ANNEX 2 – MODULE DESCRIPTION

Module Title	Principles and Operations of Public Relations				
Module Code	PRE-234				
Module Type	Compulsory				
Level	Undergraduate				
Year/Semester	Year 2/Semester 3				
Instructor's Name	**TBA**				
ECTS	6	**Lectures/week**	3 academic hours	**Laboratories/week**	N/A
Module Overview	**Aim:** This module is designed to introduce students to the theories, practices, principles and history of Public Relations (PR). Students will also gain knowledge of tasks commonly associated with the practice of public relations, and its role and purpose in various organisations. Analysis and examination of how to apply principles and theories will also be provided in this subject **Objectives:** ▪ Definitions and overview of PR (as a managerial concept and as a behavioral science); ▪ The history of the field, from ancient beginning to modern times (important people who are leaders in the field, and societal factors impacting growth); ▪ The PR problem-solving and planning "process" (RACE, ROPE, and other programming models, the role of research in PR programs, etc.); ▪ The PR communication theory (e.g., SEMDR model, the concept of two-way communication); ▪ The public of PR (an overview of the most crucial publics including community, employees, investors, consumers, government, news media); ▪ PR ethics and PRSA codes, and diversity.				
Learning Outcomes	By the end of this module, students should be able to: ▪ Define PR and identify instances of PR in multiple contexts. ▪ Receive a comprehensive knowledge of PR, public opinion, public practices and problem-solving, and prevention. ▪ Apply theories and principles of PR to solve PR challenges. ▪ Use theory and strategy to choose appropriate and ethical PR tactics. ▪ Use theory and strategy to create and implement some basic PR techniques. ▪ Demonstrate an understanding of the history and role of professionals — mainly hotels — in shaping communications.				

	▪ Demonstrate an understanding of the diversity of groups in a global society in relation to communications. ▪ Understand concepts and apply theories in the use and presentation of images and information. ▪ Think critically, creatively and independently.	
Prerequisites	N/A	
Module Content	▪ PR and its origins ▪ What is PR ▪ The growth of PR ▪ Communication ▪ Public opinion ▪ Management ▪ Ethics, Leadership and Counselling, and Moral Analyses ▪ Research and types of PR research ▪ The key to strategy ▪ Print-media relations and PR writing ▪ Electronic-media relations and the importance of internet ▪ Employee relations ▪ Multicultural community relations ▪ Government relations ▪ Consumer and international relations ▪ PR in multicultural communities ▪ PR departments and consultancies ▪ Integrated marketing communications ▪ Contemporary issues in PR ▪ Crisis management	
Teaching Methodology	Lectures	Class notes, handouts, cases studies/examples
	Multimedia	PowerPoint, audio and visual
	Class Assignments	Quizzes, group exercises, sample problems and solutions are provided for each chapter
Bibliography	Required	▪ Seitel, F. P., 2019. *The Practice of Public Relations 14th Edition,* Pearson
	Recommended	▪ Kelleher, T., 2020. *Public Relations 2nd Edition*, Oxford University Press ▪ Krishnamurthy Sriramesh, K., Verčič, D., 2019. *The Global Public Relations Handbook: Theory, Research, and Practice 3rd Edition*, Routledge ▪ Gower, K., K., 2017. *Legal and Ethical Considerations for Public Relations, 3rd Edition,* Waveland Press, Inc.
Language of Instruction	English	

Assessment	The assessment of students is made up of two components: ▪ continuous assessment (40 marks) ▪ final written exam (60 marks) The 40 marks of the continuous assessment are allocated as follows: ▪ the midterm exam (20 marks), ▪ attendance (5 marks), ▪ 2 assignments/projects (15 marks) The final written exam carries 60 marks and takes place at the end of each academic semester. This exam tests the whole content of a module taught in the current semester. The final mark for each module is the sum of the continuous assessment mark and the final written exam. Continuous Assessment + Final Exam = 100 marks 40 marks + 60 marks = 100 marks **THE PASSING MARK FOR EACH MODULE IS 50/100**

Mark's Description	MARK RANGE	GENERAL CHARACTERISTICS
Excellent	96 - 100	Exceptional breadth and depth of knowledge and understanding of the area of study; evidence of extensive and appropriate selection and critical evaluation/synthesis/analysis and of reading/research beyond the prescribed range, in both breadth and depth, to advance work/direct arguments; exceptional demonstration of relevant skills; excellent communication; performance deemed to be beyond expectation.
	91 - 95	Outstanding/excellent knowledge and understanding of the area of study as the student is typically able to go beyond what has been taught; evidence of extensive and appropriate selection and critical evaluation/synthesis/ analysis of reading/research within the prescribed range, to advance work/direct arguments; excellent demonstration of relevant skills; excellent communication; performance deemed according to expectation of the level.
Very good	88 - 90 84 - 87 81 - 83	Very good knowledge and understanding of the area of study as the student is typically able to relate facts/concepts together with some ability to apply to known/taught contexts; evidence of appropriate selection and evaluation of reading/research, some beyond the prescribed range, may rely on set sources to advance work/direct arguments; demonstrates autonomy in approach to learning; very good demonstration of relevant skills; strong communication skills.
Good	76 - 80 71 - 75 66 - 70	Good knowledge and understanding of the area of study balanced towards the descriptive rather than analytical; evidence of appropriate selection and evaluation of reading/research but generally reliant on set sources to advance work/direct arguments; good demonstration of relevant skills, though may be limited in range; communication shows clarity but structure may not always be coherent.
Satisfactory	61 - 65 56 - 60 50 - 55	Knowledge and understanding is satisfactory to deal with terminology, basic facts and concepts but fails to make meaningful synthesis; some ability to select and evaluate reading/research however work may be more generally descriptive; strong reliance on available support set sources to advance work; arguments may be weak or poorly constructed; adequate demonstration of relevant skills over a limited range; communication/presentation is generally competent but with some weaknesses.
Fail	21 - 49	Unsatisfactory in knowledge and understanding of the area of study; some ability to select and evaluate reading/research however work is more generally descriptive; fails to address some aspects of the brief; a limited use of sources to advance work; arguments may be weak/poor or weakly/poorly constructed; demonstration of relevant skills over a reduced range; communication shows limited clarity, poor presentation, structure may not be coherent.
	0 - 20	Highly unsatisfactory or no evidence of knowledge or understanding of the subject or taught concepts; facts reproduced in a disjointed or decontextualised manner; fails to address the outcomes addressed by the brief; typically ignores important sources in development of work and data/evidence inappropriately used; weak technical and practical competence hampers ability to demonstrate/communicate achievement of outcomes.