



UNIVERSITY OF NICOSIA ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

Course Code COMM 422	Course Title Public Relations Campaign Management and Marketing	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 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 effective management of public relations campaigns and marketing.
- Help students develop a critical understanding of the strategies and detailed planning steps necessary to initiate, develop, implement or re-direct public relations campaigns and marketing programs in various sectors.
- Introduce qualitative and quantitative research methods, short-term and long-term planning principles and their application and program evaluation methods.

Learning Outcomes:

- Upon completion of the course, students are expected to be able to:
1. Conduct environment-situational analysis for a public relations campaign.
 2. Assess opinion and perception of target publics identified for a public relations campaign.
 3. Use research methods including image/visibility index, priority worksheet, demographic analysis, personality preference index, survey, individual and focus group interview.
 4. Develop measurable goals and objectives for a public relations campaign.
 5. Formulating proactive and reactive response and action strategies for a public relations campaign.
 6. Choose and use communication tactics from areas including interpersonal communication, the mass media, organizational media and the new media
 7. Implement a strategic campaign plan.
 8. Evaluate a campaign plan by applying on-going monitoring techniques and final assessment.

Course Contents:

- Environment-situational analysis: identification and prioritization of publics, public relations and issue management and risk communication, and problem/opportunity assessment.
- Organizational analysis: internal environment assessment and dealing with internal politics to gain acceptance of public relations programs.
- Public opinion and perception assessment.
- Qualitative and quantitative research for public relations planning.
- Adapting public relations campaign planning to organizational goals and culture.
- Formulating action and response strategies and tactics.
- Program adjustments and media techniques.
- Program implementation process: budgeting, responsibility allocation and program contingency.
- Program evaluation process.
- Managing ethical public relations campaigns and legal constraints, codes of professional ethics and public responsibility.

Teaching Methods:

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

Assessment Methods:

Case analysis, Project and Test.

Required Textbook:

Authors	Title	Publisher	Year	ISBN
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Smith, Ronald D.	Strategic planning for public relations	Lawrence Erlbaun Assoc.	2007	978-0-80585239-4
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Recommended Reading:

Authors	Title	Publisher	Year	ISBN
Grunig, J. E. and Dozier, D. M.	Excellence in public relations and communication management	Lawrence Erlbaun Assoc .	1992	978-0-80580227-6
Hendrix, Jerry A.	Public relations cases	Thomson and Wadsworth	2009	978-0-49556778-3