

Global Learning Semesters

Course Syllabus

Course: COMM-322 Public Relations Method

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-322	Public Relations Method	3
Semester Offered	Contact Hours	Prerequisites
Fall, Spring, Summer	42	COMM-321: Introduction to Public Relations, Fundamental Knowledge of practicing public relations with an emphasis on the various functions of Public relations
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

Research and analyze issues and integrate information into a public relations plan; write, prepare/produce and distribute public relations materials; complete a portfolio of collateral materials such as direct mail, news releases, backgrounders, fact sheets, feature stories, invitations, newsletters and brochures; and plan and organize a public relations program

Instructor

Ms Tao Papaioannou

Course Aims and Objectives

To help students in developing, improving and refining public relations writing skills and media communication techniques. It also provides students with practical skills and knowledge needed to plan, manage and evaluate public relations events and programs.

Teaching Methods

The course is delivered through a mixture of lectures, student discussions and presentations, practical exercises and assignments

Course Teaching Hours

42 hours. 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 6 weeks (6 hours/week).

Evaluation and Grading

Case study: 25%
Project: 25%

Mid-Term: 25%
Final Exam: 25%

Readings and Resources

Required Textbook

Wilcox, D. & Nolte, L. (2001). Public relations writing and media techniques. Harper Collins: New York.

Recommended Reading

The associated press stylebook and libel manual. Associated Press: New York.
Wilcox, D. (2000). Public relations: Strategies and tactics. Longman: New York