UNIVERSITY *of* NICOSIA

Course Syllabus

Course Code	Course Title	ECTS Credits
COMM-395	PR and the New Media	6
Prerequisites	**Department**	**Semester**
COMM-321, COMM-322	Communications	Fall, Spring
Type of Course	**Field**	**Language of Instruction**
Required	Communication	English
Level of Course	**Lecturer(s)**	**Year of Study**
1st Cycle	Dr Marcos Komodromos	3rd , 4th
Mode of Delivery	**Work Placement**	**Corequisites**
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:
- Introduce students to the role of new technologies and new media in public relations practice;
- Introduce emerging trends, and provide numerous examples of how organizations navigate the uncertainties of building mediated relationships via new media in the PR area;
- Introduce various internet-based technologies that can be used to plan and implement public relations activities;
- Learn new media public relations campaign ways to raise awareness of brands and products;
- Align communication goals with higher-level business goals and objectives;
- Uncover deeper insights about your audience through conversation monitoring and social intelligence;
- Develop the messaging and create the content to become a more valuable resource to stakeholders;
- Explore ways of new media practices challenge and expand conventional thinking in public relations;
- Help students develop a critical understanding of the impact of technologies in the practice of public relations.

Learning Outcomes:

After completion of the course students are expected to be able to:
1. Analyze the role of new technologies in public relations practice;
2. Describe the changes occurring through the development of new media/digital communications technology, as well as the implications of those changes in the area of public relations;
3. Conduct online public relations research;
4. Plan, develop and implement online PR campaigns;
5. Utilizing social networking websites for public relations and marketing;
6. Monitoring PR & brand communication;
7. Using the Internet for crisis prevention and management;
8. Assessing the impact of technologies on the practice of public relations;
9. Recognize the opportunities and challenges confronting pubic relations practitioners in the Digital Age;
10. Identify the challenges and opportunities facing PR practitioners with the creation of new media and non-traditional online social networks.

Course Content:

Although corporate websites, chat-rooms, email customer response facilities and electronic news release distribution are now viewed as standard aspects of public relations practice, many public relations practitioners are struggling with the impact of new media, and especially the Internet. The terrain of public relations practice is also shifting with new media bringing about substantial increases in stakeholder strength through facilitating communication within stakeholder groups and between different stakeholder groups. This course captures how the extraordinary global adoption of social media in recent years has changed the way organizations and the public relate to one another in the area of public relations. PR scholars from around the world provide intriguing insights into how constantly emerging technologies require organizations to be interactive and authentic in virtual environments where control and creation of messages is a shared process. New theoretical perspectives in PR are offered in this course, along with case studies and practical suggestions for using online venues in corporate, charitable, political, cause advocacy, religious, health, university, and crisis settings.

The Horizontal Revolution – four zones of social media. These four zones certainly aren't mutually exclusive. There are applications that provide a way for public relations practitioners and marketers to attain two, three, and maybe even all four objectives.

Public relations strategic planning with social media - By incorporating social media into the public relations planning process, communicators can be more strategic in their approach as they look through a different lens at the market, customer behavior and at the new channels where people rely on their daily news and information.

Social consumers - Strategically pull together a communication plan by integrating new types of research methods, monitoring and tracking key conversations, understanding deeper engagement through better content planning, and by benchmarking measurement across a

realm of social media.

Network Structure and Group Influence in Social Media - build a measurement framework for your executives, business stakeholders and PR / marketing managers.

Social community - Each of these four zones cover: Community (Facebook), Publishing (blogs), Commerce (GroupOn) and Entertainment (Farmville).

Social Publishing - Each of these four zones cover: Community (Facebook), Publishing (blogs), Commerce (GroupOn) and Entertainment (Farmville).

Social Entertainment - Each of these four zones cover: Community (Facebook), Publishing (blogs), Commerce (GroupOn) and Entertainment (Farmville).

Social Commece - Each of these four zones cover: Community (Facebook), Publishing (blogs), Commerce (GroupOn) and Entertainment (Farmville).

Social Media for consumer insight (1) - Understanding consumer behavior is valuable to brands because it helps them increase the effectiveness of consumer products, public relations and marketing with the ultimate goal of increasing both sales and brand perception. Without an understanding of consumers, brands can't make the right decisions about launching products, creating marketing PR and communication campaigns, engaging a target audience, or creating marketing campaigns.

Social Media for consumer insight (2) - Understanding who's doing the talking is equally important to what's being said. Looking at the specific attributes of an audience discussing a particular topic or expressing a particular emotion about a brand adds important context to the content of any conversation. Segmenting the large audience into specific groups can help PR practitioners reveal how those with different ages, locations, and interests view the topic differently and design PR campaigns in combination with traditional and new media.

Social media metrics(1) - Reach measures the spread of a social media conversation. On its own, reach can help PR practitioners understand the context for their content. How far is their content disseminating and how big is the audience for their messages? Reach is a measure of potential audience size that PR practitoners must understand when implementing their social media campaigns.

Social media metrics(2) - This type of potential influence is useful to decide who to reach out to when PR practitioners are preparing for a campaign. Tools like Klout and PeerIndex assign people an influence score. Tools like these measure online social capital and the (potential) ability to influence others.

Learning Activities and Teaching Methods:

Powerpoint and articulate presentations, tutorials, case studies, exercises, online forums, and chats.

Assessment Methods:

Mid-term exams, Presentation, Final Exam and Project.

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
New Media and Public Relations 3rd ed. Edition	Sandra C. Duhé	Peter Lang Inc., International Academic Publishers	2017	ISBN-13: 978-1433116278 ISBN-10: 1433116278 eBook - www.peterlang.com
Social Media Marketing: Pearson New International Edition	Tuten T., & Solomon R. M.	SAGE Publications	2016	ISBN: 9781473913011 **eBooks.com** http://www.ebooks.com/1887345/social-media-marketing/tuten-tracy-l-solomon-michael-r/

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Social Media Marketing: Theories & Applications	Dahl, S.	SAGE Publications	2015	9781446280744 **eBooks.com** http://www.ebooks.com/1712788/social-media-marketing/dahl-stephan/