



Course Syllabus

Course Code	Course Title	ECTS Credits
MKTG-321	Marketing Public Relations	6
Prerequisites	Department	Semester
MKTG-291	Marketing	Fall / Spring
Type of Course	Field	Language of Instruction
Elective	Marketing	English
Level of Course	Lecturer(s)	Year of Study
1 st Cycle	Prof Ioanna Papasolomou	3 rd or 4 th
Mode of Delivery	Work Placement	Co-requisites
Face-to-face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Explain the key concepts and underlying philosophy of the MRR (marketing public relations) concept
- Assess the strategic use of MPR in adding value to integrated marketing communication programs
- Analyse the uses of public relations to attain marketing objectives
- Apply the key principles and tools of MPR to an existing brand/organisation
- Implement the strategic planning process for an MPR program
- Evaluate the MPR campaign

Learning Outcomes:

After completion of the course students are expected to be able to:

1. Apply the underlying ideas and tools of marketing public relations (MPR)
2. Illustrate the role of PR and MPR in integrated marketing communication programs
3. Plan and evaluate MPR campaigns
4. Classify the uses of public relations in attaining marketing objectives
5. Assess the role of bloggers in consumer generated marketing

Course Content:

1. The Public Relations Discipline (Ideas, Concepts, and Tools) - An examination of key definitions of PR, the debate that surrounds the concept, its history and evolution, central ideas and key PR tools will enable the students to understand the PR nature and evaluate its role and purpose in the business and societal contexts within which it operates.
2. The Marketing Discipline - The marketing discipline encompasses a range of definitions, key concepts, practices and perspectives. An overview of these aims at enabling students to understand its nature and role in the society and business world.
3. Integrated Marketing Communications - IMC involves the coordination of the various elements of marketing and communication programs including advertising into a “one look, one voice” approach.
4. The PR planning and evaluation processes - Successful PR programmes depend on an understanding of the importance of planning, the need for research, setting sound programme objectives, selection and justification of strategy and tactics and evaluation of the effectiveness of the campaign and a review for future direction.
5. The Marketing and Public Relations Debate - There is evidence of disagreement in the marketing and PR literature regarding the place of PR. Some academics argue that PR is a marketing communications tools and PR academics that PR is a separate concept and hence, it should not belong to the marketing discipline.
6. The Marketing Public Relations Concept - MPR is that area of PR which specifically supports an organisation’s marketing goals. MPR is different from Corporate PR which aims at winning the support of all of the organisation’s stakeholder groups.
7. Marketplace Forces driving MPR - In order to survive in an increasingly competitive worldwide marketplace, companies need to be effective and efficient in their marketing activity even more than ever before. PR is needed to make Integrated Marketing Communications work especially in an era in which for example advertising is criticized for losing its credibility, TV costs are rising, and there is a decline of network advertising.
8. The use of MPR in adding value to the marketing efforts - MPR helps companies gain a competitive advantage in an over-communicated society. It has been a key factor in the marketing of cars, packaged goods, and high-tech and healthcare products.
9. The MPR Strategic Planning Process - The elements of a good MPR plan are the same as those in any good business plan. The Whalen-7 step Strategic Planning Process incorporates: situation analysis, objectives, strategy, targets, messages, tactics, evaluation.
10. MPR Tactics - The tactics that can be employed by MPR are limited only by the practitioner’s imagination and ability to implement. Some examples include: birthdays and anniversaries, contests and competitions, characters, endorsements, exhibits, grand openings, news releases, newsletters and product placement.
11. Using MPR - MPR has been used in a variety of situations such as: introducing new products, maintaining brands and making advertising news, sponsorships and special events.

Learning Activities and Teaching Methods:

Lectures, case study analysis, homework exercises, videos, in-class discussion

Assessment Methods:

Midterm Exam, Final Exam, Project, participation and homework exercises

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Marketing Public Relations: A Marketer's Approach to Public Relations and Social Media	Giannini, G.T.	Pearson Education	2010	978-0-13-608299-6

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
The Marketer's Guide to Public Relations in the 21st Century	Harris, T.L. and Whalen, P.T.	Thomson/South-Western	2006	0-324-31210-5
Exploring Public Relations	Tecnh, R and Yeomans, L.	Prentice Hall – Financial Times	2006	978-0-273-68889-1