



FREDERICK UNIVERSITY

SCHOOL OF ARTS, COMMUNICATION AND CULTURAL STUDIES DEPARTMENT OF JOURNALISM, COMMUNICATION AND MASS MEDIA

(CIP file – Classification of instructional programmes)

Course unit title:	Communication and Public Relations II		
Course unit code:	ACOM 400		
Type of course unit:	Elective		
Level of course unit:	Medium		
Year of study:	3 rd -4 rd		
Semester when the unit is delivered:			
Number of ECTS credits allocated :	6		
Name of lecturer(s):	Irene Photiou		
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:	None		
Recommended optional program components:			
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		

	<p>and Public Relations. The public, Public Relations and propaganda.</p> <ul style="list-style-type: none"> • 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. • Public speaking and techniques of persuasion: The principles and techniques of persuasion. • Practice of Public Relations: Generation of innovate ideas and communication patterns in order to plan and execute Public
Recommended and/or required reading:	Reader with a collection of articles
Textbooks:	Luttrell, R. & Capizzo, L. (2018). <i>Public Relations Campaigns: An Integrated Approach</i> . London: Sage
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>
Planned learning activities and teaching methods:	Teaching methodology: lecture, dialogue and exchange of views/ideas in working groups. The instructor will give examples of scientific research, articles for discussion and analysis, which will be evaluated in the classroom by the working groups. The results of the group work will be announced in the classroom.
Assessment methods and criteria:	<ul style="list-style-type: none"> • Midterm 30% • Assignment: 20% • Final Project 50%
Language of instruction:	Greek
Work placement(s):	