

COURSE OUTLINE

1. GENERAL

SCHOOL	BUSINESS AND ECONOMICS		
DEPARTMENT	BUSINESS ADMINISTRATION		
DIVISION	BUSINESS ADMINISTRATION		
LEVEL OF STUDY	UNDERGRADUATE		
COURSE UNIT CODE	1107414	SEMESTER OF STUDY	4
COURSE TITLE	PUBLIC RELATIONS		
COURSEWORK BREAKDOWN		TEACHING WEEKLY HOURS	ECTS Credits
Lectures and Workshops		4	4
COURSE UNIT TYPE	Special Background Course		
PREREQUISITES :			
LANGUAGE OF INSTRUCTION/EXAMS:	Greek		
COURSE DELIVERED TO ERASMUS STUDENTS	YES		
MODULE WEB PAGE (URL)	http://moodle.teipir.gr/course/info.php?id=89		

2. LEARNING OUTCOMES

Learning Outcomes

The course is intended to familiarize students with the basic theoretical concepts and approaches in the field of Public Relations. Special attention is given to the importance of treating public relations as an autonomous communication function in companies and organizations.

Upon completion of the course students will be able to:

- Discuss the main concepts and approaches of Public Relations
- Differentiate Public Relations from other communication functions
- Employ effective communication actions in relation to all the stakeholders
- Formulate effective Public Relations plans
- Apply basic concepts of Public Relations in practice
- Examine crisis communication plans through case studies

General Skills

- Teamwork
- Planning and Management of Projects
- Generating free creative and inductive thinking

3. COURSE CONTENTS

- Historical overview
- Practice of PR in Greece and other selected countries
- Differentiation of PR from other communication functions
- Role of PR in strategic management

- Basic concepts, tools and techniques of public relations †
- Development and implementation of PR programs
- Target audiences of public relations
- Public relations and the Media
- Public relations in the public and private sector
- PR Crisis Communication
- Ethical codes of practice in Public Relations

4. TEACHING METHODS - ASSESSMENT

MODE OF DELIVERY	In-Class	
USE OF INFORMATION AND COMMUNICATION TECHNOLOGY	Support of the learning process through the LMS platform of PUAS (Moodle).#	
TEACHING METHODS	Method description	Semester Workload
	Lectures	26
	Workshops, presentation of Case Studies, class discussions	26
	Preparation of Group Project	18
	Independent and Directed Learning	30
	TOTAL	100
ASSESSMENT METHODS	<p>I. Final Examination (70%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - Multiple choice questions and/or true-false questions - Short answer questions <p><u>Evaluation Objective:</u> To understand the fundamentals of the course.</p> <p><u>Evaluation Criteria:</u> Comprehensiveness, accuracy, and critical evaluation.</p> <p>II. Group Project (30%) (Summative Evaluation) includes:</p> <ul style="list-style-type: none"> - written work - public presentation <p><u>Evaluation Objective:</u> To examine students' skills and to enhance students' teamwork skills.</p> <p><u>Evaluation Criteria:</u> Degree of specifications' satisfaction, Categorization-organization-adaptation of material, structure and clarity of written text, organization and management of teamwork project and presentation.</p>	

5. RESOURCES

- Recommended Book and Journal Article Resources:

Books :

- Papalexandri N., Lympelopoulous D (2014). *Public Relations*. Benos Publishers (in Greek).
- Xyggi M (2012). *Public Relations*. Propompos Publications (in Greek)
- Tench R, Yeomans L (2009). *Exploring Public Relations*, 2nd ed., Essex-England:Prentice-Hall

- Hendrix, J. (2008), *Public Relations: Case studies* Iwn-G Parikos, Athens (in Greek)
- Koutoupis T (2004) *Practical Guide in Public Relations*, Sakkoula Publishers (in Greek).

Selected articles from scientific journals such as:

- Journal of Communication Management
- Journal of Public Relations Research
- Public Relations Journal
- Public Relations Review