



**UNIVERSITY OF NICOSIA**  
**ΠΑΝΕΠΙΣΤΗΜΙΟ ΛΕΥΚΩΣΙΑΣ**  
**School of Business**

University of Nicosia, Cyprus

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

**Objectives of the Course:**

The main objectives of the course are to:

- Understand the key concepts and underlying philosophy of the public relations discipline.
- Comprehend the management and organization processes of PR.
- Understand the strategic use of public relations in adding value to integrated marketing programs.
- Understand the uses of public relations to attain marketing objectives.
- Understand the key principles and tools of MPR
- Understand the strategic planning process of MPR
- Understand the evaluation process of MPR

### **Learning Outcomes:**

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

**1. apply the underlying ideas and tools of public relations (PR) and marketing public relations (MPR)**

(students should be able to identify the key principles that highlight PR and MPR as well as the tools and methods for implementing them)

**2. illustrate the role of PR and MPR in integrated marketing communication programs.**

(students should be able to show the value of PR in the promotional mix and appreciate its importance in IMC programs)

**3. define and state the strategic planning and evaluation processes of PR and MPR**

(students should be able to appreciate the importance of the planning and evaluation processes to the successful implementation of PR and MPR)

**4. classify and categorize the uses of public relations in attaining marketing objectives**

(students should be able to comprehend the interrelationship between PR and Marketing as well as PR's contribution/role in achieving marketing objectives)

### **Course Contents:**

**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 world wide 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, 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 studies, analysis of academic papers, group work, homework.

### **Assessment Methods:**

Project, Mid-Term Test, Final Exam.

**Required Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Giannini, G.T.	Marketing Public Relations: A Marketer's Approach to Public Relations and Social Media	Pearson	2010	978-0-13-608299-6
Harris, T.L. and Whalen, P.T.	The Marketer's Guide to Public Relations in the 21 <sup>st</sup> Century	Thomson/South-Western	2006	0-324-31210-5

**Recommended Textbooks/Reading:**

<b>Authors</b>	<b>Title</b>	<b>Publisher</b>	<b>Year</b>	<b>ISBN</b>
Lattimore, D.L., Baskin, O.W., Heiman, S.T. and Toth, E.L.	Public Relations: The Profession and the Practice	McGraw-Hill International Editiond	2012	9780071310727