

Course Title	Public Relations & Social Media Communication				
Course Code	PURE313				
Course Type	Compulsory				
Level	Higher Diploma				
Year / Semester	3 rd year / 6 th semester				
Teacher's Name	Christodoulou Andri				
ECTS	4	Lectures / week	2	Laboratories / week	None
Course Purpose and Objectives	The course combines theoretical perspective and practical examples in discussing the importance of PR as a function of tourism and hospitality. Furthermore, it aims to introduce students to the role of new technologies and new media in hospitality.				
Learning Outcomes	<p>Upon successful completion of this course, students are expected to:</p> <ul style="list-style-type: none"> • Explain PR concept & its importance • Plan, develop and implement PR campaigns • Utilize social networking websites for PR • Monitor PR & Social media communication • Be able to plan and organize events 				
Prerequisites		Co-requisites	None		
Course Content	<ul style="list-style-type: none"> • Public Relations: Definitions & History • PR theories • Public Relations planning & evaluation • Digital and social media • Social media in PR • Media relations • Corporate image, reputation and identity • PR ethics • Corporate Communication 				

	<ul style="list-style-type: none"> • Event management
Teaching Methodology	Course topics are presented by a variety of teaching approaches including lectures, exercises, multimedia cases, homework case analysis and class presentations and discussions of assigned readings.
Bibliography	<p>Compulsory reading</p> <ul style="list-style-type: none"> • Phillips, David (2009), Online Public Relations: A practical guide to developing an online strategy in the world of social media , 2nd, Kogan Page Ltd, ISBN: 978-0749449681. <p>Additional reading</p> <ul style="list-style-type: none"> • Lattimore, Dan (2012), Public relations,4th, McGraw – Hill, ISBN: 9780073512051. • Heath, Robert L. (2006), Today's public relations, Sage publications, ISBN:1-4129-2635-1. • Lipschultz, Jeremy Harris (2018), Social Media Communication: Concepts, Practices, Data,2nd, Routledge, ISBN: 978-1138229778.
Assessment	<ul style="list-style-type: none"> ▪ Class participation 10% ▪ Assignments/Tests 20% ▪ Mid-term exam 20% ▪ Final exam 50%
Language	English