



University of Nicosia, Cyprus

Course Code COMM - 321	Course Title Principles of Public Relations	Credits (ECTS) 6
Department Communications	Semester Spring, Fall	Prerequisites
Type of Course Core	Field PR, Advertising and Marketing	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 1 st / 2 nd	Lecturer Nicholas Nicoli
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:

- Introduce the fundamentals of public relations with an emphasis on the concepts, theories and techniques relevant to the practice;
- Comprehend the differences of PR with other corporate communication disciplines such as marketing and advertising;
- Become familiarized with PR ethics, reputation and public opinion;
- Become acquainted with PR strategy, tools and techniques.

Learning Outcomes:

After completion of the course students are expected to be able to:

- To assess and analyze the fundamentals and practices of public relations.
- To apply the various definitions of public relations.
- To identify differences between public relations and other forms of communications such as advertising and marketing.
- To revise the history of public relations and analyze its significance.
- To assess and design plans from the main tactics of public relation.
- To compare definitions of public relations.
- To compare how public relations varies from other communications approaches.
- To demonstrate how public relations is organizationally structured.
- To assess public relations research.
- To analyze and design public relations planning.
- To be able to utilize the role of ethics in public relations.
- The identify publics of public relations.
- To be able to evaluate PR case studies.

Course Contents:

- Definitions of public relations
- Evolution of public relations
- Communications and Public Opinion
- Ethics in public relations
- Public relations organizational structures
- public relations tactics and strategies
- Employee relations
- Media relations
- Government relations
- Public relations research

Teaching Methods:

Lectures, Presentations, Practical Exercises, Group Assignments, and Assignments.

Assessment Methods:

Homework, Project, Mid-Term, Final Exam.

Required Textbooks:

Authors	Title	Publisher	Year	ISBN
Nicholas Nicoli	Course Notes	Student Intranet / Handbook	2010/11	

Recommended Textbooks/Reading:

Authors	Title	Publisher	Year	ISBN
Fraser Seitel	The Practice of Public Relations (10 th Edition)	Pearson Education	2006	0132038625