Course Syllabus

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>ECTS Credits</th>
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<tbody>
<tr>
<td>COMM-321</td>
<td>Principles of Public Relations</td>
<td>6</td>
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**Prerequisites**
- None

**Department**
- Communications

**Semester**
- Fall

**Type of Course**
- Required

**Field**
- PR, Advertising and Marketing

**Language of Instruction**
- English

**Level of Course**
- 1st Cycle

**Lecturer(s)**
- DR. Nicholas Nicoli

**Year of Study**
- 1st

**Mode of Delivery**
- Conventional

**Work Placement**
- No

**Corequisites**
- 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:

<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Publisher</th>
<th>Year</th>
<th>ISBN</th>
</tr>
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<tbody>
<tr>
<td>Principles of Public Relations</td>
<td>Nicholas Nicoli / Marcos Komodromos</td>
<td>University of Nicosia</td>
<td>2013</td>
<td></td>
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Recommended Textbooks / Readings:

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