

PRC400 Communication and Public Relations II

Course unit title:	Communication and Public Relations II		
Course unit code:	PRC400		
Type of course unit:	Compulsory		
Level of course unit:	Bachelor		
Year of study:	3		
Semester when the unit is delivered:	Spring		
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Athanasia Tziortzi		
Learning outcomes of the course unit:	<ol style="list-style-type: none"> 1. Explain the importance and function of public relations and publicity both theoretically and practically. 2. Apply the theoretical approaches of public relations in order to generate and execute public relations programs. 3. Examine public relations through the prism of society and social activity and to identify the methods and techniques of public relations. 4. Evaluate public relations campaigns and to specify the elements of a successful campaign. 5. Develop the skill of planning public relations campaigns based on innovative ideas and communication patterns. 		
Mode of delivery:	Face-to-face		
Prerequisites:	AJER 245	Co-requisites:	None
Recommended optional program components:	None		
Course contents:	<ul style="list-style-type: none"> • Theoretical approach to Public Relations: Function of Public Relations. Public Relations and other techniques of communication. Strategic planning of Public Relations campaigns. • Society and the different types of social activity: The relationship between social sciences and Public Relations. • Mass media and Public Relations: Communication technologies and Public Relations. The public, Public Relations and propaganda. • Communication in Public Relations: Verbal and non-verbal behaviour through the prism of interpersonal, group, public and mass communication. • Semiotics in Public Relations: Signs, signifier and signified. Semiology in daily activity • Social spectacles: The meaning and culture of imaging. • Ethics and Professionalism in PR 		

Recommended and/or required reading:	Reader with a collection of articles
Textbooks:	Πλειός, Γ. (2001). <i>Ο λόγος της εικόνας: ιδεολογία και πολιτική</i> . (Image Speech: Ideology and Politics) Αθήνα: Παπαζήση. (In Greek) Griffin, E. (2000). <i>A first look at communication theory</i> . New York: McGraw
References:	<p>Μαγνήσαλης, Κ. Γ. (2002) <i>Δημόσιες σχέσεις: θεωρία και τεχνική των σχέσεων με το κοινό</i>. (Public Relations: Theory and Techniques of the Relations with the Audience. Αθήνα: Interbooks. (In Greek)</p> <p>Μαγκλιβέρας, Δ. Κ. (1997). <i>Δημόσιες σχέσεις</i>. (Public Relations) Αθήνα: Παπαζήση. (In Greek)</p> <p>Dyer, G. (1993). <i>Η διαφήμιση ως επικοινωνία</i>. (Advertisement as Communication) Αθήνα: Πατάκη. (In Greek)</p> <p>Eco, U. (1997). <i>Η σημειολογία στην καθημερινή ζωή</i>. (Semiology in Daily Life) Αθήνα: Μαλλιάρης – Παιδεία. (In Greek)</p> <p>Wilcox, D.L., Cameron, G.T. & Reber, B.H. (2014). <i>Public relations: Strategy and tactics</i> (11th edition updated) – REVEL Version. Boston, MA: Pearson</p> <p>Kelleher, Tom (2017). <i>Public Relations</i>. Oxford University Press.</p> <p>Ames, C. (2010). PR goes to the movies: The image of public relations improves from 1996 to 2008. <i>Public Relations Review</i>, 36(2), 164-170.</p> <p>Gibson, D., Gonzales, J. L., & Castanon, J. (2006). The importance of reputation and the role of public relations. <i>Public relations quarterly</i>, 51(3), 15.</p> <p>Summers, J., & Morgan, M. J. (2008). More than just the media: Considering the role of public relations in the creation of sporting celebrity and the management of fan expectations. <i>Public Relations Review</i>, 34(2), 176-182.</p> <p>Lee, N., Sha, B. L., Dozier, D., & Sargent, P. (2015). The role of new public relations practitioners as social media experts. <i>Public Relations Review</i>, 41(3), 411-413.</p> <p>Waters, R. D., Tindall, N. T., & Morton, T. S. (2010). Media catching and the journalist–public relations practitioner relationship: How social media are changing the practice of media relations. <i>Journal of public relations research</i>, 22(3), 241-264.</p> <p>Suggested Journals Public Relations Review Public Relations Inquiry Corporate Communication: An International Journal</p>
Planned learning activities and teaching methods:	This course is delivered to the students by means of lectures conducted with the help of computer presentations. Lectures are supplemented with articles and panel discussions.
Assessment methods and criteria:	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. 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. 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>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>Project 1. 25 %</p> <p>Project 2. 25 %</p>
Language of instruction:	Greek