

Course title	Public Relations			
Course code	PURE104			
Course type	Theoretical			
Level	Diploma			
Year / Semester	1st Year / 2nd Semester			
Teacher's name	Papastavrou Theano			
ECTS	6	Lectures / week	3	Laboratories / week
Course purpose and objectives	<p>The aim of the course is to introduce the students to public relations and to help them understanding its significance to the profession of Medical Representatives. Students should, during this initial stage, be facilitated to learn the basic principles of human relations, be able to distinguish public relations from advertising, marketing and propaganda, and understand the basic parameters of public relations. They should also be encouraged to understand the role of public relations in their work environment and become familiar with how public relations are organised within the modern internal and external company landscape, and most importantly, the modern landscape of the pharmaceutical industry.</p>			
Learning outcomes	<p>Upon the completion of the course, students are expected to:</p> <p>Knowledge</p> <ol style="list-style-type: none"> 1. Differentiate the importance of public relations from other communication strategies. 2. Describe the basic model of communication as well as the various forms of communication 3. Describe the concept, content and importance of public relations for the internal and external communication planning of pharmaceutical companies and organisations 4. Explain the value and role of public relations departments and the corresponding PR programmes within the pharmaceutical organisations and services 5. Recognise the importance of public relations within the wider medical environment 6. Recognise the relationship between public relations and mass media 7. Articulate the process of designing corporate forms as well as their role in the intra-business environment 8. Explain the basic ethical principles of Public Relations <p>Skills</p> <ol style="list-style-type: none"> 9. Analyse the basic model of communication as well as the various forms of communication 10. Use basic public relations concepts in their professional practice. 11. Develop effective public relations programmes. <p>Competences</p>			

	12. Organise public relations programmes and evaluate their results 13. Judge and decide on the appropriateness of public relations actions with the analysis of case studies.
Prerequisites	- Required -
Course content	<ul style="list-style-type: none"> Needs-motivation in the workplace Maslow's theory Basic communication model (forms of communication, team communication, personnel management and communication) The nature of public relations Definition and differentiation of public relations (in relation to advertising, marketing, sales promotion, propaganda and publicity) The doctor as the subject of public relations Planning the doctor's public relations The media Social networks Relationship with the Media Private Media / Relationships and employee management Preparation of the budget of an advertising campaign for public relations purposes The ethics of public relations Case studies, within the field of public relations in the context of the pharmaceutical industry.
Teaching methodology	Course instruction will be delivered with the use of: Power Point presentations, guided discussions with active student participation, individual and team work by students and the use of a variety of audio-visual media and other teaching tools as required to deliver each module. In addition, there will be case studies and teaching through role playing.
Bibliography	<p>Greek Bibliography</p> <ul style="list-style-type: none"> Morris, T. (2017). <i>Σύγχρονες δημόσιες σχέσεις [Contemporary Public Relations]</i>. Κλειδάριθμος, ISBN 978-960-461-773-9 . Αλβανός, Ρ. (2016). <i>Δημόσιες σχέσεις: Θεωρία και πρακτική της επαγγελματικής επικοινωνίας [Public relations: Theory and practice of business communication]</i>. Επίκεντρο, ISBN 978-960-458-674-5. Πρωτοπαπαδάκης, Ι. (2014). <i>Δημόσιες σχέσεις [public relations]</i>. Αθ. Σταμούλης, ISBN: 978-960-351-957-7. Αρναούτογλου, Ε. (2015). <i>Δημόσιες σχέσεις: μία σύγχρονη προσέγγιση [public relations: a contemporary approach]</i>. Rosili, ISBN: 978-960-7745-37-8. Παπαλεξανδρή, Ν. Α. (2014). <i>Δημόσιες σχέσεις: η λειτουργία της επικοινωνίας στους σύγχρονους οργανισμούς [Public relations: the function of communication in modern organisations]</i>. Ε. Μπέου. ISBN: 978-960-359-112-2. Wilcox, D. L. (2014). <i>Δημόσιες σχέσεις: Στρατηγικές και τεχνικές [Public relations: Strategies and techniques]</i>. Ιων, ISBN: 9789605081539 <p>English Bibliography</p> <ul style="list-style-type: none"> 28. Tench, R., and Yeomans, L. (2017). <i>Exploring public relations: Global strategic communication. 4th Edition</i>. Pearson. ISBN: 9781292112183

	<ul style="list-style-type: none"> • Wilcox, D. L., and Cameron, G. T. (2012). Public relations: Strategies and tactics. 10th Edition. Allyn & Bacon. ISBN: 9780205099160 • Treadwell, D., and Treadwell, J. B. (2005). Public relations writing: principles in practice, student workbook. Sage publications. ISBN: 1-4129-0551-6
Assessment	<ul style="list-style-type: none"> • Attendance and participation 10% • Assignments /Essays 20% • Intermediary written examination 20% • Final written examination 50% <p><i>Written examination has two parts that are examined as part of one exam paper. The first part includes closed-ended questions, such as multiple choice questions, true or false, matching exercises, complete the gaps exercises, etc. The first part is usually worth 40% - 50% of the total marks of the exam paper. The second part includes open-ended questions that are meant to assess the students' abilities to analyse, reflect, explain, recall etc. The second part is usually worth 50% - 60%. The total marks of the exam paper are 100.</i></p>
Language	Greek or English