



**MINISTRY OF SCIENCE AND HIGHER EDUCATION
OF THE RUSSIAN FEDERATION**
Federal State Budgetary Educational Institution of Higher Education
"IRKUTSK STATE UNIVERSITY"
SAF, Baikal International Business School (Institute)
Department of Humanities and Foreign Languages



APPROVED:

Dean of SAF Baikal International Business
School (institute)

N.B. Grosheva

April 14, 2025

Syllabus

Discipline Б1.В.03 International Innovation Environment and Public Relations

Major 27.03.05 Innovatics

Specialization: Management of Innovative and IT Projects and Products

University Degree: Bachelor

Full time

Approved by the Educational and
Methodological Council of the Baikal
International Business School (Institute)
Minutes No 4 dated March 26, 2025


Chairman V.M. Maksimova

Recommended by Department of Humanities
and Foreign Languages
Protocol № 9 of March 21, 2025

Department Chair

A.Yu.Suslova

Irkutsk 2025

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I. Goals and Objectives of the Discipline (Module)

Goals:

The primary goal of the discipline "International Innovative Environment and Public Relations" is to familiarize students—at both theoretical and practical levels—with the conceptual foundations and specific technological aspects of public relations (PR) for entities of various types of activities. This involves creating and managing the substantive dynamics of public reputation, activities aimed at influencing public opinion, protecting reputation, and effective behavior across the entire spectrum of reputational competition situations amid the growing innovative activity worldwide.

Objectives:

- Define the term "International Innovative Environment";
- provide knowledge on the history of PR and the main concepts of organizing public relations abroad and in Russia;
- clarify the similarities and differences between public relations, on the one hand, and advertising and marketing, on the other;
- familiarize students with the most important trends in the development of public relations, taking into account Russian specifics;
- introduce students to the sociological aspects of PR activities;
- analyze the specifics of PR activities in social networks;
- teach students the basics of interacting with traditional and new media within PR campaigns and in accordance with their objectives;
- teach the basics of organizing PR campaigns and implementing PR projects;
- master the main methods for evaluating the effectiveness of PR campaigns;
- introduce the main destructive PR technologies and ways to counter them;
- enable students to gain independent practical experience in developing and conducting PR campaigns;
- familiarize students with the nature, specifics, and main technologies of GR (government relations) and lobbying;
- clarify the specifics of individual PR sectors: political PR, PR in international relations, personal branding, promotion of cultural products, etc.

II. Place of the Discipline in the CPEP Structure

The academic discipline Б1.В.03 International Innovation Environment and Public Relations is part of the curriculum component formed by the participants in the educational process, for the training direction 27.03.05 Innovation, profile "Management of Innovative and IT Projects and Products".

The discipline is delivered in-person, in *the 4th semester*.

To study this academic discipline (module), students need the knowledge, skills, and abilities formed by the following preceding disciplines:

Introduction to Innovation Management.

List of subsequent academic disciplines for which the knowledge, skills, and abilities formed by this academic discipline are required:

Strategic Management.

III. Requirements for the Discipline Learning Outcomes

The process of mastering this discipline is aimed at developing components of the following competencies in accordance with the Federal State Educational Standard of Higher Education (FSES HE) and Core Educational Program of Higher Education (CEP HE) in the field of study (specialty) 27.03.05 "Innovatics", profile "Management of Innovative and IT Projects and Products": UC-6.2; PC-3.1; PC-3.2.

List of Planned Learning Outcomes for the Discipline, Mapped to Competency Achievement Indicators

Competency	Competency Indicator	Learning Outcomes
UC- 6 Be able to manage their time, build and implement a self-development trajectory based on the principles of lifelong education	<i>UC 6.2</i> Determine self-development and professional growth objectives, establishes a timeline for achieving them with justification of their relevance and identification of necessary resources for their completion.	Be able to apply certain methods and technologies of public relations in business and politics concerning effective business communication and interaction planning.
<i>PC-3</i> Be able to promote innovative and IT products.	<i>PC3.1.</i> Know the fundamentals of management in the areas of public relations and media relations for promoting innovative and IT products; the tools and methods for developing and presenting in the promotion of innovative and IT products.	Know the methods and technologies of public relations in situations where a potential conflict of interest may arise.
<i>PC-3</i> Is able to promote innovative and IT products.	<i>PC 3.2.</i> Be able to persuasively demonstrate the advantages of innovative and IT products; organize advertising campaigns; conduct public presentations to introduce the features of innovative and IT products.	Be able to apply certain methods and technologies of public relations to develop and maintain long-term relationships.

IV. CONTENT AND STRUCTURE OF THE DISCIPLINE

Discipline scope is 4 credits, 144 hrs.
including 17 hrs of Summative Assessment.
Summative assessment: exam.

4.1 Discipline Contents, Structured by Themes, with Indicated Types of Classes and Allocated Academic Hours

№	Discipline Section/ Theme	Semester	Total Hours	Types of Educational Activities, Including Self-Study, Practical Sessions, and Workload (in hrs)				Formative Assessment Formats; Summative Assessment Formats
				Teacher Contact Hrs			Self-Study	
				Lecture	Practical lesson	Consultations		
1	2	3	4	5	6	7	8	9
1.	History of PR in the West and in Russia	4	10	3	3		4	Oral questioning, report
2.	Advertising, Marketing and Public Relations: General and Special	4	10	3	3		4	Oral questioning, report
3.	Structure and legal framework of a PR campaign	4	10	3	3		4	Oral questioning, report
4.	Target audiences of PR	4	10	3	3		4	Oral questioning, report
5.	Planning a PR campaign	4	10	3	3		4	Oral questioning, report

6.	Work with the media	4	10	3	3		4	Oral questioning, report
7.	Destructive PR technologies and methods of countering them	4	10	3	3		4	Oral questioning, report
8.	Specifics of political PR	4	10	3	3		4	Oral questioning, report
9.	Lobbying and JR	4	14	4	4	2	4	Oral questioning, report
10.	Corporate PR	4	3	6	6	3	8	Oral questioning, report
11.	Formative assessment	4		0		10 (KO)	17	Exam
12.	TOTAL HOURS	4	144	34	34	8	44	

4.2. Plan for Out-of-Class Student Self-Study of the Discipline

Section, Themes	Self-Study			Assessment tool	Self-Study Educational and Methodological Support
	Type of Self-study	Deadlines	Load (hours)		
History of PR in the West and in Russia	Preparation of the report	1-2 weeks	4	Report	Zhiltsova, O. N. Svyazi s obshchestvennosti: uchebnoe posobie dlya vuzov [Public relations: a textbook for universities]. Moscow: Yurayt Publishing House, 2022. - 337 p.

Section, Themes	Self-Study			Assessment tool	Self-Study Educational and Methodological Support
	Type of Self-study	Deadlines	Load (hours)		
Advertising, Marketing and Public Relations: General and Special	Preparation of the report	Week 2-3	4	Report	Borshchevsky G. A. Svyazi s obshchestvennosti v organakh vlasti: uchebnik i praktikum dlya vuzov [Public relations in government bodies: a textbook and a workshop for universities]. — Moscow : Yurayt Publishing House, 2022. — 261 p.
Structure and legal framework of a PR campaign	Preparation of the report	Week 4-5	4	Report	Borshchevsky G. A. Svyazi s obshchestvennosti v organakh vlasti: uchebnik i praktikum dlya vuzov [Public relations in government bodies: a textbook and a workshop for universities]. — Moscow : Yurayt Publishing House, 2022. — 261 p.
Target audiences of PR	Preparation of the report	Week 6-7	4	Report	Zhiltsova, O. N. Svyazi s obshchestvennosti: uchebnoe posobie dlya vuzov [Public relations: a textbook for universities]. Moscow: Yurayt Publishing House, 2022. - 337 p.

Section, Themes	Self-Study			Assessment tool	Self-Study Educational and Methodological Support
	Type of Self-study	Deadlines	Load (hours)		
Planning a PR campaign	Preparation of the report	Week 8-9	4	Report	Zhiltsova, O. N. Svyazi s obshchestvennosti: uchebnoe posobie dlya vuzov [Public relations: a textbook for universities]. Moscow: Yurayt Publishing House, 2022. - 337 p.
Work with the media	Preparation of the report	Weeks 10-11	4	Report	Borshchevsky G. A. Svyazi s obshchestvennosti v organakh vlasti: uchebnik i praktikum dlya vuzov [Public relations in government bodies: a textbook and a workshop for universities]. — Moscow : Yurayt Publishing House, 2022. — 261 p.
Destructive PR technologies and methods of countering them	Preparation of the report	Week 12-13	4	Report	Zhiltsova, O. N. Svyazi s obshchestvennosti: uchebnoe posobie dlya vuzov [Public relations: a textbook for universities]. Moscow: Yurayt Publishing House, 2022. - 337 p.
Specifics of political PR	Preparation of the report	Weeks 13-14	4	Report	Public Relations in Government Bodies: Textbook and Practicum for Higher Educational Institutions / V. A. Achkasova [i dr.] — Moscow : Yurayt Publishing House, 2022.

Section, Themes	Self-Study			Assessment tool	Self-Study Educational and Methodological Support
	Type of Self-study	Deadlines	Load (hours)		
Lobbying and JR	Preparation of the report	Week 14-15	4	Report	Borshchevsky G. A. Svyazi s obshchestvennosti v organakh vlasti: uchebnik i praktikum dlya vuzov [Public relations in government bodies: a textbook and a workshop for universities]. — Moscow : Yurayt Publishing House, 2022. — 261 p.
Corporate PR	Preparation of the report	16-17 weeks	4	Report	Public Relations in Government Bodies: Textbook and Practicum for Higher Educational Institutions / V. A. Achkasova [i dr.] — Moscow : Yurayt Publishing House, 2022.

4.3 Learning Content

№	Themes	Content
1.	History of PR in the West and in Russia	The role of Ivy Lee and Edward Bernays in the formation of PR as a type of professional activity. The main cases of their activities. Marketing capitalism and PR development.
2.	Advertising, Marketing and Public Relations: General and Special	Common and special between "public relations", on the one hand, advertising and marketing, on the other. Differences in technology. Different models of time duration in communications. The "subjectivity" of PR and the "objectivity" of advertising and marketing.
3.	Structure and legal framework of a PR campaign	The main structural elements of a PR campaign (PR project). Stages of PR campaign planning. Legal aspects of the PR specialist's activities.
4.	Target audiences of PR	Diversity and typology of target audiences. The problem of choosing technologies for working with specific target audiences. The method of focus group and the method of questionnaire in the study of target audiences.
5.	Planning a PR campaign	Individual and collective in PR planning. Sociological support of PR campaigns. Brainstorming method. Basic methods of teamwork.
6.	Work with the media	Building relationships with media owners, media managers, editorial teams and individual media workers. Basics of SMM work. Specifics and technologies of working with public opinion leaders.
7.	Destructive PR Technologies and Methods of Countering Them	The phenomenon of destructive technologies. Spin-doctoring. Commercial and political cases of the use of destructive technologies and countering them.
8.	Specifics of political PR	Stages of the election campaign. Election campaign management. Work of the election headquarters. The structure of the Russian electorate. Specifics of Political Technologies in Modern Russia. Business and Public Policy.
9.	Lobbying and JR	Business interests and power. Business in the legislature. Business in the executive branch. Differences between lobbying and jiar. Specifics of lobbying activities in Russia. Irkutsk Regional Cases.
10.	Corporate PR	Specifics of corporate PR. Psychological and technological aspects of corporate PR. Assessment of the effectiveness of corporate PR. Regional and Russian cases.

4.3.1. List of seminars, practical classes and laboratory work

№	Theme number	Seminars, Practical and Laboratory Work	Load (hours)	Assessment Tools	Developed Competencies (Indicators)
1	2	3	4	6	7
1	Topic 1	History of PR in the West and in Russia	3	Test	UC-6.2; PC-3.1; PP-3.2
2	Topic 2	Advertising, Marketing and Public Relations: General and Special	3	Test	UC-6.2; PC-3.1; PP-3.2
3	Topic 3	Structure and legal framework of a PR campaign	3	Test	UC-6.2; PC-3.1; PP-3.2
4	Topic 4	Target audiences of PR	3	Test	UC-6.2; PC-3.1; PP-3.2
5	Topic 5	Planning a PR campaign	3	Test	UC-6.2; PC-3.1; PP-3.2
6	Topic 6	Work with the media	3	Test	UC-6.2; PC-3.1; PP-3.2
7	Topic 7	Destructive PR technologies and methods of countering them	3	Test	UC-6.2; PC-3.1; PP-3.2
8	Topic 8	Specifics of political PR	3	Test	UC-6.2; PC-3.1; PP-3.2
9	Topic 9	Lobbying and JR	4	Test	UC-6.2; PC-3.1; PP-3.2
10	Topic 10	Corporate PR	6	Test	UC-6.2; PC-3.1; PP-3.2

4.3.2. List of Topics (Questions) Assigned for Independent Work as Part of Student Self-Study

№ p/n	Subject	Task	Competency Being Formed	IDM
1	2	3	4	5
1	The phenomenon of the media.	Preparation of a report on the topic (issue) on the basis of the studied sources	PC3 Able to promote innovative and IT products	UC 3.1. Know the basics of management in the field of public relations and working with the media in the promotion of innovative and IT products; means and methods of development and presentation in the promotion of

				innovative and IT products
2	Countering Compromising Evidence	Preparation of a report on the topic (issue) on the basis of the studied sources	<i>PC3</i> Able to promote innovative and IT products	PC-3.2. Be able to reasonably demonstrate the advantages of innovative and IT products; organize advertising campaigns; hold public presentations to familiarize with the properties of innovative and IT products
3	PR techniques in social networks	Preparation of a report on the topic (issue) on the basis of the studied sources	<i>PC3</i> Able to promote innovative and IT products	PC-3.2. Be able to reasonably demonstrate the advantages of innovative and IT products; organize advertising campaigns; hold public presentations to familiarize with the properties of innovative and IT products
4	Interviews within the framework of a personal PR company: structure and techniques	Preparation of a report on the topic (issue) on the basis of the studied sources	<i>UC 6</i> Able to manage their time, build and implement a trajectory of self-development based on the principles of lifelong learning.	<i>UC 6.2</i> Define the tasks of self-development and professional growth, builds a time trajectory for their achievement with a justification of relevance and determination of the necessary resources for their implementation
5	Reputational Safety Cushion: Theory and Practice	Preparation of a report on the topic (issue) on the basis of the studied sources	<i>UC 6</i> Able to manage their time, build and implement a trajectory of self-development based on the principles of lifelong learning.	<i>UC 6.2</i> Defines the tasks of self-development and professional growth, builds a time trajectory for their achievement with a justification of

				relevance and determination of the necessary resources for their implementation
6	The concept of differences, advantages and advantages as the content core of PR work	Preparation of a report on the topic (issue) on the basis of the studied sources	<i>PC3</i> Able to promote innovative and IT products	<i>UC 3.1.</i> Know the basics of management in the field of public relations and working with the media in the promotion of innovative and IT products; means and methods of development and presentation in the promotion of innovative and IT products
7	The "aesthetic shell" of public relations	Preparation of a report on the topic (issue) on the basis of the studied sources	<i>PC3</i> Able to promote innovative and IT products	<i>UC 3.1.</i> Knows the basics of management in the field of public relations and working with the media in the promotion of innovative and IT products; means and methods of development and presentation in the promotion of innovative and IT products
8	Corporate PR.	Preparation of a report on the topic (issue) on the basis of the studied sources	<i>PC3</i> Able to promote innovative and IT products	<i>SC 3.1.</i> Knows the basics of management in the field of public relations and working with the media in the promotion of innovative and IT products; means and methods of development and

				presentation in the promotion of innovative and IT products
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4.4. Methodical Guidelines for the Organization of Students' Independent Work

Independent work of students is carried out using e-learning and distance learning technologies. Educational and methodological materials for self-study are available to students through the Hecadem online learning system, which presents materials of lectures and practical tasks, interactive forms of training, examples of test tasks. Each student receives authorized access to the system. The Hecadem Internet Learning System is a platform for distance learning and learning using digital technologies of the Baikal International Business School of ISU.

Available at: <https://edu.buk.irk.ru>.

Independent work of students with educational material in the study of the discipline *of Public Relations* is associated with work on educational material (lecture notes, educational and scientific literature), as well as recommended databases, information, reference and search systems on the Internet and is focused on the development of a number of problematic issues, including the preparation of:

- a) lectures and practical classes;
- c) current control and intermediate certification of the discipline.

Control over independent work is carried out when the student performs tasks from the fund of assessment materials of the discipline. Both the actual knowledge of students and the depth of understanding and the ability to isolate and interpret integral semantic structures, as well as the skills of independent search for the necessary information on the topic of the lesson and its critical assessment.

V. Educational, Methodological, and Information Support for the Discipline

a) Required Reading:

Public Relations in Authorities: Textbook and Practicum for Higher Educational Institutions / V. A. Achkasova [i dr.] ; pod redaktsiyey V. A. Achkasova, I. A. Bykov. — Moscow : Yurayt Publishing House, 2022. — 163 p. — (Higher Education). — ISBN 978-5-534-07448-2. — URL : <https://urait.ru/bcode/516613>

Zhiltsova, O. N. Public Relations : Textbook for Higher Educational Institutions / O. N. Zhiltsova, I. M. Sinyayeva, D. A. Zhiltsov. — Moscow : Yurayt Publishing House, 2022. — 337 p. — (Higher Education). — ISBN 978-5-9916-9890-0. — URL : <https://urait.ru/bcode/511939>

Borshchevsky, G. A. Public Relations in Authorities: Textbook and Practicum for Higher Educational Institutions / G. A. Borshchevsky. — Moscow: Yurayt Publishing House, 2022. — 261 p. — (Higher Education). — ISBN 978-5-534-15901-1. — URL : <https://urait.ru/bcode/510237>

Additional Sources:

Public Relations in Authorities: A Textbook for Higher Educational Institutions / M. M. Vasilyeva [i dr.] ; pod redaktsiyu M. M. Vasilyeva. — 3rd ed., rev. i dop. — Moscow : Yurayt Publishing House, 2022. — 432 p. — (Higher Education). — ISBN 978-5-534-14228-0. — URL : <https://urait.ru/bcode/510925>

Public Relations as Social Engineering: A Textbook for Higher Educational Institutions / V. A. Achkasova [i dr.] ; pod redaktsiyu V. A. Achkasova, L. V. Volodina. — 2nd ed., ispr. i dop. — Moscow : Yurayt Publishing House, 2022. — 351 p. — (Higher Education). — ISBN 978-5-534-08767-3. — URL : <https://urait.ru/bcode/514234>

Dushkina, M. R. Technologies of Advertising and Public Relations in Marketing: A Textbook for Higher Educational Institutions / M. R. Dushkina. — Moscow: Yurayt Publishing House, 2022. — 462 p. — (Higher Education). — ISBN 978-5-534-12811-6. — URL : <https://urait.ru/bcode/518901>

b) Databases, reference and retrieval systems

1. EBS ECZ "Bibliotech". State Contract No 019 dated 22.02.2011 Bibliotech LLC. License Agreement No 31 dated 22.02.2011 Access address: <https://isu.bibliotech.ru/> Validity: from 22.11.2011 indefinitely.

2. EBS "Rukont" Contract No 98 dated 11/13/2020; Act No bK-5415 dated 11/14/20 Valid until 11/13/2021. access: <http://rucont.ru/>

3. EBS "Lan Publishing House". LLC "Lan Publishing House". Information letter No 128 dated 09.10.2017 Validity period: indefinite. Access address: <http://e.lanbook.com/>

4. EBS "National Digital Resource "Rukont". Central Design Bureau "Bibkom". Contract No 04-E-0343 dated 12.11.2021 Access address: <http://rucont.ru/>

5. EBS "Iboks.ru/ibooks.ru". LLC "Ibux". Contract No 04-E-0344 dated 12.11.2021; Act dated 14.11.2021. Access address: <http://ibooks.ru>

6. Electronic Library System "EBS Yurayt". LLC "Electronic Publishing House Yurayt". Contract No 04-E-0258 dated 20.09.2021. Available at: <https://urait.ru/>

VI. Material and Technical Support for the Discipline

6.1. Educational and Laboratory Equipment

Names of specialized premises and self-study areas	Equipment of specialized premises and self-study areas	List of licensed software. Details of the supporting document
Classroom for lectures and seminars	<p>The classroom is equipped with specialized (educational) furniture for 48 students and technical training aids that serve to present educational information to a large audience.</p> <p>The set of demonstration equipment includes: 1. HP Elite 8300 SFF i5 3470/4Gb/1Tb/DVDRV/kb/m/DOS/Solenoid Lock and Hood Sensor (RUS)2. Monitor: Viewsonic TFT 20" VA2014WM glossy-black 5ms 20 00:1 250cd M/M3. Epson EB-18304 projector. Active speakers Genius SP-S110 black5. Aten VS92A 2-port VGA Video Splitter</p> <p>It is equipped with educational and visual aids and electronic presentations that provide thematic illustrations on all topics</p>	<p>BASIC SOFTWARE INSTALLATION KIT:</p> <p>Office 2019 for OEM licensed pre-installation programs; program of academic cooperation with Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year– Contract No 03-K-1131 dated 11/29/2021</p> <p>Project Standard 2019, Access 2019 – Подписка ИГУ Azure Dev Tools for Teaching subscription (Visio, Projekt) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052.</p> <p>Windows'7, Windows'10 operating systems under OEM licensed preinstallation programs, academic cooperation program with Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year– Contract No 03-K-1131 dated 11/29/2021</p> <p>Alt Education Operating Systems. For students (Free) Centralized supply of ISU. License NoAAO.0323.00. 90 licenses have been allocated for the Irkutsk State University.</p>

	specified in the work program of the discipline	<p>Operating systems Alt Workstation. Centralized procurement of ISU. License NoAOB.1223.00. 15 licenses have been allocated for the BMBS of ISU.</p> <p>R7-Office.Professional (Desktop version), for educational institutions art. R7DT1Y001E register entry No5256 dated 26.02.2019 Certificate number No0610/1343. 100 licenses have been allocated for the BMBS.</p> <p>Anti-virus programs - Dr.Web renewal Contract No 25/01/29ISU dated February 12, 2025 account No Pr000046322 dated February 15, 2025</p> <p>WinRAR Archivers: 3.x: Standard Licence - for legal entities 100-199 licenses - Appendix No1 to the contract. No15422/IRK11 CJSC "SoftLine Trade" dated 05.02.2010 Perpetual license</p> <p>Network client part Rights to computer programs Windows Server CAL 2012 Russian OLP NL Akademic Edition Device CAL 120 licenses - account Tr000051059 CJSC "SoftLine Trade" dated 27.10.2015 Perpetual license</p> <p>Firewall, Proxy functionality - Right to use computer programs Traffic Inspector GOLD preferential account Tr005456 CJSC "SoftLine Trade" dated 27.08.2013</p> <p>Traffic Inspector GOLD Special* for 5 years Contract RSZ-0000276 dated 16.11.2021.</p>
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6.2. Software:

The university is provided with the necessary set of licensed and freely distributed software, including domestic production.

1. Office 2019 for OEM licensed pre-installation programs; program of academic cooperation with Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year– Contract No 03-K-1131 dated 11/29/2021
2. Project Standard 2019, Access 2019 – Подписка ИГУ Azure Dev Tools for Teaching subscription (Visio, Projekt) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052.
3. Windows'7, Windows'10 operating systems under OEM licensed preinstallation programs, academic cooperation program with Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year– Contract No 03-K-1131 dated 11/29/2021
4. Alt Education Operating Systems. For students (Free) Centralized supply of ISU. License NoAAO.0323.00. 90 licenses have been allocated for the Irkutsk State University.
5. Operating systems Alt Workstation. Centralized procurement of ISU. License NoAOB.1223.00. 15 licenses have been allocated for the BMBS of ISU.

6. R7-Office.Professional (Desktop version), for educational institutions art. R7DT1Y001E register entry No5256 dated 26.02.2019 Certificate number No0610/1343. 100 licenses have been allocated for the BMBS.
7. Anti-virus programs - Dr.Web renewal Contract No 25/01/29ISU dated February 12, 2025 account No Pr000046322 dated February 15, 2025
8. WinRAR Archivers: 3.x: Standard Licence - for legal entities 100-199 licenses - Appendix No1 to the contract. No15422/IRK11 CJSC "SoftLine Trade" dated 05.02.2010 Perpetual license
9. Network client part Rights to computer programs Windows Server CAL 2012 Russian OLP NL Akademic Edition Device CAL 120 licenses - account Tr000051059 CJSC "SoftLine Trade" dated 27.10.2015 Perpetual license
10. Firewall, Proxy functionality - Right to use computer programs Traffic Inspector GOLD preferential account Tr005456 CJSC "SoftLine Trade" dated 27.08.2013
11. Traffic Inspector GOLD Special* for 5 years Contract RSZ-0000276 dated 16.11.2021.
12. 1C: Enterprise 8. A set for studying in higher and secondary educational institutions. Electronic delivery. 25 licenses.

6.3. Technical and electronic training aids:

Multimedia tools and other equipment for presentations of educational material:

1. HP EliteDesk 800 G4 SFF/ Core i5-8500/ 256GB SSD/ DVD-RW/ Win10Pro (4QC39EA#ACB)
2. Monitor 20" ViewSonic VA2013Wm (16:9HD), 1600x900, 5ms, 300cd/m2, 1000:1 (16000:1DCR), 170/160, w/Spk, TCO-07
3. Casio XJ-V1 Projector
4. Aten VS92A Video Signal Splitter 2-port VGA
5. Active speakers Genius SP-S110 black

List of licensed software used:

1. Office 2019 for licensed OEM pre-installation programs; academic cooperation program with Russian Microsoft Desktop Education AllLng License/Software Assurance Pack Academic OLV 1License LevelE Enterprise 1Year– Contract No 03-K-1131 dated 11/29/2021
2. Project Standard 2019, Access 2019 – Подписка ИГУ Azure Dev Tools for Teaching subscription (Visio, Projekt) 1 Year. Microsoft Corporation, One Microsoft Way, Redmond, WA 98052.
3. Microsoft Project Professional 2010, Microsoft Visio Professional 2010 under the program of academic cooperation with Microsoft Imagine Standard Electronic Software Delivery with the assistance of the Central Scientific Research Center of ISU.

VII. Educational Technologies

In accordance with the requirements of the Federal State Educational Standards of Higher Education in the field of training 27.03.05 **Innovatics**, profile "Management of Innovative and IT Projects and Products", the implementation of the competency-based approach provides for the widespread use of active and interactive forms of conducting classes in the educational process (computer simulations, business and role-playing games, analysis of specific situations) in combination with extracurricular work in order to formation and development of professional skills of students. The training course includes meetings with representatives of Russian companies, state and public organizations, master classes by experts and specialists.

Teaching the discipline "B1.V.03 International Innovation Environment and Public Relations" involves the use of the following educational technologies:

- conducting classroom classes using multimedia technologies, audio and video materials;
- conducting lectures in the form of a problem lecture, lecture-discussion (if necessary, in the form of a webinar with a recording of the lecture for subsequent viewing);
- the use of a problem-oriented approach through independent work;
- test technologies on the remote platform of the BMBS LMS "Hekadem";
- the use of interactive training technologies, such as group discussion, work in small groups;
- conducting master classes with specialists;
- performance of tests and independent work by students.

Distance technologies used in the implementation of various types of educational work:

- individual communication with students through the teacher's e-mail;
- use of the educational portal of ISU <https://educa.isu.ru/> and the platform of the BMBS "Gecadem" to organize current monitoring of progress and attendance.

Distance technologies in the development of disciplines are used using the educational portal of Irkutsk State University (access address: <http://educa.isu.ru>) and the platform of the BMBS LMS "Gekadem" (access address <https://edu.buk.irk.ru/>). Texts or video recordings of lectures, tasks for practical classes are posted by disciplines in the relevant sections of the specified information portal of ISU.

VIII. Materials for Formative and Summative Assessment

8.1. Assessment tools for incoming control

8.2. Assessment materials for current control and intermediate certification

The purpose of assessment tools for current control and intermediate certification is to identify the formation of competencies in accordance with the table below.

№	Formats of Assessment Tools	Assessed Themes (Sections)	Assessed Competencies/ Indicators
1	2	3	4
1.	Report, report	Topic 1 – topic 10	UC-6.2; PC-3.1; PC-3.2
2.	Test	Topic 1 – topic 10	UC-6.2; PC-3.1; PC-3.2

8.3. Types of assessment tools used for current control and intermediate certification

The list of assessment tools used to assess competencies at various stages of their formation, as well as a brief description of these tools, is given in the table

№	Name Valuation Funds	Brief description of the assessment tool	Performance Valuation Funds
1.	Report, report	A product of independent work of a student, which is a public presentation of the results of research on a certain educational and practical, educational research or scientific problem It can be used to assess the knowledge, skills, and (or) experience of students' activities	Topics of reports, reports
2.	Test	A system of standardized tasks that allows you to automate the procedure for measuring the level of	List of test tasks

	<p>knowledge and skills of a student. Performed by a student in the LMS "Hecadem"). The number of questions in the test is at least 20, the time for completion is not limited, the number of attempts is 1.</p> <p>It can be used to assess the knowledge and skills of students</p>	
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8.4. Evaluation criteria for assessing competence development during intermediate certification and current control

Report, report

Grading scale	Characteristics of the result (answer)	Level of competence development
86 – 100 points	The problem on the topic of the report (message) is indicated and its relevance is substantiated, a brief analysis of various points of view on the problem under consideration is made and one's own position is logically stated, conclusions are formulated, the topic is fully disclosed.	High
70 – 85 points	The problem on the topic of the report (message) is indicated and its relevance is substantiated, the analysis of various points of view on the problem under consideration does not reflect all scientifically grounded positions, one's own position is not quite logically stated or conclusions are formulated, the topic is covered in sufficient volume.	Basic
61 - 70 points	The problem on the topic of the report (message) is indicated, but its relevance is not substantiated, there is no analysis of various points of view on the problem under consideration, there is no logic and own position in the formation of conclusions, the topic is partially disclosed.	Minimum
0 – 60 points	The problems of the topic of the report (message) are not disclosed, the existing points of view on the given problem are not given, there is no own point of view, conclusions are not formulated.	Competencies are not formed

Test

Grading scale	Characteristics of the result (answer)	Level of competence development
86 – 100 points	The share of correctly solved test tasks is 86 – 100% of the total volume of tasks in the test.	High
70 – 85 points	The share of correctly solved test tasks is 70 - 85% of the total volume of tasks in the test.	Basic
61 - 70 points	The share of correctly solved test tasks is 61 - 70% of the total volume of tasks in the test.	Minimum
0 – 60 points	The share of correctly solved test tasks is 0 – 60 of the total volume of tasks in the test.	Competencies are not formed

8.5. Description of the procedures for conducting interim certification and assessment of learning outcomes

When conducting intermediate certification in the form of a test, the teacher uses the results of current monitoring of progress during the semester and the results of testing on the materials studied during the semester. Assessment tools used in the current control, in conjunction with testing, allow you to assess the knowledge, skills and possession of skills/experience of students in the development of the discipline. In order to use the results of the current monitoring of progress, the teacher calculates the average assessment of the level of formation of the student's competencies (the sum of the grades received by the student is divided by the number of grades). The time of testing is announced to students in advance. Questions for testing are formed from a set of questions from all tests on all topics and sections of the discipline. The number of questions in the test is at least 25, the completion time is 45 minutes, the number of attempts is one.

8.6. Demonstration versions of assessment tools of current control

№	Name Valuation Funds	Example of a valuation tool
1.	List of test tasks	<p style="text-align: center;">TEST for intermediate certification</p> <ol style="list-style-type: none"> 1. The main addressee of PR is: <ol style="list-style-type: none"> 1. Public opinion 2. State authorities 3. Mass media 4. Consumers 2. Since when does PR become an element of relations between the government and society? <ol style="list-style-type: none"> 1. From the beginning of the XVIII century 2. from the beginning of the XIX century 3. From the beginning of the XX century 4. Since the beginning of the XXI century 3. What is primarily used in PR to influence public opinion? <ol style="list-style-type: none"> 1. Information 2. Legislative acts 3. Commercial organizations 4. Improvised means. 4. What is the main purpose of PR? <ol style="list-style-type: none"> 1. Changing public opinion 2. Increase in sales 3. Bringing information to consumers 4. Increase in the company's rating 5. The main channel for influencing public opinion shall be: <ol style="list-style-type: none"> 1. Mass media 2. Press services 3. Public statements of influential persons.

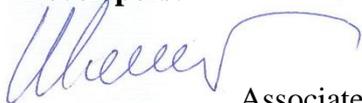
		<p>4. Advertising structures of economic entities.</p> <p>6. Which of the following functions is not characteristic of PR?</p> <ol style="list-style-type: none"> 1. Reputation Management 2. Study of public opinion 3. Analysis of the economic activity of the enterprise 4. Image formation <p>7. Which of the models of information activity is more typical of PR?</p> <ol style="list-style-type: none"> 1. Totalitarian 2. unidirectional (traditional media model) 3. Disciplinary 4. Dialogue <p>8. Which of the following does not apply to the stages of planning a PR campaign?</p> <ol style="list-style-type: none"> 1. Defining the problem 2. Program planning 3. Program evaluation 4. Public Opinion Research <p>9. PR is (choose the only correct definition):</p> <ol style="list-style-type: none"> 1. Notification of the population about persons, goods, services in order to create popularity and, accordingly, demand and high rating. 2. Formation and maintenance of relations with the government in order to influence legislative activity 3. special management activity aimed at establishing long-term, benevolent and mutually beneficial relations between the subject of this or that activity and different groups of the public 4. the activity of the organization (personality) to achieve the growth of fame, popularity through the dissemination of various kinds of information <p>10. Which of the following is not a mass media:</p> <ol style="list-style-type: none"> 1. Television 2. Field branches of the organization 3. Social Media 4. Newspapers and magazines 5. Internet sites of organizations <p>11. Which of the following is not a type of PR materials for media content?</p> <ol style="list-style-type: none"> 1. News release 2. Press Release 3. Terms of reference 4. Press kit <p>12. Indicate the "oldest" of the following media:</p> <ol style="list-style-type: none"> 1. Television 2. Radio 3. Press 4. Internet
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		<p>13. What cannot be regulated by the rules of law in the field of PR:</p> <ol style="list-style-type: none"> 1. Subjects of information influence 2. Results of PR Campaigns 3. Forms of communication 4. Means of information transmission <p>14. When conducting a PR campaign, what issue is solved by PR services in the first place?</p> <ol style="list-style-type: none"> 1. Planning a PR campaign. 2. Analysis of the target audience 3. Definition of the PR problem 4. Analysis of the effectiveness of the PR campaign results <p>15. A PR campaign is:</p> <ol style="list-style-type: none"> 1. Company of PR specialists 2. A set of measures aimed at solving the PR problem 3. A set of measures aimed at studying public opinion 4. Meeting of the editorial team <p>16. When conducting a PR campaign, the company's personnel and members of their families shall:</p> <ol style="list-style-type: none"> 1. External target audience 2. Internal target audience 3. Key audience 4. Corporate audience <p>17. The "Schedule of PR Events and PR Budget" shall be an integral part of:</p> <ol style="list-style-type: none"> 1. Analysis of the PR problem 2. PR campaign plan 3. Analysis of target audiences 4. Rating dynamics <p>18. The budget of a PR campaign is:</p> <ol style="list-style-type: none"> 1. the amount that the organization pledges for the implementation of specific PR activities 2. the amount that the organization pledges for the acquisition or creation of its own mass media 3. The amount that the organization includes for administrative and economic expenses 4. The amount that the organization pledges for social needs <p>19. A political PR campaign is:</p> <ol style="list-style-type: none"> 1. Type of PR campaign 2. PR campaign tool 3. The purpose of the PR campaign 4. democratic politics <p>20. Specify the correct sequence of stages of the PR campaign:</p>
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		<p>1. Planning a PR campaign - Defining a PR problem - Selecting public groups - Conducting a PR campaign - Analyzing the effectiveness of a PR campaign</p> <p>2. Planning a PR campaign - Analyzing the effectiveness of PR - Identifying PR problems - Selecting public groups - Conducting a PR campaign</p> <p>3. Definition of PR problems - Planning of a PR campaign - Selection of public groups - Conducting a PR campaign - Analysis of the effectiveness of a PR campaign</p> <p>4. Analysis of PR effectiveness - Definition of PR problems - Selection of public groups - Planning of PR campaign - Conducting a PR campaign</p> <p>21. What is one of the most important tasks of PR specialists?</p> <p>1. Formulate the problem and convince the management to take the necessary measures to organize the bankruptcy procedure of the enterprise as soon as possible</p> <p>2. Formulate the problem and convince management to take the necessary measures to prevent the problem before it develops into a real crisis</p> <p>3. Formulate the problem and convince the management to take the necessary measures to reduce production costs</p> <p>4. Formulate the problem and convince the management to take the necessary measures to regulate the number of the company's personnel in a timely manner</p> <p>22. What role does social advertising play?</p> <p>1. Advertising helps the elderly and disabled to gain confidence in the future</p> <p>2. Advertising informs the public about events in the economy and politics</p> <p>3. Advertising informs the public about new products of the product market and its trends</p> <p>4. Advertising is aimed at charitable purposes</p> <p>23. Which of the following is the internal task of the PR services of a commercial enterprise?</p> <p>1. Formation of the range of products</p> <p>2. Formation of an original image of the organization</p> <p>3. Formation of the personnel reserve of the organization</p> <p>4. Development of new production technologies</p> <p>24. Creating a positive image of an organization is:</p> <p>1. Definition of the organization's mission</p> <p>2. The main problem of PR in business</p> <p>3. The task of social PR</p> <p>4. Definition of advertising</p> <p>25. Do financial indicators affect the image of the organization?</p> <p>1. Yes, they do</p> <p>2. Affect if they get worse</p> <p>3. Affect if they improve</p> <p>4. For the most part, they do not affect</p>
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2.	Topics of reports, reports	<p>Topics for preparing reports with presentations on the topic "Corporate PR: Achievements and Problems".</p> <ol style="list-style-type: none"> 1. Rosneft Oil Company 2. Gazprom. 3. Oil Company "LUKoil". 4. State Atomic Energy Corporation "Rosatom". 5. Russian Railways. 6. Transneft 7. Sberbank. 8. VTB. 9. Aviation company (Aeroflot, S7, UTair, etc.). 10. Megafon Group of Companies. 11. MTS. 12. Beeline. 13. United Company "Rusal" 14. Rusnano. 15. Svyazinvest. 16. VimpelCom. 17. Svyaznoy Group of Companies. 18. "AvtoVAZ". 19. Rosoboronexport. 20. Baltika Breweries 21. Rosgosstrakh Group 22. Yandex. 23. IKEA House 24. Ford Motor Company 25. Sollers Group
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Developers:



(signature)

Associate Professor S.F. Schmidt

(position)

(FULL NAME)

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Head of the Department



A.Y. Suslova

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