

<b>Course Unit Title:</b>	Public Relations Audit-Project
<b>Course Unit Code:</b>	PRS290
<b>Type of Course Unit:</b> (Compulsory/Optional)	Optional
<b>Level of Course Unit:</b> (first, second or third cycle)	Bachelor (1 <sup>st</sup> Cycle)
<b>Year of Study:</b>	3 or 4
<b>Semester when the unit is delivered:</b>	5 or 7
<b>Number of ECTS credits allocated:</b>	6
<b>Name of lecturer(s):</b>	TBA
<b>Learning Outcomes of the course unit:</b>	
<p>Upon successful completion of this course students should be able to:</p> <ul style="list-style-type: none"> <li>• Carry out a full PR audit, by actually doing one</li> <li>• Create realistic and creative PR programs by dealing with individual challenges</li> <li>• Explain the conceptual and contextual outlooks by applying a holistic approach</li> <li>• List the considerations required to successfully complete a PR audit, through the use of a systematic approach.</li> </ul>	
<b>Mode of Delivery:</b>	Face- to- face
<b>Prerequisites and co-requisites:</b>	Senior Standing
<b>Recommended optional program components:</b>	None
<b>Course Contents:</b>	
<p><b>Objective:</b> Students will have the opportunity to utilise their prior knowledge by participating in a real life PR project, specifically by preparing a PR audit</p>	
<p><b>Description:</b> A team of approximately six students will be assigned a specific organization. The team's task will be to carry out a full public relations audit of the organization, amounting to:</p> <ul style="list-style-type: none"> <li>- clarification of the organization's mission and objectives</li> <li>- a SWOT analysis</li> <li>- a review of current public relations activities</li> <li>- a review of existing public relations resources</li> <li>- an examination of how the organization is presenting itself examination of the</li> </ul>	

promotability of the various policies, products and services

- measurement of perception towards the organization through data gathering (internal and external publics)
- comparisons with public relations activities of other similar organizations
- formulation of realistic, costed, creative public relations program.

Six lecture hours will be given in order to set out an overview of the audit and requirements for the outline proposal. In addition, regular progress meetings will be held by the groups, in the presence of the team supervisor.

Effective group working on a professional level, marked by other group members, will form part of the overall project assessment. A progress report on each individual member's contribution will form part of each group meeting with academic supervisor.

Recent developments and contemporary issues pertaining to the subject-matter of the course.

<p><b>Recommended or Required Reading:</b></p>	<p>Stacks D.W., : 'Primer of Public Relations Research', Guilford Press, latest available edition</p> <p>Heath R.L., Vasquez G.M. : 'Handbook of Public Relations', Sage, NY, latest edition</p> <p>Paine K.D., : ' Measuring Public Relationships', K.D. Paine &amp; Partners, latest edition</p> <p>Zikmund : BUSINESS RESEARCH METHODS, Dryden Press</p> <p>Elwood, William (Ed): P.R INQUIRY AS RHETORICAL CRITICISM. Case studies of corporate discourse and social influence. Latest Edition.</p> <p>Ledingham, J. and Bruning, S (eds) : P.R. AS RELATIONSHIP MANAGEMENT. A Relationship approach to the study and Practice of P.R., Latest Edition</p> <p>Toth, El. and Heath, R. (eds) : Rhetorical and Critical Approaches to P.R., Latest Edition</p>				
<p><b>Planned learning activities and teaching methods:</b></p>	<table border="1"> <tr> <td data-bbox="607 1619 1036 1709">Class Instruction</td> <td data-bbox="1036 1619 1468 1709">6 Hours</td> </tr> <tr> <td data-bbox="607 1709 1036 1797">Consultation</td> <td data-bbox="1036 1709 1468 1797">50 Hours</td> </tr> </table>	Class Instruction	6 Hours	Consultation	50 Hours
Class Instruction	6 Hours				
Consultation	50 Hours				

<b>Assessment methods and criteria:</b>	Outline Proposal	10%
	Audit (Report)	65%
	Presentation	15%
	Effective Team Work	10%
		100%
<b>Language of Instruction:</b>	English	
<b>Work Placement(s):</b>	No	
<b>Place of Teaching:</b>	Regular Classroom European University Cyprus, Nicosia	