

Course Unit Title:	Public Relations Audit-Project
Course Unit Code:	PRS290
Type of Course Unit: (Compulsory/Optional)	Optional
Level of Course Unit: (first, second or third cycle)	Bachelor (1 st Cycle)
Year of Study:	3 or 4
Semester when the unit is delivered:	5 or 7
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"> • Carry out a full PR audit, by actually doing one • Create realistic and creative PR programs by dealing with individual challenges • Explain the conceptual and contextual outlooks by applying a holistic approach • List the considerations required to successfully complete a PR audit, through the use of a systematic approach. 	
Mode of Delivery:	Distance Learning
Prerequisites and co-requisites:	Senior Standing
Recommended optional program components:	None
Course Contents:	
<p>Objective: Students will have the opportunity to utilize their prior knowledge by participating in a real life PR project, specifically by preparing a PR audit</p> <p>Description: A team of approximately six students will be assigned a specific organization. The team's task will be to carry out a full public relations audit of the organization, amounting to:</p> <ul style="list-style-type: none"> - clarification of the organization's mission and objectives - a SWOT analysis - a review of current public relations activities - a review of existing public relations resources 	

- an examination of how the organization is presenting itself examination of the promotability of the various policies, products and services
- measurement of perception towards the organization through data gathering (internal and external publics)
- comparisons with public relations activities of other similar organizations
- formulation of realistic, costed, creative public relations program.

Six lecture hours will be given in order to set out an overview of the audit and requirements for the outline proposal. In addition, regular progress meetings will be held by the groups, in the presence of the team supervisor.

Effective group working on a professional level, marked by other group members, will form part of the overall project assessment. A progress report on each individual member's contribution will form part of each group meeting with academic supervisor.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

<p>Recommended or required reading:</p>	<p>Required reading:</p> <p>Heath R.L., Vasquez G.M. : 'Handbook of Public Relations', Sage, NY, latest edition</p> <p>Recommended readings:</p> <p>Stacks D.W., : 'Primer of Public Relations Research', Guilford Press, latest available edition</p> <p>Paine K.D., : ' Measuring Public Relationships', K.D. Paine & Partners, latest edition</p> <p>Zikmund : BUSINESS RESEARCH METHODS, Dryden Press</p> <p>Elwood, William (Ed): P.R INQUIRY AS RHETORICAL CRITICISM. Case studies of corporate discourse and social influence. Latest Edition.</p> <p>Ledingham, J. and Bruning, S (eds) : P.R. AS RELATIONSHIP MANAGEMENT. A Relationship approach to the study and Practice of P.R., Latest Edition</p> <p>Toth, El. and Heath, R. (eds) : Rhetorical and Critical Approaches to P.R., Latest Edition</p>
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Planned learning activities and teaching methods:	Virtual lectures, workshops, group work, assignment								
Assessment methods and criteria:	<table border="1"> <tr> <td data-bbox="617 394 1166 432">Outline Proposal</td> <td data-bbox="1166 394 1396 432">10%</td> </tr> <tr> <td data-bbox="617 432 1166 470">Audit (Report)</td> <td data-bbox="1166 432 1396 470">80%</td> </tr> <tr> <td data-bbox="617 470 1166 508">Effective Team Work</td> <td data-bbox="1166 470 1396 508">10%</td> </tr> <tr> <td data-bbox="617 508 1166 546"></td> <td data-bbox="1166 508 1396 546">100%</td> </tr> </table>	Outline Proposal	10%	Audit (Report)	80%	Effective Team Work	10%		100%
Outline Proposal	10%								
Audit (Report)	80%								
Effective Team Work	10%								
	100%								
Language of Instruction:	English								
Work Placement(s):	No								
Place of Teaching:	Blackboard Virtual Learning Platform								