



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
COMM-321	Principles of Public Relations	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
None	Communications	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	PR, Advertising and Marketing	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	DR. Nicholas Nicoli	1 <sup>st</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Conventional (Face-to-face)	No	None

### Course Objectives:

The main objectives of the course are to:

- introduce the fundamentals and practices of public relations with an emphasis on the concepts, theories and techniques relevant to the practice of Public Relations.
- Include in the course marketing and advertising approaches, news writing (press releases) and general knowledge of communication media, PR and Mass media. Campaign building and strategy management are also involved.

### Learning Outcomes:

After completion of the course students are expected to be able to:

- To introduce the fundamentals and practices of public relations
- To become familiar with various definitions of public relations
- To identify differences between public relations and other forms of communications such as advertising and marketing
- To have an understanding of the history of public relations
- To understand what the main tactics are of public relation
- Be familiar with the definitions of PR
- How PR varies from other communications approaches
- Have an understanding of the history of PR
- How PR is organizationally structured
- To develop an understanding in public relations research
- To develop an understanding in public relations planning
- To be able to comprehend the role of ethics in public relations

- The identify publics of PR
- To be able to evaluate PR case studies

**Course Content:**

- Be familiar with the definitions of PR
- How PR varies from other communications approaches
- Have an understanding of the history of PR
- How PR is organizationally structured
- Understand PR ethical considerations
- The publics of PR
- Evaluate PR case studies

**Learning Activities and Teaching Methods:**

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

**Required Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
Principles of Public Relations	Nicholas Nicoli / Marcos Komodromos	University of Nicosia	2013	

**Recommended Textbooks / Readings:**

Title	Author(s)	Publisher	Year	ISBN
The Practice of Public Relations (13 <sup>th</sup> Edition)	Fraser Seitel	Pearson Education	2017	ISBN-10: 1292160055