

Tantárgyi tematika (nappali tematika)



A tantárgy adatai

A tantárgy megnevezése **Internship/Field Trips to Professionals Organizations**

Az oktatás nyelve **English**

Intézet **Kommunikációtudományi Intézet**

A tantárgy oktatásának időpontja (tanév/félév) **2021-2022/1**

A tantárgy kreditértéke **4 kredit**

Tematika felelős **Sándor Orbán**

A tantárgy típusa **gyakorlat**

A tantárgy számonkérésének módja **ötfokozatú**

A tantárgyhoz rendelt kontaktórák száma **2 óra/hét**

A tantárgy tartalmi jellemzői

The course aims at providing the opportunity to students to obtain hands-on experience in the areas of external and internal communications and public relations management at relevant professional organizations (e.g. cultural institutions, NGOs, media outlets) via field trips and personal consultations.

The course will include five sessions **in person or via zoom depending on the Covid situation and related regulations by the Budapest Metropolitan University**. At the first occasion, the students and the professor will identify the organizations to be visited during the semester. The areas to be discussed at the fieldtrips will also be outlined.

Those will include:

- status of the organization,
- vision and mission,
- areas of activities,
- organizational structure,
- achievements and challenges,
- human resources management,
- media management
- the use of social media tools in external communication,
- further topics of interest to be raised by the course participants.

The students are to prepare a 3-5 page paper and/or 10-minute presentation and based on the field trips. Topics are to be approved by the professor.

Tentative schedule:

- 23 September 2021 – Introduction to the course
- Early October (date to be confirmed) – **visit to/or discussion about** a media outlet (e.g. Euronews, Direkt36, Civil Radio)
- Late October (date to be confirmed) – **visit to/or discussion about** a cultural institution (e.g. Goethe Institute, American Corner, French Institute)
- Late November (date to be confirmed) – **visit to/or a discussion about** a non-governmental organization (e.g. Subjective Values Foundation, Independent Journalism Foundation, Hungarian Europe Society)
- 9 December 2021 – Wrap-up, deadline for paper submission/presentation

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