



## University of Nicosia, Cyprus

<b>Course Code</b> COMM-514	<b>Course Title</b> Public Relations Theory	<b>Credits(ECTS)</b> 10
<b>Department</b> Communications	<b>Semester</b> Fall	<b>Prerequisites</b> COMM-321, COMM-322
<b>Type of Course</b> Elective	<b>Field</b> Communication	<b>Language of Instruction</b> English
<b>Level of Course</b> 2 <sup>nd</sup> Cycle	<b>Year of Study</b> 1-2	<b>Lecturer(s)</b> Dr. Tao Papaioannou
<b>Mode of delivery</b> Face-to-face	<b>Work Placement</b> N/A	<b>Co-requisites</b> N/A

### Objectives of the Course:

The main objectives of the course are to:  
provide a comprehensive and detailed examination of the field of public relations  
give a solid survey of the current scholarly literature in five major areas including the role public relations plays in society, the current state of the practice in terms of management, ethics, gender, evaluation and education, the daunting challenges the new communication technology poses for scholars and practitioners, theories in international public relations and trends in practice that will shape the field in coming years

### Learning Outcomes:

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

1. Comprehend and apply the concept of public relations as a relationship building discipline
2. Assess recent legal, social and technological changes in public relations practice
3. Analyze the relationship between public relations and marketing and advertising
4. Analyze the role of public relations in the ecology of organizational change
5. Realize and apply the concept of organizational legitimacy to public relations practice
6. Explore opportunities and concerns in public relations education
7. Use theories of ethics in discussion of new issues in public relations ethics

- and social responsibility for the 21<sup>st</sup> century
8. Obtain an overview of strategic practices in public relations planning and organization
  9. Obtain an overview of theories and models of crisis management
  10. Analyze the use of new technologies in public relations
  11. Assess the role and impact of multiculturalism and cultural diversity in the practice of public relations
  12. Discuss new developments in public relations in regions including china, the Middle East and the European Union.

### **Course Contents:**

Defining the discipline  
 Defining the practice  
 The dynamics of change in public relations practice  
 The role of public relations in the ecology of organizational change  
 The centrality of organizational legitimacy to public relations practice  
 Opportunities and concerns in public relations education  
 Public relations ethics  
 Best practice in planning and organization  
 Best practice in crisis communication and relationship building  
 Public relations and new communication technologies  
 Public relations and multinationalism and cultural diversity  
 The changing shape of public relations in the European Union  
 The development of public relations in China, Russia and the Middle East

### **Learning Activities and Teaching Methods:**

Lectures with audio/visual aids, Case studies, Group discussions and exercises,  
 Student presentations and Assignments

### **Assessment Methods:**

Research Projects

### **Required Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Heath, R. L.	Handbook of public relations	Sage	2004	978-1-41290954-9

### **Recommended Textbooks/Reading:**

Authors	Title	Publisher	Year	ISBN
Ihlen, O.	Public Relations and Social Theory	Taylor & Francis	2009	978-0-41599786-7