

Course Title	Communication and Public Relations				
Course Code	PRC245				
Course Type	Compulsory				
Level	BA				
Year / Semester	3 rd Year/ Fall Semester				
Teacher's Name	Athanasia Tziortzi				
ECTS	6	Lectures / week	3	Laboratories / week	
Course Purpose and Objectives	The primary objective of this course is to introduce students to basic knowledge of contemporary concepts and techniques of Public Relations (PR), as well as to train them to evaluate case studies based on the functions of PR.				
Learning Outcomes	<ul style="list-style-type: none"> • Define the basic principles of Communication and Public Relations • Explain the importance and functions of Public Relations in contemporary times. • Use media as a means of practicing Public Relations and employ techniques of publicity in order to contribute to the organization, application and appraisal of Public Relations programs. • Distinguish Public Relations from other functions of communication and to define factors which supplement the meaning of Public Relations. • Evaluate case studies based on the functions of Public Relations, mass media and techniques of publicity. • Propose techniques of communication and publicity in the planning and development of Public Relations programs. 				
Prerequisites	None		Required		
Course Content	<p>Defining public relations</p> <ul style="list-style-type: none"> • Introduction to the principles of public relations • Communication -Goals of Communication • Types of communication and basic principles of public relations <p>Types of publics and the Public Opinion</p> <ul style="list-style-type: none"> • What are attitudes and how are they influenced? • Factors of formulating public opinion. <p>Management</p> <ul style="list-style-type: none"> • The public relations plan • Evaluating the campaign • Crisis Management <p>Integrated Marketing Communications-Comparison between public relations and other functions of communication Public relations vs. marketing vs. advertising Product publicity, third-party endorsements</p>				

	<p>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>
Teaching Methodology	<p>The taught part of this course is delivered to students by the means of thought 3 hour lectures per week with the help of power point presentations. Video and other visual material is also used to demonstrate the application of the course's content in real life situations. In addition to the lectures, students are encouraged to participate in active discussions, questions and answer and debates. In-class group work involving brainstorming and cooperative learning is an important part of this course's teaching methodology. Students are often requested to work on small tasks/challenges or short case studies in order to consolidate the theoretical concepts taught.</p>
Bibliography	<p>(a) Textbooks:</p> <p>Goldsworthy, S. & Morris, T. (2017). <i>Σύγχρονες Δημόσιες Σχέσεις</i>. Αθήνα:Κλειδάριθμος.</p> <p>Jefkins, F. (2004) <i>Δημόσιες σχέσεις</i>. Αθήνα: Κλειδάριθμος.</p> <p>Πρωτοπαπαδάκης, Ι. (2014). <i>Δημόσιες Σχέσεις</i>. Αθήνα: Σταμούλη</p> <p>Seitel, F. P. (2020) <i>The practice of Public Relations</i>. Pearson Education</p> <p>(b) References:</p> <p>Ki, E.-J., Pasadeos, Y., and Ertem-Eray, T. (2021). The structure and evolution of global public relations: A citation and Co-citation analysis 1983–2019. <i>Public Relations Review</i>, 47(1),</p> <p>Mae Kim, C. and Freberg, K. (2021) <i>Virtues In Social Care and Public Relations Education: Connecting Student Values to Professional Practice</i>. <i>Teaching Journalism & Mass Communication</i> 11(1), p.1-11</p> <p>Tam, L., Kim, J. N., Grunig, J. E., Hall, J. A. and Swerling, J. (2022). <i>In search of communication excellence: Public relations' value, empowerment, and structure in strategic management</i>. <i>Journal of Marketing Communications</i>, 28(2), 183-206.</p> <p>Smith B. G., Hallows, D., Vail, M., Burnett, A. and Porter C. (2021) <i>Social media conversion: lessons from faith-based social media influencers for public relations</i>. <i>Journal of Public Relations Research</i>,</p>

	<p>33(4), p. 231-249</p> <p>Suggested Journals</p> <p>Public Relations Review</p> <p>Journal of Public Relations Research</p> <p>Public Relations Journal</p> <p>Useful Links</p> <p>Chartered Institute of Public Relations https://www.cipr.co.uk/</p> <p>Global Alliance for Public Relations and Communication Management https://www.globalalliancepr.org/</p> <p>Institute for Public Relations https://instituteforpr.org/global-public-relations/</p>
Assessment	<p>Methods: Students are assessed with coursework that involves homework assignments and class participation, a midterm and a final exam. Students are assessed continuously and their knowledge is checked through tests with their assessment weight, date and time being set at the beginning of the semester via the course syllabus.</p> <p>Students are prepared for final exam, by revision on the matter taught and are trained to be able to deal with time constraints and revision timetable.</p> <p>The final assessment of the students is formative and cumulative and is assured to comply with the subject's expected learning outcomes and the quality of the course.</p> <p>Students are assessed on the following:</p> <p>Knowledge and understanding - 30%</p> <p>In – depth knowledge and understanding towards the relevant topics of interest.</p> <p>Research and Analytical Skills - 40%</p> <p>Competence in research methods and ability of evaluating the results. The possibility of using them in different ways.</p> <p>Presentation and Communication - 30%</p> <p>Able to explain and defend the solutions given by them in a way to transmit the knowledge achieved beforehand.</p> <p>Assessment criteria are available in each written assignment, midterm or in the final exam.</p> <p>Weights:</p> <p>Final Exam 50 %</p> <p>Mid-term 25 %</p> <p>Take home assignment and participation 25 %</p>
Language	Greek

