



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code COMM 395	Course Title Public Relations and the New Media	ECTS Credits 6
Department Communications	Semester Spring/Fall	Prerequisites COMM 321, COMM 322
Type of Course Required	Field Communications	Language of Instruction English
Level of Course 1 st Cycle	Year of Study 3 rd / 4 th	Lecturer Dr. Tao Papaioannou
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 students to the role of new technologies in public relations practice.
- Introduce various internet-based technologies that can be used to plan and implement public relations activities.
- Help students develop a critical understanding of the impact of technologies in the practice of public relations.

Learning Outcomes:

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

1. Analyze the role of new technologies in public relations practice.
2. Conduct online research.
3. Plan, develop and implement e-mail campaigns.
4. Develop e-newsletter.
5. Building online newsrooms and webcasts and podcasts.
6. Utilizing social networking websites for marketing.
7. Monitoring brand communication.
8. Using the Internet for crisis prevention and management.
9. Assessing the impact of technologies on the practice of public relations.

Course Contents:

- Public relations and New Media Practices
- Identifying audience trends and online/offline transparency
- Conducting online research
- Factors that affecting online communications strategy
- Using the Internet to reach the media
- Using e-mail and managing e-mail campaigns
- Developing e-newsletters
- Building online newsrooms and Webcasts and podcasts
- Utilizing social networking Websites for marketing
- Monitoring brand communication
- Using the Internet for crisis management
- Integrating online/offline P.R. strategies
- Managing privacy issues: Ethical perspectives and professional responsibilities
- The future of public relations

Teaching Methods:

Lectures with audio/visual aids, Case Studies, Group discussions and exercises, Student presentations and assignments.

Assessment Methods:

Case analysis, Project, Presentations and Test.

Required Textbook:

Authors	Title	Publisher	Year	ISBN
Breakenridge, D. and DeLoughry, T. J.	The New PR Toolkit: Strategies for Successful Media Relations	FT Press	2003	978-0130090256

Recommended Reading:

Authors	Title	Publisher	Year	ISBN
----------------	--------------	------------------	-------------	-------------

Duhe, S.	New Media and Public Relations.	Peter Lang	2007	978-0820488011
Scott, D. M.	The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly	Wiley	2007	978-0470113455