

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 347	SEMESTER OF STUDY	3 RD
COURSE TITLE	PUBLIC RELATIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		3	
Practice - Workshops		2	
<i>Total</i>		5	7
COURSE UNIT TYPE	Compulsory, Special Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	GREEK		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	http://elearn.teikoz.gr/course/view.php?id=70		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The course is designed to familiarize students with the basic theoretical concepts and approaches of public relations discipline and practice. Special attention is given to the importance of managing public relations as an autonomous communication function in an organization. Moreover, the contribution of public relations professionals and their associations in advancing the scientific research of public relations domain is highlighted.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Describe the role and importance of public relations in the strategic communication planning process of organizations. • Differentiate between public relations and other communication functions. • Apply the basic concepts of public relations in the professional practice of public relations. • Formulate effective public relation plans. • Assess the effectiveness of public relations activities through the analysis of case studies.
General Skills
<ul style="list-style-type: none"> - Teamwork - Decision making - Critical thinking - Free, creative and inductive thought

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> - Historic evolution of public relations. - The practice of public relations in selected countries and Greece. - The role of public relations in the strategic management of an organization. - Differentiating public relations from other communication functions. - Associations of public relations professionals, ethical standards and codes of conduct. - Basic concepts and tools of public relations.

- Developing and executing strategic public relations programs.
- Evaluation and measurement of the effectiveness of public relations.
- Trends in public relations practice.
- Case studies.

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the e-class platform.	
TEACHING METHODS	Method description	Semester Workload
	Lectures	39
	Practice - Workshops	26
	Project Work (non-compulsory)	45
	Personal Study	65
	Total Work Load for student with project work	175
	Lectures	39
	Practice - Workshops	13
	Personal Study	110
Total Work Load for student without project work	175	
ASSESSMENT METHODS	I. End of Semester Formal Examination (60% or 100%) <ul style="list-style-type: none"> - Short answer questions - Essay questions - Questions of applying theories and models of public relations on real case studies and problems. II. Presentation of Group Projects (40% or 0%)	

5. RESOURCES

- Recommended Book Resources:

- Tench, R. & Yeomans, L. (2009), *Exploring Public Relations, 2nd Edition*, Prentice Hall, Essex-England.
- Heath, R. and Coombs, T. (2006), *Today's Public Relations: An Introduction*, Sage Publications, Thousand Oaks.
- Newsom, D., Turk, J., & Kruckeberg, D. (2000), *This is PR: The Realities of Public Relations, 7th Edition*, Wadsworth Thompson Learning, USA.
- Hendrix, J. (2004), *Public Relations Cases*, Wadsworth/Thompson Learning, Australia.
- Theaker, A. (2004), *The Public Relations Handbook*, Routledge, London;New York.
- Gregory, A. (2004), *Public Relations in Practice*, Kogan Page, London; Philadelphia.
- Kelleher, T. (2007), *Public Relations Online*, Sage, Thousand Oaks; London.
- Baskin, O., Aronoff, C., and Lattimore, D. (2002), *Public Relations: The Profession and the Practice*, McGraw-Hill.
- Jefkins, F. (1994), *Public Relations Techniques*, Butterworth-Heinemann, Oxford.
- Cutlip, S., Center, A., & Glen, M. (1994), *Effective Public Relations*, Prentice Hall, Englewoods Cliffs, N.J.
- Xiggi, M. (2012), *Public Relations*, Propompos Publishing, Athens (in Greek).
- Velentzas, I., Mamalis, S., Mproni, G. (2010), *Communication-Public Relations & Advertising*, Nomiki Trapeza-Vasi Dedomenvn – Ektyposeis S.A., Athens (in Greek).
- Papatriantafyllou, G. (2008), *Public Relations Programs*, Stamoulis Publishing S.A., Athens (in Greek).

- Lytras, P. (2008), *Public Relations and Communication in Tourism*, Nikitopoulos E. and Co., Athens (in Greek).
- Piperopoulos, G. (2007), *I Communicate Therefore I Exist*, Zygos Publishing, Ioannis Markou & Son, Thessaloniki (in Greek).
- Koutoupis, Th. (2004), *A Practical Guide to for Public Relations*, Sakkoulas Publishing, Athens (in Greek).
- Magnisalis, K. (2002), *Public Relations*, Nikitopoulos, E. and Co, Athens (in Greek).
- Papalexandri, N. (2001), *Public Relations (2nd Edition)*, Georgia, Sot. Mpenou, Athens (in Greek).
- Panigyraakis, G. And Ventoura-Neokosmidi, Z. (2001), *Contemporary Management of Public Relations*, Georgia, Sot. Mpenou, Athens (in Greek).
- Arnaoutoglou, E. and Ntourontakis, M. (1999), *Public Relations: A Communication Technique*, Nikitopoulos, E and Co., Athens (in Greek).
- Magklivera, D. (1997), *Public Relations (9th Edition)*, Papazisi Publishing, Athens (in Greek)
- Exadaktylos, N. (1995), *Public Relations*, G. Parikos and Co., Athens (in Greek).
- Mantas, N. and Koutroumanos, K. (1992), *Introduction to Public Relations*, Sigxroni Ekdotiki, Athens (in Greek).

- Recommended Article/Paper Resources:

- Moreno, Á., Zeffass, A., Tench, R., Verčič, D., & Verhoeven, P. (2009), *European Communication Monitor: Current Developments, Issues and Tendencies of the Professional Practice of Public Relations in Europe*, *Public Relations Review*, Vol. 35, No. 1, pp. 79-82.
- Watson, T. (2012), *The Evolution of Public Relations Measurement and Evaluation*, *Public Relations Review*, Vol. 38, No. 3, pp. 390-398.
- Alvanos R. (2008), *Public Relations and Propaganda: A clarification trial of a miss-determined relation*, *Communication Issues*, vol 8, pp 48-60 (in Greek).
- Kruckeberg, D., & Vujnovic, M. (2010), *The Death of the Concept of Publics (Plural) in 21st Century Public Relations*, *International Journal of Strategic Communication*, Vol. 4, No. 2, pp. 117-125.
- Botan, C. H., & Taylor, M. (2004), *Public Relations: State of the Field*, *Journal of Communication*, Vol. 54, No. 4, pp. 645-661.
- Verčič, D., Van Ruler, B., Bütschi, G., & Flodin, B. (2002), *On the Definition of Public Relations: A European View*, *Public Relations Review*, Vol. 27, No. 4, pp. 373-387.
- Grunig, J. E., Grunig, L. A., Sriramesh, K., Huang, Y. H., & Lyra, A. (1995), *Models of Public Relations in an International Setting*, *Journal of Public Relations Research*, Vol. 7, No. 3, pp. 163-186.