



UNIVERSITY OF NICOSIA

ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ

University of Nicosia, Cyprus

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| Course Code COMM-514 | Course Title Public Relations Theory | Credits(ECTS) 10 |
| Department Communications | Semester Fall | Prerequisites COMM-321, COMM-322 |
| Type of Course Elective | Field Communication | Language of Instruction English |
| Level of Course 2 nd Cycle | Year of Study 1-2 | Lecturer(s) Dr. Tao Papaioannou |
| Mode of delivery Face-to-face | Work Placement N/A | Co-requisites N/A |

Objectives of the Course:

The main objectives of the course are to:
provide a comprehensive and detailed examination of the field of public relations
give a solid survey of the current scholarly literature in five major areas including the role public relations plays in society, the current state of the practice in terms of management, ethics, gender, evaluation and education, the daunting challenges the new communication technology poses for scholars and practitioners, theories in international public relations and trends in practice that will shape the field in coming years

Learning Outcomes:

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

1. Comprehend and apply the concept of public relations as a relationship building discipline
2. Assess recent legal, social and technological changes in public relations practice
3. Analyze the relationship between public relations and marketing and advertising
4. Analyze the role of public relations in the ecology of organizational change
5. Realize and apply the concept of organizational legitimacy to public relations practice
6. Explore opportunities and concerns in public relations education
7. Use theories of ethics in discussion of new issues in public relations ethics

- and social responsibility for the 21st century
8. Obtain an overview of strategic practices in public relations planning and organization
 9. Obtain an overview of theories and models of crisis management
 10. Analyze the use of new technologies in public relations
 11. Assess the role and impact of multiculturalism and cultural diversity in the practice of public relations
 12. Discuss new developments in public relations in regions including china, the Middle East and the European Union.

Course Contents:

- Defining the discipline
- Defining the practice
- The dynamics of change in public relations practice
- The role of public relations in the ecology of organizational change
- The centrality of organizational legitimacy to public relations practice
- Opportunities and concerns in public relations education
- Public relations ethics
- Best practice in planning and organization
- Best practice in crisis communication and relationship building
- Public relations and new communication technologies
- Public relations and multinationalism and cultural diversity
- The changing shape of public relations in the European Union
- The development of public relations in China, Russia and the Middle East

Learning Activities and Teaching Methods:

Lectures with audio/visual aids, Case studies, Group discussions and exercises, Student presentations and Assignments

Assessment Methods:

Research Projects

Required Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|--------------|------------------------------|-----------|------|------------------|
| Heath, R. L. | Handbook of public relations | Sage | 2004 | 978-1-41290954-9 |

Recommended Textbooks/Reading:

| Authors | Title | Publisher | Year | ISBN |
|-----------|------------------------------------|------------------|------|------------------|
| Ihlen, O. | Public Relations and Social Theory | Taylor & Francis | 2009 | 978-0-41599786-7 |