



Course Syllabus

Course Code	Course Title	ECTS Credits
MCOM-520	Public Relations and Advertising In A Digital Age	10
Prerequisites	Department	Semester
None	Communications	Spring
Type of Course	Field	Language of Instruction
Required	Public Relations and Advertising	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Dr. Tao Papaioannou	1 st , 2 nd
Mode of Delivery	Work Placement	Corequisites
Conventional (Face-to-face)	None	None

Course Objectives:

The main objectives of the course are to:

- provide a comprehensive and detailed examination of current theories and practices in the field of public relations and advertising
- offer a solid survey and critical analysis of the role of digital technology, particularly social media, in the development and evolvement of practice in the following major areas including
 - online and social media advertising and public relations,
 - search engine marketing
 - online marketing and audience research and targeting methods,
 - rates and metrics,
 - advanced techniques in search advertising,
 - digital strategies in public relations planning and risk and crisis management,
 - social media and power in public relations,
 - new issues in public relations ethics and social responsibility in the digital age,
 - international public relations,daunting challenges new communication technology poses for scholars and practitioners and emerging 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

- understand and apply the concept of online/web advertising
- describe and assess how search engine marketing works

- recognize and evaluate major types of online advertising and public relations practice
 - apply target methods for the purpose of conducting online marketing and audience research
 - calculating rates and metrics
 - master and apply advanced techniques in search advertising
 - evaluate and develop digital strategies in public relations planning and risk and crisis management
 - obtain an overview of social media and power in public relations
 - apply theories of ethics in discussion of new issues in public relations ethics and corporate social responsibility in the digital age
 - evaluate the role and impact of multiculturalism and cultural diversity in the practice of public relations
- assess new developments in public relations in regions including china, Russia, the Middle East and the European Union

Course Content:

- Online/web advertising
- Search engine marketing
- Major types of online advertising and public relations practice
- Target methods and online research for public relations
- Calculating rates and metrics
- Advanced techniques in search advertising
- The dynamics of change in public relations practice
- Digital strategies in public relations planning and risk and crisis management
- Social media, public relations and power
- Ethics and corporate social responsibility in the digital age
- Public relations and multinationalism and cultural diversity
- The development of public relations in China, Russia and the Middle East and the changing shape of public relations in the European Union

Learning Activities and Teaching Methods:

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

Assessment Methods:

Presentation and Research Paper

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Handbook of Public Relations	Heath, R. L.	Sage	2010	978-1-41290954-9
Effectiveness of Online Marketing Campaigns	Klapdor, S.	Springer	2013	978-3-658-01732-3
Advertising in A Digital Age	Taylor, G.	CreateSpace Independent Publishing	2012	978-1480049611

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue	Kabani, S.	BenBella Books	2013	978-1937856151
Rethinking Reputation: How PR Trumps Marketing and Advertising in the New Media World	Seitel, F.	Palgrave Macmillan	2012	978-0230338333
Pioneers of Digital: Success Stories from Leaders in Advertising, Marketing, Search and Social Media	Springer, P.	Kogan Page	2012	978-0749466046