

<b>Course Unit Title:</b>	Public Relations Management & Practice
<b>Course Unit Code:</b>	PRS320
<b>Type of Course Unit: (Compulsory/Optional)</b>	Compulsory
<b>Level of Course Unit: (first, second or third cycle)</b>	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	4
<b>Semester when the unit is delivered:</b>	8
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<b>Learning Outcomes of the course unit:</b>	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Demonstrate a thorough understanding of Public Relations as a management function.</li> <li>• Discuss the complexities and challenges involved in working in the field of Public Relations</li> <li>• Apply the theoretical bases of PR management to various business settings.</li> <li>• Critically evaluate the effectiveness of the various PR tools in different settings.</li> <li>• Demonstrate the developed PR skills in a variety of areas through applied projects, exercises and questioning.</li> <li>• Apply the learned PR skills in case studies.</li> <li>• Undertake PR related positions after being exposed to contemporary industry based examples.</li> </ul>	
<b>Mode of Delivery:</b>	Distance Learning
<b>Prerequisites and co-requisites:</b>	MAR125
<b>Recommended optional program components:</b>	None
<b>Course Contents:</b>	
<p><b>Objective:</b> The aim of this course is to cover the principles of public relations management in all types of organizations including the public sector, private sector, and non-profit sector and to build an understanding of the most important practical skills employed in everyday public relations work.</p>	

**Description:**

Areas to be covered:

- The Nature of Public Relations: PR as a management function. Relationship Management as a general theory of PR.
- Corporate brand building. How PR adds value to integrated marketing communications
- PR Research & Planning
- 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: Recruitment and Staff Selection; Marketing the Public Relations Function to Senior Management; Managing External Services; Public Relations Consultancies; Balancing Internal and External Resources. Internal PR tools
  - Financial PR
  - Additional PR tools: Interviews and speeches, Product placement, Internet, Exhibitions, Lobbying, Sponsorships
  - Fundamentals of Event management
  - Fundamentals of Crisis 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).

**Recommended or required reading:**

**Required reading:**

Wilcox, D; Cameron, G : “Public Relations: Strategies and Tactics”, Allyn and Bacon, Latest edition available.  
F. P. Seitel: THE PRACTICE OF PUBLIC RELATIONS

**Recommended readings:**

Bains, Paul and Egan, John & Jefkins, Frank: PUBLIC RELATIONS: Contemporary Issues and Techniques, Elsevier

Lordan, Edward: ESSENTIALS OF PUBLIC RELATIONS MANAGEMENT, Rowaway

Wilcox, Dennis : P.R. – WRITING AND MEDIA TECHNIQUES, Latest Edition

Beard, Mike : RUNNING A PUBLIC RELATIONS DEPARTMENT

	<p>Barry, Amanda : PR POWER – INSIDE SECRETS FROM THE WORLD OF SPIN</p> <p>Harris, Thomas L.: VALUE – ADDED P.R.</p> <p>Stone, N : THE MANAGEMENT AND PRACTICE OF PUBLIC RELATIONS</p> <p>Sharp, David: CASES IN BUSINESS ETHICS, Sage</p>						
<b>Planned learning activities and teaching methods:</b>	Virtual lectures, workshops, group work, assignments and exams						
<b>Assessment methods and criteria:</b>	<table> <tr> <td>Final Examination</td> <td>50%</td> </tr> <tr> <td>Ongoing evaluation</td> <td>50%</td> </tr> <tr> <td></td> <td>100%</td> </tr> </table>	Final Examination	50%	Ongoing evaluation	50%		100%
Final Examination	50%						
Ongoing evaluation	50%						
	100%						
<b>Language of Instruction:</b>	English						
<b>Work Placement(s):</b>	No						
<b>Place of Teaching:</b>	Blackboard Virtual Learning Platform						