



**SUBJECT DATASHEET**

**INSTITUTIONAL COMMUNICATION**

**BMEGT41A112**

# I. SUBJECT DESCRIPTION

## 1. SUBJECT DATA

### Subject name

INSTITUTIONAL COMMUNICATION

### ID (subject code)

BMEGT41A112

### Type of subject

contact lessons

### Course types and lessons

<i>Type</i>	<i>Lessons</i>
Lecture	2
Practice	2
Laboratory	0

### Type of

### assessment

seminar grade

### Number of

### credits

5

### Subject Coordinator

<i>Name</i>	<i>Position</i>	<i>Contact details</i>
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Dr. Ziegler Zsolt	senior lecturer	ziegler.zsolt@gtk.bme.hu
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### Educational organisational unit for the subject

Department of Philosophy and History of Science

### Subject website

<https://edu.gtk.bme.hu>

### Language of the subject

magyar - Hu

### Curricular role of the subject, recommended number of terms

Programme: **Communication and media studies Bachelor's Programme compulsory subjects from 2018**

Subject Role: **Compulsory**

Recommended semester: **3**

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### Direct prerequisites

**Strong** None

**Weak** None

**Parallel** None

**Exclusion** None

### Validity of the Subject Description

Approved by the Faculty Board of Faculty of Economic and Social Sciences, valid from 24 June 2020.

## 2. OBJECTIVES AND LEARNING OUTCOMES

### Objectives

The course presents the interdisciplinary theoretical foundations of institutional communication. By analysing various case studies, students are offered practice-oriented, utilisable and competitive knowledge of the functioning mechanisms of Public Relations. The course aims to enable students to gain insight into the communicative possibilities of companies, civil organizations, political parties, and scientific institutions. They should be able to realise and utilise these possibilities at a management level, in fields such as media relations, business relations, consumer relations, or professional relations; the communication dynamics of internal systems of organizations; or unified public images of institutions. A further objective is to enable students to shape media messages, to handle crises, and to control conscious organizational communication toward the public. During the lectures, students can gain insight into the management of communication within institutions, into the development of reputation through external PR, into advertising processes surrounding institutions, and into the means of embedding all these activities in communication strategies. Frequent interactive activities aim to help students recognise the strategic and tactical possibilities inherent in brand building, and to utilise the knowledge gained during the lectures in practice, through individual and small group activities. The course aims to introduce students to the role of reputation management in increasing company value, while they can improve their critical sensitivity and media awareness to benefit their own field of research.

### Academic results

#### Knowledge

1. The student knows every important element of the conceptual toolkit of the social sciences, and understands the connections that contribute to the professional interpretation of society and social communication.
2. The student knows the fundamental ways in which societies work, and the academic contexts of the subject.
3. The students have an overview of the normative systems and the functional practices of the relevant social spheres, i.e. institutions, such as economy, politics, science, arts, morality, religion, language, and law.
4. The student knows the most important aspects of those social, structural, economic, and political processes that determine communication and the media.
5. The student has competent methodological knowledge, understands the inherent possibilities and perspectives of methodological innovation.

#### Skills

1. Students can orient themselves among the deeper aspects of their field, among the practical problems of society, communication and the media, and among the possible solution methods.
2. Students are able to compare and synthesize the most fundamental theories and conceptions of communication in society, to advance rational arguments, and to form and defend their opinions in the course of debates at multiple layers of communication.
3. Students are able to perform thorough and detailed analyses of the facts established during the theoretical and practical aspects of their studies of various layers and scenes of communication, and to identify the connections between the results,
4. In the field of communication and media studies, students are able to form reasonable judgements based on available information, understand the consequences of their positions, and suggest genuine solutions on these grounds.
5. Students are able to competently apply academic terminology in their field, and engage in technical discourse,
6. At the level of practical applicability, students are able to arrive at decisions in deliberative processes relevant to their field (interpersonal, group, public, organizational, cross-cultural, and mass communication).

#### Attitude

1. Students accept and consistently endorse the intellectual diversity of social sciences, and plausibly represent their conceptual foundations in a range of environments.
2. Students are devoted to the ideas of social equality, of democratic values valid in all walks of life, of the State of Rights and the European value community. They are able to express their opinions in the correct manner.
3. Students are open to all forms of professional innovation, and are receptive, but not uncritically, to practical and methodological innovations.
4. Students are open to critical self-evaluation, to various forms of professional improvement, and to self-advancement methods of intellectuals' world views. They strive to progress in these areas.
5. Students are able to acquire communication skills, to improve them, and to reflect on them.
6. Students are able to consciously and responsibly act in the interest of legal, ethical, and professional norms of their field, of their employer, and of society at large, in all ways of cooperation.
7. Students consciously represent the methods they use in their work, and accept divergences in the methodological norms of other fields.

#### Independence and responsibility

1. In professional forums of communication and media studies, students take genuine and initiative roles along their accepted conceptions of society.
2. Students develop historically and politically consistent individual opinions in the narrow disciplinary niche that helps to develop self and environment.
3. When immersed in a professional work environment, students are able to perform and supervise complex tasks that comply with local norms and expectations.
4. Students organize their work, and of colleagues supervised by them, according to the sovereignty and responsibility corresponding to their position in the institutional structure.

5. In professional and social forums, students present their opinions as sovereign peers, and represent their profession, organization, and work group responsively.
6. Students become autonomous, constructive and assertive both in intra- and extra-institutional forms of cooperation.

### **Teaching methodology**

Lectures, analysis activities, project works, individual and group activities, offline and online communication (written and oral), audiovisual presentation tools and techniques, online social platforms.

### **Materials supporting learning**

- Az órai jegyzet (az oktató adja közre).
- Nyárády Gáborné és Szeles Péter, Publick Relations I-II. Bp: Perfekt
- Veres Z. és Hoffmann M. és Kozák Á. (szerk.) (2009) Bevezetés a piackutatásba. Budapest: Akadémia Kiadó. (megvásárolható)
- Horváth D. és Bauer A. (szerk.) (2013) Marketingkommunikáció: Stratégia, új média, fogyasztói részvétel. Bp.: Akadémia. (megvásárolható)
- Incze K. és Péntes A. (2006) A reklám helye 2.0, (2. kiad.) Budapest: n.a. (megvásárolható)
- Bauer András – Horváth Dóra (2013) Marketingkommunikáció - Stratégia, új média, fogyasztói részvétel. Budapest. Akadémiai Kiadó
- Hamburger Béla (2009) Kampánytervezés. BGF, Online
- Kotler, P. (2006) Marketingmenedzsment. (A 12. kiad. fordítása) Budapest: Akadémia Kiadó.
- Pricken, M. (2008) Creative advertising: Ideas and techniques from the world's best campaigns. London: Thames&Hudson.
- Ries, A. – Ries, L. (2005) A PR tündöklése, a reklám bukása, Bp.: Geomédia.
- Sándor I. (1997) A marketingkommunikáció kézikönyve. Budapest: BCE – Marketing Intézet.
- Soós Péter János (2009) Mindennapi PR-ünk - Gyakorlati Public Relations. Budapest. B Swan Partners
- Malhotra, Naresh K. (2008) Marketingkutatás. 5.kiad. Budapest: Akadémia Kiadó

## II. SUBJECT REQUIREMENTS

### TESTING AND ASSESSMENT OF LEARNING PERFORMANCE

#### General Rules

A 2.2. pontban megfogalmazott tanulási eredmények értékelése kettő évközi írásbeli részteljesítmény értékelés (1-2. ZH) alapján történik.

#### Performance assessment methods

Részteljesítmény értékelés (1-2. ZH): a tantárgy és tudás, képesség típusú kompetenciaelemeinek komplex, írásos értékelési módja zárthelyi dolgozat formájában, a dolgozat alapvetően a megszerzett ismeretek alkalmazására fókuszál, így a problémafelismerést és önálló kritikai elemzést helyezi a középpontba, az értékelés alapjául szolgáló tananyagrészt és a rendelkezésre álló munkaidőt a tantárgy előadója határozza meg.

#### Percentage of performance assessments, conducted during the study period, within the rating

- 1. részteljesítmény értékelés (1. ZH): 50%
- 2. részteljesítmény értékelés (2. ZH): 50%
- összesen: 100%+

#### Percentage of exam elements within the rating

#### Conditions for obtaining a signature, validity of the signature

#### Issuing grades

Excellent	90
Very good	86–90
Good	70–85
Satisfactory	56–69
Pass	40–55
Fail	39

#### Retake and late completion

A kettő részteljesítmény értékelés (1-2. ZH) pótlására vagy javítására a pótlási héten van lehetőség. Pótlásra az jogosult, aki a két ZH-ból legalább egyet teljesít. Összesen egy pótlási alkalom kerül kiírásra.

#### Coursework required for the completion of the subject

részvétel a kontakt tanórákon	14×4=56
félévközi készülés a gyakorlatokra	0
felkészülés a teljesítményértékelésekre	2×10=20
házi feladat elkészítése	0
kijelölt írásos tananyag önálló elsajátítása	74
vizsgafelkészülés	0
összesen	150

#### Approval and validity of subject requirements

# III. COURSE CURRICULUM

## THEMATIC UNITS AND FURTHER DETAILS

### Topics covered during the term

- 1 Belső kommunikáció
- 2 A kutatás szerepe és témái kommunikációs projektekből: helyzet- és igényfelmérés
- 3 Briefing
- 4 Kommunikációs, stratégiai kampány- és kreatív tervezés
- 5 Public Relations alapok
- 6 Szervezetfejlesztés
- 7 1. ZH
- 8 Branding
- 9 Válságkommunikáció és krízismenedzsment alapok
- 10 Média- és eseménymenedzsment
- 11 ATL, BTL és TTL marketing és reklám alapok
- 12 Politikai és közéleti kommunikációs alapok
- 13 Reputációvédelem, imázsépítés
- 14 2. ZH

### Additional lecturers

### Approval and validity of subject requirements