

COURSE OUTLINE

1. GENERAL

SCHOOL	APPLIED SCIENCES		
DEPARTMENT	DIGITAL MEDIA AND COMMUNICATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	DMC643	SEMESTER OF STUDY	6 th
COURSE TITLE	MEDIA RELATIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
		Lectures	3
		<i>Total</i>	3
			6
COURSE UNIT TYPE	Elective, Special Course Infrastructure		
PREREQUISITES :	-		
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	Yes (in English)		
MODULE WEB PAGE (URL)	TBA		

2. LEARNING OUTCOMES

Learning Outcomes
<p>Media relations are seen as a major and integral part of PR practice. PR professionals develop relations with the media in order to affect the content and increase the channels of publicity. Technology-induced developments and the increasing use of the internet and social media have impacted public relations and the way professionals approach their target audiences. Practice. The course examines how changes in the media landscape affect the practice of public relations. Upon successful completion of this module the learner will be able to:</p> <ul style="list-style-type: none"> • Understand the emerging new media landscape in Greece and abroad • Identify reasons for employing different media and differentiate the use of conventional from new media in public relations • Assess the effectiveness and impact of media relations programs involving both conventional and new media • Compare and evaluate different media relations programs based on a thorough analysis of case studies.
General Skills
<ul style="list-style-type: none"> - Search, analysis and synthesis of data with the use of new technologies - Decision-making - Planning and management of projects

3. COURSE CONTENTS

<p>The course is organized around topics such as:</p> <ul style="list-style-type: none"> • Role and Objectives of Media Relations. What is news? • The journalist-PR Practitioner relationship. • New trends in journalism and PR. • New trends in journalism and PR • Theoretical Frameworks in Media Relations: Framing, Information Subsidies, Agenda-setting, Priming.

- Media Landscape in Greece and on a global scale.
- Media Relations planning.
- Online media relations.
- Media Metrics and Assessment of Media Plans.
- 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	<i>Method description</i>	<i>Semester Workload</i>
	Lectures	39
	Personal Study	111
	<i>Total Work Load</i>	<i>150</i>
ASSESSMENT METHODS	End of Semester Formal Examination (100%): - Short answer questions - Essay questions	

5. RESOURCES

- Recommended Book and Journal Article Resources:
- Hendrix J (2008). Public Relations. Case Studies. Ellin, Athens (in Greek)
 - Skoulariki A (2007) , «Public discourse for the nation in the Macedonian issue (1991-1995): Framing, Media representations” (pp. 61-103) in Contochristou M (ed), Identity and Mass Media in Contemporary Greece. Papazisis Publishers, Athens (in Greek)
 - Bikiropoulos Th (2005). The Power of Communication. Public Relations and Press. Papazisis Publishers (in Greek).
- Recommended Journal Article Resources:
- DeLorme D, Fedler F (2003). “Journalists’ hostility toward public relations: an historical analysis”, Public Relations Review 29, 99-124.
 - Lakoff, G. (2004) Don’t Think of an Elephant. Know Your values and frame the Debate
 - Scheufele, D, Tewksbury(2007).”Framing, Agenda Setting and Priming: The Evolution of Three Media Effects Models,” , Journal of Communication, 57, 9-20.