

Global Learning Semesters

Course Syllabus

Course: COMM-321 Principles of Public Relations

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-321	Principles of Public Relations	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring, Summer	42	BENG.100
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

The course includes the Introduction: History and development of Public Relations, as well as the Organizational, Social and Ethical Context of Public Relations. Model Governments for PR, involving Research, Planning and Action Programs are studied, together with Research in PR, as to Research Types, Samples, Usefulness. Different theories and models of communications are studied, affecting Public Opinion and Communication. Other areas cover Public Relations/Advertising/Marketing/Propaganda, Media Characteristics and Techniques, Case studies, Internal and External Publics and Publics and Media. Profit and Non-profit PR is studied, special trends in PR today, PR for multi-cultural Communities and special uses of PR today and Problem solving for crisis situations and contingency plans for emergency situations are also part of the course material.

Instructor

Dr Nayia Roussou

Course Aims and Objectives

The course aims at Introducing the fundamentals and practices of public relations with emphasis on the concepts, theories and techniques relevant to the practice of Public Relations. Included in the course aims are the information about marketing and advertising approaches, enabling the student to write press releases, as well as giving them a general knowledge of communication media – PR and Mass Media.

Teaching Methods

The course is delivered through lectures, practical exercises and viewing video and audio tapes about PR practices and issues and discussion/analysis of these.

Course Teaching Hours

42 hours of lecturing, combined with all other teaching methods. The course is delivered during the fall and spring semesters in 14 weeks (3 hours/week). During the summer session the course is delivered in 7 weeks (7 hours/week.)

Evaluation and Grading

First Exam: 20%
Mid-term: 35%
Final Exam: 45%

Readings and Resources

Required Textbook

Fraser P Seitel, The Practice of Public Relations, 6th Edition, 1995, Macmillan Publishing Co. and / or
Frank Jefkins, Public Relations, 4th Edition, 1992, Pitman Publishing Co.