

Course Title	Public Relations Management and Practice				
Course Code	MAR360				
Course Type	Elective				
Level	Bachelor (1st Cycle)				
Year / Semester	4 th Year / 8 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	3 Hours/ 14 Weeks	Laboratories / week	None
Course Purpose and Objectives	The aim of this course is develop an in-depth understanding of public relations as a management function. Specifically, the course covers the principles of public relations management in all types of organizations including the public sector, private sector, and non-profit sector and builds an understanding of the most important practical skills employed in everyday public relations work.				
Learning Outcomes	<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Demonstrate a thorough understanding of Public Relations as a management function. • Analyse the role of PR in IMC and the role of social media in effective PR • Debate the complexities and challenges involved in working in the field of Public Relations • Apply the theoretical bases of PR management to various business settings. • Critically evaluate the effectiveness of the various PR tools in different settings. • Demonstrate the developed PR skills in a variety of areas through applied projects, exercises and questioning. • Apply the learned PR skills in case studies. 				
Prerequisites	None		Co-requisites	None	
Course Content	<p>Areas to be covered: The Nature of Public Relations: PR as a management function.</p> <p>Relationship Management as a general theory of PR.</p>				

	<p>Corporate branding: How PR adds value to integrated marketing communications; PR and social media</p> <p>PR Research & Planning</p> <p>PR Execution: Media relations - Writing for the Mass Media: Press Releases, Feature Articles, Media Kits, Photographs Internal PR - Structuring and Managing the in-House Public Relations Department; Internal PR tools Financial PR Fundamentals of Event management Additional PR tools: Interviews and speeches, Product placement, Internet, Exhibitions, Lobbying, Sponsorships</p> <p>Fundamentals of Crisis management: Types and stages of crises; Strategies for responding to crises; How to effectively communicate during a crisis with the different publics; Damage control & Reputation Management</p> <p>PR Evaluation: Measurement of message exposure / audience awareness / audience action</p> <p>Professionalism: Codes of Professional Ethics; the Nature of the Profession; Public Responsibility; Why and How to Be Responsible to Your Publics; Legal Constraints. Legal and ethical guidelines (libel and slander, invasion of privacy, trademark law, ethics).</p>
Teaching Methodology	Face-to-face
Bibliography	<p>Seitel, F. P: THE PRACTICE OF PUBLIC RELATIONS, Pearson International</p> <p>Bains, P., Egan, J. and Jefkins, F. PUBLIC RELATIONS: Contemporary Issues and Techniques, Elsevier</p> <p>Wilcox, D and Cameron, G : “PUBLIC RELATIONS: Strategies and Tactics”, Allyn and Bacon, Latest edition</p> <p>Wilcox and Dennis : P.R. – WRITING AND MEDIA TECHNIQUES, Latest Edition</p>

Assessment	<table border="1"><tr><td data-bbox="472 237 1029 275">Examinations</td><td data-bbox="1029 237 1258 275">60%</td></tr><tr><td data-bbox="472 275 1029 312">Assignments</td><td data-bbox="1029 275 1258 312">30%</td></tr><tr><td data-bbox="472 312 1029 350">Class Participation and Attendance</td><td data-bbox="1029 312 1258 350">10%</td></tr><tr><td data-bbox="472 350 1029 388"></td><td data-bbox="1029 350 1258 388">100%</td></tr></table>	Examinations	60%	Assignments	30%	Class Participation and Attendance	10%		100%
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Language	English								