

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC 445	SEMESTER OF STUDY	4 th
COURSE TITLE	PUBLIC RELATIONS STRATEGIES		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures		2	
Practice - Workshops		2	
Total		4	5
COURSE UNIT TYPE	Compulsory, Course Specialization		
PREREQUISITES :	DMC 347		
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=79		

2. LEARNING OUTCOMES

Learning Outcomes
<p>The purpose of this course is to introduce students to the notion of strategic management of public relations. Students will be equipped with the practical knowledge and skills for developing, executing and evaluating public relations strategies. Moreover, the course is designed to prepare students to effectively use various public relations tools for communicating with publics.</p> <p>On successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Recognize the need for the strategic management of public relations. • Identify the key roles and contribution of public relations in strategic management of organizations. • Understand the importance of strategy formulation and tactics implementation in public relations. • Point out the differences in the roles and responsibilities of public relations managers and communication technicians. • Distinguish corporate public relations from marketing public relations. • Formulate appropriate public relations strategies for organizing and implementing tactics and actions. • Assess the effectiveness of communication messages based on data collected through environmental scanning analysis, opinion surveys, personal interviews, and media relations. • Compare and evaluate different public relations strategies and tactics through in depth 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

The course is organized around topics such as:

- How the concepts of strategy and tactics are used in the business world.
- The evolution of the strategic management of public relations.
- Corporate public relations versus marketing public relations.
- Public relations managers versus communication technicians.
- The role of research in public relations strategy formulation.
- Setting the right goals and objectives for public relations plans.
- Typologies of public relations strategies.
- Public relations tactics and tools.
- Case studies on public relations strategy formulation and tactics implementation.

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	26
	Practice - Workshops	26
	Project Work (non-compulsory)	29
	Personal Study	44
	Total Work Load for student with project work	125
	Lectures	26
	Practice - Workshops	26
	Personal Study	73
	Total Work Load for student without project work	125
ASSESSMENT METHODS	I. End of Semester Formal Examination (60% or 100%) - Short answer questions - Essay questions - Questions of solving communication problems based on cases. II. Presentation of Group Projects (40% or 0%)	

5. RESOURCES

- Recommended Book Resources:

- Ault, P. H., & Agee, W. K. (2002), *Public relations: Strategies and Tactics (7th Edition)*, Allyn and Bacon.
- Lattimore, D.; Baskin, O.; Heiman, S.; Toth, E.; and VanLeuven, J. (2011), *Public Relations: The Profession and the Practice (4th Edition)*, McGraw-Hill.
- Smith, R. (2002), *Strategic Planning for Public Relations*, Lawrence Erlbaum, Mahwah; London.
- Austin, E. and Pinkleton, B. (2001), *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*, Lawrence Erlbaum Associates, Mahwah[New Jersey]; London.
- White, J., & Mazur, L. (1995), *Strategic Communications Management: Making Public Relations Work*, Addison – Wesley, Harlow, GB.
- Wilson, L., & Ogden, J. (2008), *Strategic Communications Planning: For Effective Public Relations and Marketing*, Kendall/Hunt Pub. Co., Dubuque, Iowa.
- Theaker, A., & Yaxler, H. (2013), *The Public Relations Strategic Toolkit: An Essential Guide to*

Successful Public Relations Practice, Routledge, London: New York.

- Kendall, R. (1992), *Public Relations Campaign Strategies*, Harper Collins.
- Gregory, A. (2010), *Planning and Managing Public Relations Campaigns: A Strategic Approach*, Kogan Page Publishers.
- Caywood, C. L. (2011), *The Handbook of Strategic Public Relations & Integrated Communications (2nd Edition)*, New York: McGraw-Hill.
- Marsh, C., Guth, D., and Short, B. (2012), *Strategic Writing (3rd Edition)*, Pearson Education.
- Zappala, J. M., & Carden, A. R. (2009), *Public Relations Writing Worktext: A Practical Guide For The Profession*, Taylor & Francis.

- Recommended Article/Paper Resources:

- Grunig, J. and Grunig, L. (1998), *The Relationship Between Public Relations and Marketing in Excellent Organizations: Evidence from the IABC Study*, *Journal of Marketing Communications*, Vol. 4, pp. 141-162.
- Grunig, J. and Grunig, L. (2000), *Public Relations in Strategic Management and Strategic Management of Public Relations: Theory and Evidence from the IABC Excellence Project*, *Journalism Studies*, Vol. 1 No. 2, pp. 303-321.
- Hazleton, V. and Long, L. (1985), *The Process of Public Relations: A Model*, Paper presented to the International Communications Association, Honolulu, Hawaii.
- Marx, T. (1990), *Strategic Planning for Public Affairs*, *Long Range Planning*, Vol. 23 No. 1, pp. 9-16.
- Mintzberg, H. (1994), *The Fall and Rise of Strategic Planning*, *Harvard Business Review*, January-February, pp. 107-114.
- Grunig, J. E. (2006), *Furnishing the Edifice: Ongoing Research on Public Relations as a Strategic Management Function*, *Journal of Public relations research*, Vol. 18, No. 2, pp. 151-176.
- Lages, C., & Lages, L. F. (2005), *Antecedents of Managerial Public Relations: A Structural Model Examination*, *European Journal of Marketing*, Vol. 39, Nos. 1/2, pp. 110-128.
- Werder, K. P., & Holtzhausen, D. (2009), *An Analysis of The Influence of Public Relations Department Leadership Style on Public Relations Strategy Use and Effectiveness*, *Journal of Public Relations Research*, Vol. 21, No. 4, pp. 404-427.
- Plowman, K. (2004), *Conflict*, *Strategic Management and Public Relations*, *Public Relations Review*, Vol. 31, pp. 131-138.
- Cornelissen, J. P., & Harris, P. (2004), *Interdependencies Between Marketing And Public Relations Disciplines as Correlates of Communication Organisation*, *Journal of Marketing Management*, Vol. 20, Nos. 1-2, pp. 237-264.
- Kotler, P., & Mindak, W. (1978), *Marketing and Public Relations*, *Journal of Marketing*, Vol. 42, No. 4, pp. 13-20.
- Dozier, D. M., & Broom, G. M. (1995), *Evolution of the Manager Role in Public Relations Practice*, *Journal of Public Relations Research*, Vol. 7, No. 1, pp. 3-26.