



University of Nicosia, Cyprus

Course Code COMM 322	Course Title Public Relations Methods	ECTS Credits 6
Department Communication	Semester Spring/Fall	Prerequisites COMM 321
Type of Course Required	Field Communications	Language of Instruction English
Level of Course 1st Cycle	Year of Study 3 rd	Lecturer Mr. Nicos Philippou
Mode of Delivery Face-to-face	Work Placement N/A	Co-requisites None
Recommended Optional Programme Components: N/A		

Objectives of the Course:

The main objectives of the course are to:

- Help students develop, improve and refine public relations writing skills.
- Help students develop media communication techniques.
- Provide students with practical skills and knowledge needed to plan propose and evaluate public relations events and programs.

Learning Outcomes:

Upon completion of this course, students are expected to be able to:

1. Research and produce public relations materials including direct mail, business reports, news releases, feature stories, backgrounders, fact sheets, newsletters, leaflets and brochures.
2. Be in a position to apply the guidelines for developing and maintaining effective relationships with the media.
3. Know the guidelines for working with photographers.
4. Select good publicity photos and write captions.
5. Understand the design of newsletter, brochures, leaflets and magazines.
6. Write public speeches and prepare visual aids for presentations.
7. Know the differences between marketing advertising and public relations advertising.
8. Plan and organize Public relations events including staff and committee meetings, club meetings and workshops, banquets, conventions, trade shows and other promotional programs.
9. Analyze issues and integrate information into a formal public relations program plan.
10. Understand evaluation measurements including message exposure, audience

awareness, audience attitudes and audience action.

11. Complete a portfolio of collateral materials including direct mail, news releases, backgrounders, fact sheets, feature stories, invitations, newsletters, brochures and public relations program proposals.

Course Contents:

Introduction to the course & defining communication
Writing for PR
Letters, proposals & reports
Working with the media
News release
Feature story
Photos & illustrations
Leaflets & brochures
Newsletters & Magazines
Public relations advertising
Speeches & Audio-visual materials
Meetings & events
Program planning
Program evaluation

Teaching Methods:

Lectures with audio/visual aids, Case Studies, Group discussions and exercises, Student presentations and assignments.

Assessment Methods:

Homework, Project, Mid-Term and Final exam.

Required Textbook:

Authors	Title	Publisher	Year	ISBN
Wilcox, D.	Public relations writing and media techniques	Pearson	2009	978-0-205-64828-3

Recommended Reading:

Authors	Title	Publisher	Year	ISBN
Goldstein, N.	The associated press stylebook and libel manual	The Associated Press	2008	978-0-917-36053-4