

COURSE OUTLINE

1. GENERAL INFORMATION

FACULTY	ECONOMY AND MANAGEMENT		
DEPARTMENT	ORGANIZATIONS MANAGEMENT, MARKETING AND TOURISM		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE CODE	1605-230706	SEMESTER	7th (dir. Marketing)
TITLE	PUBLIC RELATIONS		
Autonomous Teaching Activities		WEEKLY TEACHING HOURS	CREDITS
Lectures		3	5
COURSE TYPE	SPECIAL BACKGROUND		
PREREQUISITE COURSES			
TEACHING LANGUAGE	GREEK AND ENGLISH		
COURSE OFFERED TO ERASMUS STUDENTS	YES		
COURSE WEBPAGE (URL)			

2. LEARNING OUTCOMES

Learning outcomes
<p>Course logic: Public Relations is the essential field of any business and plays a very important role in communication. The implementation of Public Relations Programs enhances the work of advertising which has spectacular results when it does not encounter obstacles in the image of companies, their products, and their services.</p> <p>Course objectives: to give stimuli and complete analysis of the possibilities of Public Relations for communication and promotion. To make students understand the role of Public Relations in the modern field of communication and the forces that determine it. Also, to understand the theory about the "strategic management" of public relations and the process of its development, implementation, and evaluation. The goals, strategies, and tactics are presented while special emphasis is given to ethical issues.</p> <p>During the course, various types of action and communication strategies used by public relations executives are presented as well as case studies during the implementation of their strategic plan. At the same time, the basic tactics that a public relations executive has at his disposal during the development of his strategy are described.</p> <p>Upon successful completion of the course students will be able to:</p> <p>1. KNOWLEDGE: understand the concept of public relations and recognize its key role and contribution to strategic business planning. Recognize the importance of public relations management strategy in the communication planning of companies and organizations. Understand the legal framework and ethical and ethical issues governing the responsible conduct of public</p>

relations professional practice.

2. UNDERSTANDING: distinguish, compare and contrast differences between public relations managers and other communication techniques. Distinguish the concept of corporate public relations from that of public relations marketing.

3. IMPLEMENTATION: apply and adapt the basic concepts of the BoD to professional practice.

4. ANALYSIS: develop effective public relations programs by analyzing, designing, and using the tools of the BoD.

5. COMPOSITION: compose appropriate public relations strategies which they will support with effective tactical actions.

6. EVALUATION: judge and decide on the appropriateness of public relations actions through case studies and their analysis. Compare alternative Public Relations strategies.

General Skills

- Decision making
- Autonomous work
- Demonstration of social, professional, and moral responsibility and sensitivity
- Promoting free, creative, and inductive thinking
- Exercise criticism

3. COURSE CONTENT

Indicative Modules

1) Historical evolution of Public Relations-Definition-Understanding of the concept of Public Relations -Theoretical background-CASE STUDY

2) Objectives of Public Relations and their role in the administration. Public Relations, Marketing, and Advertising. Differentiation from other communication functions.

3) Communication as a systematic activity for the transmission of messages. Traditional and Modern forms of communication.

4) Basic concepts and tools of Public Relations-Digital Public Relations.

5) Public Opinion-Persuasion-Attitudes-Business Reputation Management.

6) Public Relations as a Management process. Public Relations relationship with the management of the organization. -Planning and Strategy.

7) Public Relations Plan-Idea Conception-Creation Phase-Communication Campaign-Objectives- CASE STUDY

8) Public Relations Companies and Departments - Internal Public Relations - Employee Relations - Costing

9) Ethics and Conduct in Public Relations-Corporate Codes of Ethics- CASE STUDY

10) Media relations - Press releases, photos, interviews. How they are conducted.

11) Public Relations and Consumers. Public Relations and Politics

12) Crisis Management. Analysis, with case studies, of Public Relations actions in a crisis regime.

13) Public Relations: The future of Public Relations-New trends in the industry.

4. TEACHING AND LEARNING METHODS - ASSESSMENT

TEACHING METHOD	Face to Face	
ICT USE	ICT Use in Teaching	
TEACHING ORGANIZATION	<i>Activities</i>	<i>Working Load per Semester</i>
	Lectures	39
	Practice exercises focusing on the application of methodologies and case study analysis	20
	Optional Assignment	40
	Group Project	30
	Case Analysis in small groups	21
	TOTAL	150
ASSESSMENT	<p>A written final exam that includes</p> <ul style="list-style-type: none"> -Short Answer Questions -Open Answer Questions -Communication problem-solving questions and cases <p>The test material is posted on Moodle and before the test time is spent on answering questions about the test material.</p> <p>A file of students' examination documents is kept until they receive their degree.</p> <p>After the exam, time is available to each student to clarify his / her mistakes and explain his / her grade.</p>	

5. REFERENCES

-Suggested bibliography:

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- TrevorMorris & SimonGoldsworthy (2017) Contemporary Public Relations, Key Publications
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Related scientific journals

- Kotler, P., & Mindak, W. (1978), *Marketing and Public Relations*, *Journal of Marketing*, Vol. 42, No. 4, pp. 13-20
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- Ferguson, M. A. (2018). *Building theory in public relations: Interorganizational relationships as a public relations paradigm*. *Journal of Public Relations Research*, Vol. 30 No. 4, pp. 164- 178.
- Eyrich, N., Padman, M. L., & Sweetser, K. D. (2008). *PR practitioners 'use of social media tools and communication technology*. *Public Relations Review*, 34, No 4, pp. 412-414.
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- Moreno, Á., Zerfass, 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. 117-125