

39.03.02 Social work, the Organization profile and management in the sphere of social work	
Public relations in social work	
Course/semester	Bachelordegree, 3/6
Mainobjective	Formation of ability and readiness to use knowledge and skills of PR maintenance and basics of advertizing in professional activity of the social worker and functioning of the organizations of system of social work.
Contents	History of public relations in the social sphere; features of PR maintenance in system of social work. Social advertizing. Means of PR and advertizing. Formation of image of the social organizations. Formation of style of the organization. Lobbying. Branding of the territory and its social development.
Preliminaryrequirements	For successful assimilation of discipline the student needs to know fundamentals of sociology, psychology, organizational culture of establishments of social protection and social service.
Structureofthecourse	Lectures – 18 hours, practice – 36 hours, examination, independent work – 48 hours. Total 144 hours (60 hours contact)
Estimation, control – examination	Mark and rating system: - 0–24 it is unsatisfactory without possibility of repeating an examination; - 25–49 it is unsatisfactory with possibility of repeating an examination; - 50–72 it is satisfactory; - 73–86 it is good; - 87–100 it is excellent. 60% – current work, 40% – examination
Features of the organization of educational process and training materials	For carrying out classes in discipline the following educational technologies and active forms are used: • problem method / problem training • method of projects • training in small groups (training in cooperation – cooperative learning) • selection of individual tasks of different levels of complexity • lecturesdiscussions