

Course Unit Title:	Introduction to Public Relations
Course Unit Code:	PRS 200
Type of Course Unit: (Compulsory/Optional)	Compulsory
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	3
Semester when the unit is delivered:	5
Number of ECTS credits allocated:	6
Name of lecturer(s):	TBA
Learning Outcomes of the course unit:	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> • Explain the role of P.R in industrial societies through case studies • Demonstrate the concepts of P.R., audience analysis and persuasion • Analyze the basic process of P.R. – research, planning, communication/action and evaluation • Demonstrate the uses of new media technologies in P.R. through discussions and explanations • Analyze the basic process of P.R. – research, planning, communication/action and evaluation via projects and quizzes. 	
Mode of Delivery:	Face- to- face
Prerequisites and co-requisites:	MAR204
Recommended optional program components:	None
Course Contents:	
<p>Objective: To provide students with an intensive understanding of the use and nature of public relations.</p> <p>Description: Definition of public relations; overview of public relations; the role of public relations in interpreting management to the public and the public to the management; the various publics; the evolution and history of public relations.</p>	

The corporate personality: know your company; good will; communication with the publics; corporate stability and consistency and public attitude.

Company objective: objectives; relation of ethical aims to commercial objectives; problem investigation; planning for the future.

Audience: understanding the various publics; identification of long term problems and opportunities; message coordination to the audience; public judgement; identification of pressure points.

Managing the reputation and credibility: understanding the difference between information, opinion, attitude; the receiver and the message; the communication environment; people and information/communication.

The public relation campaign: the background; the functions; selection of staff; consultancy selection and relation; budget allocation; planning and costing; activity costing method; competitive spending; methods of budget assessment.

The public relations programmer; schedule of activities; planning the activities; assessing the program balance; planning the international dimension.

Labor Relations: understanding information needs; getting information moving in; training managers to listen; importance of credibility; employee communication methods.

Local communities: being a good citizen; factory-gate public relations; local community relations.

Politicians and ethical/legal considerations: understanding political environment at local, national, and international level; pressure groups; development of relations; dealing with the government; understanding and influencing the legislative process in the European Union.

Public Relations and gender: a comprehensive examination of the status of woman in public relations; ways to achieve greater parity in education and practice.

Public relations and marketing; the need for coordination; creating public relations to support marketing activities.

The organization's new media technologies and speaker: selection criteria; characteristics of a good speaker; assisting the speaker through the use of audio-visual aids; the use of new media technologies.

The role of Research in PR strategy and Planning: desk research; format research; image and research; methods of appraisal; attitude research; measuring results.

Recent developments and contemporary issues pertaining to the subject-matter of the course.											
Required or Recommended Reading:	<p>Wilcox and Cameron: Public Relations Strategies and Tactics Ninth, Edition, Pearsons(2009)</p> <p>Wilcox, Ault, Agee and Cameron: ESSENTIAL OF PR</p> <p>Lattimore, Baskin, Heiman, Toth, Van Lauren: Public Relations: The profession and the practice, McGraw Hill</p> <p>Grunig, L – Toth, E.L,Hon, L.C: WOMEN IN PUBLIC RELATIONS</p> <p>Haywood, R.: PUBLIC RELATIONS FOR MARKETING PROFESSIONALS, MacMillan</p> <p>Kendall Robert: PUBLIC RELATIONS CAMPAIGN STRATEGIES</p> <p>Selected articles from periodicals</p> <p>ADDITIONAL RECOMMENDED READINGS:</p> <p>JOURNALS:</p> <ul style="list-style-type: none"> Patel Am and Reinsch Lam: “Companies can apologize: Corporate Apologies and Legal Liability” in BUSINESS COMMUNICATION QUARTERLY, VOL. 66, No. 1, March 2003. The two principal journals devoted to public relation are: <ul style="list-style-type: none"> (i) Journal of Public Relations Research (ii)Public Relations Review 										
Planned learning activities and teaching methods:	<table border="1"> <tr> <td>Class Instruction</td> <td>42 Hours</td> </tr> <tr> <td>Consultation</td> <td>15 Hours</td> </tr> </table>	Class Instruction	42 Hours	Consultation	15 Hours						
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Assessment methods and criteria:	<table border="1"> <tr> <td>Examinations</td> <td>65%</td> </tr> <tr> <td>Project</td> <td>15%</td> </tr> <tr> <td>Quiz</td> <td>10%</td> </tr> <tr> <td>Class Participation</td> <td>10%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Examinations	65%	Project	15%	Quiz	10%	Class Participation	10%		100%
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Project	15%										
Quiz	10%										
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	100%										
Language of Instruction:	English										
Work Placement(s):	No										

Place of Teaching:	Regular Classroom European University Cyprus, Nicosia