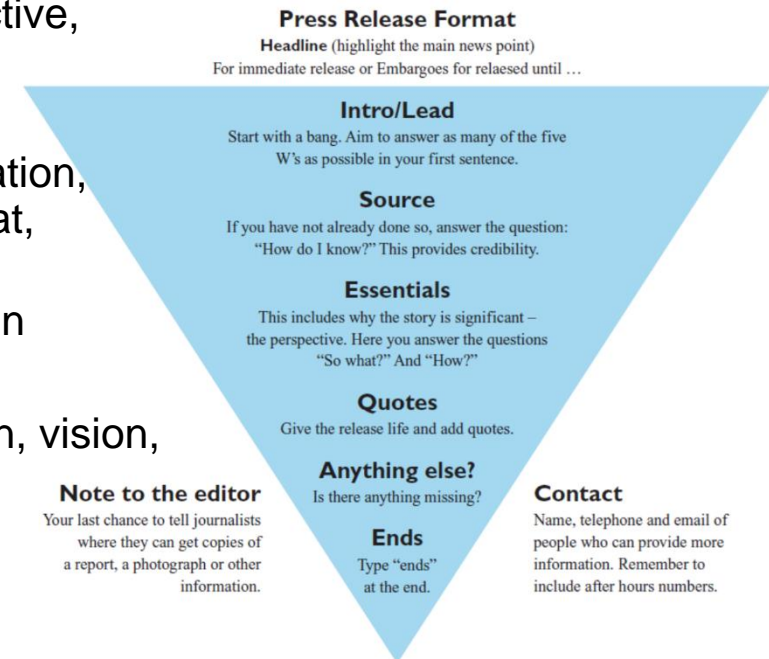


Notre Dame fire: press release – reverse pyramid



Press release writing:

- **Headline** – must be concise, informative, attractive, interesting, but not like advertisement!
- **Place and date**
- **Intro/Lead** – brief summary of the main information, must respond to the 5WH questions – who, what, where, when, why
- **Essentials** – details, complementary information
- **Quotations** – for journalists to use
- **Background** – basic info about the organization, vision, mission
- **Contact** – on informed people in case of questions

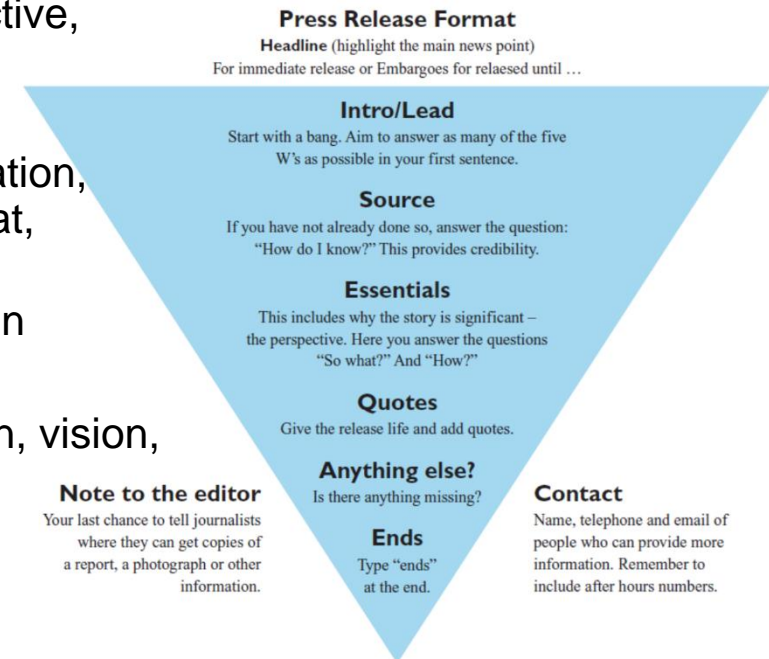


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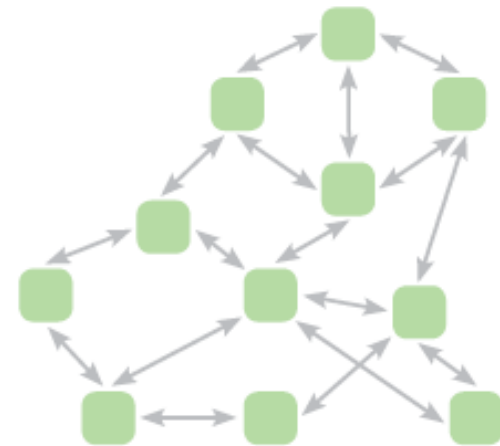


Notre Dame fire: PR campaign - field research



Survey: in-class opinion poll

- How to rebuild the roof?
 - How to rebuild the interior?
 - How to modernize the services?
 - How to rebuild the surroundings?
-
- **Develop a set of questions**
 - **Collect opinions from your colleagues**
 - **Analyze results**
 - **Suggest PR communication tools**



Notre Dame fire: further related in-class activities

- **Press conference**
- **Issues management** matrix
- Making **ethical decisions** – the Potter box
- Comprehensive **PR plan**
 - Situational analysis (SWOT)
 - Field research
 - **Rebranding**
 - **CSR strategy**



Notre Dame fire: Summary

- **Soft skills: Problem solving**
 - Know how to analyze and react to crises
 - Know how to develop crisis management plan
- **Soft skills: Communication and team work**
 - Practice peer cooperation
 - Practice team work
 - Develop presenting and communication skills
- **Professional skills**
 - Learn how to conduct field research
 - Know how to write a press release
 - Know how to run a press conference

Practical Education – training the skills to complement theoretical knowledge



Thank you for attention

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