



## Course Syllabus

<b>Course Code</b>	<b>Course Title</b>	<b>ECTS Credits</b>
COMM-322	Public Relations Methods	6
<b>Prerequisites</b>	<b>Department</b>	<b>Semester</b>
COMM-321	Communications	Fall
<b>Type of Course</b>	<b>Field</b>	<b>Language of Instruction</b>
Required	Public Relations and Advertising	English
<b>Level of Course</b>	<b>Lecturer(s)</b>	<b>Year of Study</b>
1 <sup>st</sup> Cycle	Dr Marcos Komodromos	2 <sup>nd</sup> , 3 <sup>rd</sup>
<b>Mode of Delivery</b>	<b>Work Placement</b>	<b>Corequisites</b>
Conventional (Face-to-Face)	N/A	None

### Course Objectives:

The main objectives of the course are to:

- develop, improve and refine public relations writing skills
- develop media communication techniques
- provide students with practical skills and knowledge needed to plan, propose and evaluate public relations events and programs

### Learning Outcomes:

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

- research and produce public relations materials including direct mail, business reports, news releases, feature stories, backgrounders, fact sheets, newsletters, leaflets and brochures
- apply the guidelines for developing and maintaining effective relationships with the media
- apply the guidelines for working with photographers
- select good publicity photos and write captions
- design newsletters, brochures and leaflets in basic formats
- write public speeches and prepare visual aids for presentations
- differentiate between marketing advertising and public relations advertising

- plan and organize public relations events including staff and committee meetings, club meetings and workshops, banquets, conventions, trade shows and other promotional programs
- analyze issues and integrate information into a formal public relations program plan
- evaluate programs using measurements including message exposure, audience awareness, audience attitudes and audience action
- complete a portfolio of collateral materials including direct mail, news releases, backgrounders, fact sheets, feature stories, invitations, newsletters, brochures and public relations program proposals

**Course Content:**

- Introduction to the course & Defining communication
- Writing for PR
- Letters, proposals & reports
- Working with the media
- News release
- Feature story
- Photos & illustrations
- Leaflets & brochures
- Newsletters & Magazines
- Public relations advertising
- Speeches & Audiovisual materials
- Meetings & events
- Program planning
- Program evaluation

**Learning Activities and Teaching Methods:**

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

**Assessment Methods:**

Exams and Project

**Required Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Public relations writing and media techniques	Wilcox, D.	Pearson	2013	978-0-205-87334-0

**Recommended Textbooks / Readings:**

<b>Title</b>	<b>Author(s)</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Communicating the New : Methods to Shape and Accelerate Innovation	Erwin, K.	John Wiley & Sons	2014	9781118421987