

Course Title	Public Relations & Publicity									
Course Code	TMKT-230									
Course Type	This course serves as both Elective and Requirement, according to the program.									
	<table border="1"> <tr> <td>Hospitality Bachelor</td> <td>Requirement</td> </tr> <tr> <td>Business Diploma/Bachelor</td> <td>Business Elective</td> </tr> <tr> <td>All Programs</td> <td>General Elective</td> </tr> </table>		Hospitality Bachelor	Requirement	Business Diploma/Bachelor	Business Elective	All Programs	General Elective		
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Business Diploma/Bachelor	Business Elective									
All Programs	General Elective									
Level	Bachelor (1 st Cycle)									
Year / Semester	Year 2, A' Semester									
Teacher's Name	Dr Nicos Anastasiou									
ECTS	6	Lectures / week	3	Laboratories / week						
Course Purpose and Objectives	The development, practice, principles and tools of Public Relations with emphasis on preparing effective media publicity for institutions, corporations and others. The course will move from an introduction to the general theory of communication semiotics and media analysis to fundamental elements of public interaction, packaging information, and advertising, organizing press conferences and arranging visual presentations.									
Learning Outcomes	<p>Upon completion of this course students will be able to:</p> <ol style="list-style-type: none"> 1. Provide an understanding of the history of public relations and its place in business communication. 2. Critically examine the roles and responsibilities of public relations on preparing effective media publicity. 3. Examine public relations campaigns, and identify the fundamental elements of public interactions. 4. Demonstrate how advertising and public relations tools can be applied in different market sectors 5. Evaluate the ethics of public relations and marketing. 									
Prerequisites	None		Required							

Course Content	<ol style="list-style-type: none"> 1. Public Relations – definition and history of the field 2. General theory – mass media – publics – basic/ composite media 3. Public interaction/ presenting information 4. Speeches. press conferences, group meetings 5. Transmitting messages / information through different media 6. Advertising and packaging the information 7. Campaigns and the constructions of news 8. Publicity as a historical phenomenon 9. Public Relations – Ethics and the Law. 10. Consumer, government relations 11. Public relations writing 12. Public relations and the internet 13. Crisis management. 								
Teaching Methodology	The course is delivered through lectures, exercises, case studies and group discussions.								
Mode of delivery	Face to face.								
Bibliography	<p>Required</p> <ol style="list-style-type: none"> 1. Seitel F. P., (2007). <i>The Practice of Public Relations</i>, (10th ed.), Prentice Hall. <p>Recommended</p> <ol style="list-style-type: none"> 1. Giannini G.T., (2010) <i>Marketing Public Relations</i>, (1st ed.), Pearson Publishing. 2. Tench T., & Yeomans L., (2009) <i>Exploring Public Relations</i>, (2nd ed.), Financial Times Press. 3. Readings from Periodicals: <i>Harvard Business Review</i>, <i>Business Week</i>. 								
Assessment	<p>The following assessment methods are employed to assess this course:</p> <table border="1" data-bbox="547 1547 1398 1805"> <tr> <td>30 – 50 %</td> <td>Final Exam</td> </tr> <tr> <td>20 – 40 %</td> <td>Mid –Term / Tests / Quizzes</td> </tr> <tr> <td>10 – 30 %</td> <td>Assignments / Projects</td> </tr> <tr> <td>0 – 10 %</td> <td>Class Attendance & Participation</td> </tr> </table>	30 – 50 %	Final Exam	20 – 40 %	Mid –Term / Tests / Quizzes	10 – 30 %	Assignments / Projects	0 – 10 %	Class Attendance & Participation
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Language	English								