



STRUCTURE OF THE PROGRAM

BA in Public Relations and Communication program

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FIRST YEAR

<u>Semester 1</u>		ECTS
Core		(20)
BSM-111	Introduction to Management	5
CST-110	Computers and Applications	5
PRL-111	Principles of Public Relations	5
PRL-112	Introduction to Media and Culture	5
Electives		
Two from:		(10)
ACF-110	Accounting	5
PSY-112	Introduction to Social Psychology	5
PSY-110	General Psychology	5
PRL-115	Communication and Language Development I	5
<u>Semester 2</u>		ECTS
Core		(20)
BSM-121	Theory and Practice of Management	5
BSM-231	Principles of Marketing	5
PRL-120	Public Relations Skills and Competencies	5
CST-114	Statistics	5
Electives		
Two from:		(10)
PRL-125	Communication and Language Development I	5
PRL-126	Introduction to media history	5
PRL-180	Modern history of Europe	5
PSS-110	Modern Society and Sociology	5

SECOND YEAR

Semester 3

Core		(25)
GEN-230	Consumer Behaviour	5
PRL-230	New Media and Public Relations	5
PRL-231	Corporate Communications	5
PrI-232	Integrated Marketing Communications	5
PRL-352	Social Research Methods	5
Electives		
One from:		(5)
BSM-238	Dynamics of Cyprus Economy I	5
PRL-235	Language skills in Practice I	5
PRL-236	Media, Culture and Globalisation	5

Semester 4

Core		(25)
PRL-240	Public Relations and the Art of Persuasion	5
PRL-241	Social Media Cultures	5
PRL-242	Journalism and Networked Media	5
BSM-246	Business and Society	5
BSM-483	Marketing Research	5
Electives		
One from:		(5)
BSM-241	Organisational Behaviour	5
BSM-249	Dynamics of Cyprus Economy II	5
BST-226	Managing the HR function	5
PRL-245	Language skills in Practice II	5

THIRD YEAR

Semester 5

Core (20)

PRL-350	Successful writing in Public Relations	5
PRL-351	Strategic Communications Management	5
PRL-420	Business Ethics	5
PRL-475	Political Communication and Media	5

Electives

Two from: (10)

BIS-120	Business in its Environment	5
BIS-225	Business in Europe	5
CST-126	Media platforms	5
PSY-421	Work Psychology for Career Success	5

Semester 6

Core (20)

PRL-360	Digital Public Relations	5
PRL-361	Public Relations and Crisis Management	5
PRL-362	Public Relations Internship	5
PRL-324	Public Relations Strategies and Trends	5

Electives

Two from: (10)

BSM-326	Promotional Management	5
BSM-340	Behavioural Aspects of Marketing	5
PRL-365	Event Management for PR professionals	5
PRL-366	Digital Marketing Communication	5

FOURTH YEAR

Semester 7

Core		(24)
GEN-410	Project I	6
PRL-470	Public Relations and Corporate Reputation	6
PRL-472	Public Relations Campaigns	6
BSM-440	Global Marketing	6
Electives		
One from:		(6)
BIS-419	Entrepreneurship and Innovation	6
BSM-311	International Management	6
BSM-331	Marketing Management	6
PRL-424	Strategy, Marketing and Branding	6

Semester 8

Core		(24)
GEN-451	Project II	6
PRL-481	Global Public Relations	6
PRL-482	Public Relations Case studies	6
PRL-476	Advertising and Society	6
Electives		
One from:		(6)
PRL-485	Communication Audit	6
BIS-323	Critical Perspectives of Management	6
PRL-480	Leadership and Public Relations	6