



AMERICAN COLLEGE
MAR205 PUBLIC RELATIONS
ECTS Course Outline

of

Code MAR205	Title Public Relations	
ECTS Credits 6	Department Business	Instructor Dr. Yiannos Rossides
Semester Fall 2020	Cycle First	Language of Instruction English

Description

The course is dealing with the theory of communication and introduces students to the concepts of public relations. Topics covered include, the history and growth of public relations, communication, public opinion, management, ethics, public relations and the law, research, media, social media, employee relations, government relations, community relations, international consumer relations, public relations writing, integrated marketing communications and crisis management.

Learning outcomes

By the end of the course, students are expected to:

- Examine the role of public relations and its fundamental principles including the importance of management planning, ethics, research, communication and public opinion;
- Demonstrate an ability to deal with the practical communications applications of the field, including the emergence of the electronic communications and the discipline of integrated marketing communication;
- Establish an understating of the primary constituents, with which the field deals, including the media, employees, and government;
- Establish a thorough understanding of the techniques used to handle communication with employees and the media;
- Develop the ability to plan and assemble effective messages;
- Develop the ability to write an effective press release; and
- Develop and demonstrate an ability to implement dynamic public relations communications plan in order to create and maintain corporation's identity and reputation.

Prerequisite(s): MAR101

Learning methods and educational activities

Lectures, case study discussions, discussing questions, articles discussion, preparation of projects, project presentations, independent and private study.

Teaching hours: 39

Assessment methods and weight

Assignments:	20%
Mid-term Examination:	30%
Final Examination:	50%

Assignments: The assignments will consist mainly of case studies. Students are expected to analyze the assigned studies and prepare short written (typed) reports.

Mid-Term Examination: The mid-term examination will be of two hours and thirty minutes. It will cover the material up to the mid-term examination.

Final Examination: The final examination will be of two hours and thirty minutes. The final examination will be comprehensive.

Grading system

90-100	A	85-89	B+	80-84	B	75-79	C+
70-74	C	65-69	D+	60-64	D	0-59	F

Required book(s)

Title:	The Practice of Public Relations
Author(s):	Fraser P. Seitel
Publisher:	Pearson Education
Edition:	13 th Global Edition
Year:	2017

Additional reading and other learning resources

Websites

- Listing of Marketing Terms: http://en.wikipedia.org/wiki/List_of_marketing_topics
- Marketing Tutorial: http://www.knowthis.com/tutorials/marketing/principles_of_marketing.htm

On-line database: <http://search.proquest.com/?accountid=176465>

Journals

- Journal of Marketing Management
- European Journal of Marketing
- Harvard Business Review
- The Journal of Business

Periodicals

- Business Week
- Marketing Week

Content

Week 1	<p>Introduction to Public Relations: Prominence of Public Relations; Defining Public Relations; Influencing Public Opinion; Management Interpreter; Public Interpreter; Public Relations Publics; Public Relations Functions.</p> <p>The History and Growth of Public Relations: Ancient Beginnings; Early American Experience; Later American Experience; Ivy Lee, The Father of Public Relations; The Growth of Modern Public Relations.</p> <p>Chapters 1 & 2.</p> <p>Discussion & Questions.</p>
Week 2	<p>Communication: Goals of Communication; Traditional Theories of Communication; Contemporary Theories of Communication; Receiver's Bias; Feedback. Public Relations and The Law, Communications Defined, Communications Components, Communications Theory and Process, Communication with The Publics.</p> <p>Public Opinion: What Is Public Opinion? What Are Attitudes? Motivating Attitude Change; Power of Persuasion; Influencing Public Opinion.</p> <p>Chapters 3 & 4.</p> <p>Discussion & Questions.</p>
Week 3	<p>Management: Public Relations Management Process; Reporting To Top Management; The Public Relations Plan; Activating The Public Relations Campaign; Setting Public Relations Objectives; Public Relations Budgeting; Public Relations Implementation; Public Relations Department; Public Relations Agencies.</p> <p>Chapter 5.</p> <p>Discussion & Questions.</p>
Week 4	<p>Ethics: Defining Ethics, Ethics In Society, Ethics In Business, Corporate Codes of Conduct, Corporate Social Responsibility, Ethics In Government, Ethics In Journalism, Ethics In Public Relations.</p> <p>Chapter 6.</p> <p>Discussion & Questions.</p>

Week 5	The Law: Insider Trading Law; Disclosure Law; Ethics Law; Copyright Law; Internet Law; Litigation Public Relations. Chapter 7. Discussion and Questions. Assignment/Case Study.
Week 6	Research: What is research? Principles of research, types of research, methods of public relations research, research and the Web, evaluation of the research. Chapter 8. Discussion and Questions.
Week 7	Media: Objectivity in The Media; Print Media; Electronic Media; Dealing with The Media; Attracting Publicity; Value of Publicity; Pitching Publicity; Online Publicity; Handling Media Interview. Chapters 9. Discussion and Questions. Revision for Mid-Term Examination.
Week 8	Mid-term Examination.
Week 9	Social Media: Public Relations and The Net; Web Sites; Email; Blocks; Social Networks; Online Communication Vehicles. Chapter 10. Discussion and Questions.
Week 10	Employee Relations: A Critical Function; The Employee Public; Communicating "Trust"; Internal Tool Kit; Internal Social Media; The Grapevine. Government Relations: Government Public Relations; Lobbying The Government; Dealing with Local Government. Chapters 11 & 12. Discussion and Questions.
Week 11	Community Relations: Multicultural Diversity; Corporate Social Responsibility; Community Relations Expectations; Community Relations Objectives; Serving Diverse Communities; Nonprofit Public Relations. International Consumer Relations: Worldwide Consumer Class; Consumer Relations Objectives; Consumer-Generated Media; Handling Consumer Complaints; The Consumer Movement; Consumer Internet Activists. Chapters 13 & 14. Discussion and Questions. Assignment/Case Study.
Week 12	Public Relations Writing: Writing for The Eye and The Ear, Fundamentals Of Writing; Flesch Readability Formula; The News Release; Internet Releases; Writing For Listening; Importance Of Editing. Integrated Marketing Communications: Public Relations Vs Marketing/Advertising; Product Publicity; Third-Party Endorsement; Native Advertising; Building A Brand; Traditional Integrated Marketing; The 21 st Century Integrated Marketing. Chapters 15 & 16. Discussion and Questions.
Week 13	Crisis Management: Issues Management; Risk Communication/Message Maps; Planning for Crisis; Communicating in A Crisis; Social Media Crisis Management. Chapter 17. Discussion & Questions. Revision for Final Examination.

Instructor contact information

Office hours: By appointment only

Email: yiannos.rossides@ac.ac.cy

Notes

You can find the notes for this course on the moodle at <https://dl.ac.ac.cy/>

Other information

Class Attendance: Students are expected to attend the classes regularly and be punctual.

Office hours: Students are encouraged and advised to arrange meetings regularly with their instructor and discuss promptly any issue that seems to be important for the student and his/her success.

Humane Matters: Students should inform their instructor for any un-expectancies that may occur, and may not allow them to carry out their responsibilities.

Library: Students are advised to visit regularly the library of our College and read articles published in academic journals such as the Journal of Management, the Harvard Business Review, and others.