

Global Learning Semesters

Course Syllabus

Course: COMM-514 Public Relations Theory

Department: Communications

Host Institution: University of Nicosia, Nicosia, Cyprus



Course Summary		
Course Code	Course Title	Recommended Credit Hours
COMM-514	Public Relations Theory	3
Semester Offered	Contact Hours	Prerequisites
Please contact us	42-45	Graduate Standing
Department	Level of Course	Language of Instruction
Communications	Upper Division	English

Course Description

Course designed to provide a complete understanding of organizing and implementation of public relations; history, theories and methods; analyzing goals; setting objectives; designing messages, choosing channels, planning implementation (budgeting, staffing, timetables); crisis management and problem solving; evaluating effects; marketing and advertising techniques.

Prerequisites

Graduate Standing

Topic Areas

1. Strategic business planning and public relations management.
2. Environment-situational analysis: Identification and prioritization of publics, public opinion assessment and problem/opportunity assessment.
3. Qualitative and quantitative research for public relations planning.
4. Adapting public relations planning to organizational goals and culture.
5. The role of public relations in various sectors: Public, Non-profit and private.
6. Structuring and managing in-house public relations.
7. Dealing with internal politics to gain acceptance of public relations programs.
8. Program implementation process: Prioritizing target publics, designing messages, budgeting, decision making and program contingency
9. Planning and program adjustments and media techniques.
10. Program evaluation process.
11. Public relations and issue management and risk communication.
12. Global professionalism legal constraints, codes of professional ethics and public responsibility

Readings and Resources

Required Textbooks

- Austin, E.W. and Pinkleton, B.E., 2000 Strategic Public Relations Management: Planning and Managing Effective Communication Programs. Lawrence Erlbaum Assoc.
- Hendrix, J, 2000. Public Relations Cases. New Jersey: Wadsworth.