



Course Syllabus

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| Course Code | Course Title | ECTS Credits |
| COMM-422 | Public Relations Campaign Management and Marketing | 6 |
| Prerequisites | Department | Semester |
| COMM-321, COMM-322 | Communications | Fall, Spring |
| Type of Course | Field | Language of Instruction |
| Required | Public Relations and Advertising | English |
| Level of Course | Lecturer | Year of Study |
| 1 st Cycle | Dr. Tao Papaioannou | 3 rd , 4 th |
| Mode of Delivery | Work Placement | Corequisites |
| Conventional (Face-to-Face) | None | None |

Course Objectives:

The main objectives of the course are to:

- introduce students to effective management of public relations campaigns and marketing
- develop among students a critical understanding of the strategies and detailed planning steps necessary to initiate, develop, implement or re-direct public relations campaigns and marketing programs in various sectors
- enable students to apply qualitative and quantitative research methods, short-term and long-term planning principles and program evaluation methods

Learning Outcomes:

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

1. conduct environment-situational analysis for a public relations campaign
2. assess opinion and perception of target publics identified for a public relations campaign
3. use research methods including image/visibility index, priority worksheet, demographic analysis, personality preference index, survey, individual and focus group interview
4. develop measurable goals and objectives for a public relations campaign
5. formulating proactive and reactive response and action strategies for a public relations campaign

6. choose and use communication tactics from areas including interpersonal communication, the mass media, organizational media and the new media
7. implement a strategic campaign plan
8. evaluate a campaign plan by applying ongoing monitoring techniques and final assessment

Course Content:

- Environment-situational analysis: identification and prioritization of publics, public relations and issue management and risk communication, and problem/opportunity assessment
- Organizational analysis: internal environment assessment and dealing with internal politics to gain acceptance of public relations programs
- Public opinion and perception assessment
- Qualitative and quantitative research for public relations planning
- Adapting public relations campaign planning to organizational goals and culture
- Formulating action and response strategies and tactics
- Program adjustments and media techniques
- Program implementation process: budgeting, responsibility allocation and program contingency
- Program evaluation process
Managing ethical public relations campaigns and legal constraints, codes of professional ethics and public responsibility

Learning Activities and Teaching Methods:

Lectures with audio/visual aids, case studies, group discussions and exercises, assignments and reading material

Assessment Methods:

Test, Presentation and Project

Required Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|---|------------------|------------------|-------------|----------------|
| Strategic planning for public relations | Smith, Ronald D. | Routledge | 2013 | 978-0415506762 |

Recommended Textbooks / Readings:

| Title | Author(s) | Publisher | Year | ISBN |
|--|------------------|------------------|-------------|---------------|
| The IABC Handbook of Organizational Communication : A Guide to Internal Communication, Public Relations, Marketing, and Leadership | Gillis, Tamara | Jossey-Bass | 2011 | 9781118016336 |