

Course Title	Public Relations Management and Practice				
Course Code	MRD360				
Course Type	Compulsory				
Level	Bachelor (1st Cycle)				
Year / Semester	4 th Year / 7 th Semester				
Teacher's Name	TBA				
ECTS	6	Lectures / week	Up to 6 teleconferences	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"> • Discuss 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. <p>Apply the learned PR skills in case studies.</p>				
Prerequisites	None		Co-requisites	None	
Course Content	<p>Areas to be covered:</p> <ul style="list-style-type: none"> • The Nature of Public Relations: PR as a management function. • Relationship Management as a general theory of PR. • Corporate branding: How PR adds value to integrated marketing communications; PR and social media 				

	<ul style="list-style-type: none"> • PR Research & Planning • PR Execution: <ul style="list-style-type: none"> (a) Media relations - Writing for the Mass Media: Press Releases, Feature Articles, Media Kits, Photographs (d) Internal PR - Structuring and Managing the in-House Public Relations Department; Internal PR tools (e) Financial PR (f) Fundamentals of Event management (g) Additional PR tools: Interviews and speeches, Product placement, Internet, Exhibitions, Lobbying, Sponsorships • 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 • PR Evaluation: Measurement of message exposure / audience awareness / audience action • 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). 						
Teaching Methodology	E - Learning						
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="0"> <tr> <td>Examinations</td> <td style="border: 1px solid black; text-align: center;">50%</td> </tr> <tr> <td>Assignments/On-going evaluation</td> <td style="border: 1px solid black; text-align: center;">50%</td> </tr> <tr> <td></td> <td style="border: 1px solid black; text-align: center;">100%</td> </tr> </table>	Examinations	50%	Assignments/On-going evaluation	50%		100%
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Language

English