

Course unit title:	Public Relations and Sponsorship		
Course unit code:	AMDM315		
Type of course unit:	Elective		
Level of course unit:	Bachelor (1et Cycle)		
Year of study:	4		
Semester when the unit is delivered:	7 (Fall)		
Number of ECTS credits allocated :	6		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Understand how public relations can enable organisations to achieve marketing and corporate objectives 2. Use knowledge of relevant theories to enhance organisations' image 3. Appreciate the ethical and societal context in which public relations operates 4. Understand sponsorships and how they relate to segmentation, target marketing and integrated marketing communication 5. Understand how to develop sponsorships 		
Mode of delivery:	Face-to-face		
Prerequisites:	ABSM101	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<p>Defining public relations Communication -Goals of Communication</p> <p>Public Opinion What are attitudes and how are they influenced? Winning and losing reputations</p> <p>Management The public relations plan Evaluating the campaign</p> <p>Crisis Management</p> <p>Integrated Marketing Communications Public relations vs. marketing vs. advertising Product publicity, third-party endorsements Public relations advertising</p> <p>Community Relations Community social responsibility Community relations objectives Non-profit public relations Media relations</p> <p>Media Relations/Print & Broadcast Print Electronic media - Dealing with the media – Attracting publicity, value of publicity – Pitching publicity, online publicity, handling media interviews</p>		

	<p>Public Relations and Social Media Websites, email Email newsletters, instant messaging, texting, blogs Social networking sites, twitter, photo/video sharing</p> <p>Definition of Sponsorship Reasons for the growth of Sponsorship Sponsorship considerations Risks associated with sponsorship</p> <p>Forms of sponsorship Sports sponsorship Arts sponsorship Cause related sponsorship</p> <p>Segmentation and sponsorship selection Using segmentation and targeting to select sponsored properties</p>
Recommended and/or required reading:	Seitel, F.P. (2013) Practice of Public Relations. New Jersey: Pearson Education
Textbooks:	Seitel, F.P. (2013) Practice of Public Relations. New Jersey: Pearson Education Jobber, D. and Ellis F. (2013) Principles and Practice of Marketing. London: McGraw Hill Pride, W. and Ferrell O.C. (2010) Marketing. Boston: Houghton Mifflin Company
References:	Seitel, F.P. (2013) Practice of Public Relations. New Jersey: Pearson Education
Planned learning activities and teaching methods:	Lectures supported by power point presentations, class discussions, use of video material to demonstrate the application of various concepts by companies
Assessment methods and criteria:	<ul style="list-style-type: none"> ▪ Midterm: 15% ▪ Group assignment: 20% ▪ Group presentation: 5% • Final exam: 60%
Language of instruction:	English
Work placement(s):	Not applicable