

Global Learning Semesters

Course Syllabus

Course: COMM-422 PR Campaign Development and Marketing

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
MKTG-422	PR Campaign Development and Marketing	3
Semester Offered	Contact Hours	Prerequisites
Fall Spring Summer	42	COMM-321, COMM-322, COMM-421, COMM-422
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

Designing and planning a PR campaign And budgeting, actually conducting it and evaluating the results versus the objectives will be analysed, applying the concept of Total Quality Management in the whole process. Distinctions between developing a PR Campaign and marketing its messages will be clearly drawn and generating of promotional approaches and techniques through advertising and marketing will also be part of the course. Generally the course will aim at cultivating an integrated approach to PR and Marketing strategy development, to achieve the same goals through different, inter-complementary communication practices

Instructor

Ms Tao Papaioannou

Course Aims and Objectives

This course aims at enabling the student to research, plan, implement and evaluate a public relations program and campaign. The student will learn to define problems, opportunities, measurable goals and objectives as well as defining publics, markets and target audiences.

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).

Evaluation and Grading

Pop quizzes: 10%

Presentation: 20%
Mid-Term: 20%
Final Exam: 50%

Readings and Resources

Required Textbook

McElreath, Mark.P (1997) "Managing Systematic and Ethical Public Relations Campaign", USA, Brown & Benchmark

Recommended Reading

Heath Robert L. (1997) "Strategic Issues Management: Organizations and Public Policy Challenges".