

## GRADUATE DIPLOMA IN PUBLIC RELATIONS

### **CN 6001 PUBLIC RELATIONS STRATEGY**

**3 US CREDITS**

Effective and creative planning is at the heart of all public relations and communication activity. This course promotes understanding of the practice of public relations from both a theoretical and practical perspective, discussing key concepts of public relations as a communication management function. Topics explored include social and organizational contexts of public relations management and strategies for planning, implementing, and evaluating public relations campaigns.

### **CN 6002 ADVANCED MEDIA WRITING AND TECHNIQUES**

**3 US CREDITS**

Audience needs, perceptions and expectations as the key to effective communication. The PR writing process from research, planning, and design to the production of public relations materials for distribution through traditional and social media.

### **CN 6004 COMMUNICATION FOR THE TOURISM INDUSTRY**

**3 US CREDITS**

This course focuses on communication strategies and public relations tools employed in the major sectors of the travel and tourism industry, i.e. accommodation, food and beverage, transportation, attractions, and destinations. It examines communication practices and techniques that are of special importance in order for businesses to achieve organizational objectives in relation to brand image, differentiation, targeting, customer loyalty, etc.

### **CN 6008 COMMUNICATION FOR THE ENTERTAINMENT INDUSTRY**

**3 US CREDITS**

The entertainment industry is one of the largest and fastest growing industries in the world. This course explores various sectors of the entertainment industry and their communication strategies. The discussion will include new media, gaming, theme entertainment, live performances, music, television, film and sports. Topics examine the "celebrity industries" and the PR structures that manufacture celebrity, drawing examples from the full range of contemporary media.

### **CN 6009 PUBLIC RELATIONS IN PUBLIC & NONPROFIT ORGANIZATIONS**

**3 US CREDITS**

This course is designed to examine the processes and practices of public relations and strategic planning for public and nonprofit organizations. It will generate special knowledge on concepts relating to public and nonprofit communication campaigns while focusing upon a variety of social issues related to the environment, culture, education, public health, and many other social programs and services.

### **CN 6011 CRISIS COMMUNICATION MANAGEMENT**

**3 US CREDITS**

This course focuses on crisis communication practices in organizations of all types, with an emphasis on planning, emergency communication, image restoration, and organizational learning. Strategies discussed include pre-crisis planning, crisis response, and post-crisis recovery.

### **CN 6015 INTERCULTURAL COMMUNICATION AND INTERNATIONAL PUBLIC RELATIONS**

**3 US CREDITS**

A critical examination of international public relations theory and practice in the context of major social and technological transformations. This course explores key concepts in intercultural communication as well as the role of globalization and the Internet in international campaigning. Students are provided with an extensive analysis of contemporary international case studies in a range of organizational contexts.

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### **CN 6017 PUBLIC RELATIONS AND THE NEW MEDIA**

**3 US CREDITS**

This course provides students with the skills and knowledge necessary in planning public relations campaigns with the use of digital communication tools, such as Blogging, Social Networking Sites (SNS), Influencer Marketing, Search Engine Optimization (SEO), Content Management, and Digital Metrics. It examines the potential of digital technologies for public relations campaigns, the particular challenges of online communication and the planning, management and evaluation of interactive communications campaigns.

### **CN 6030 MULTIMEDIA APPLICATIONS FOR COMMUNICATION CAMPAIGNS**

**3 US CREDITS**

In communication campaigns, diverse media are being engaged for the promotion of well-defined messages. This course introduces in a hands-on manner, the basic notions of visual communication, as well as important tools for the creation of digital audiovisual narratives. Via projects, students will learn how to compose audiovisual messages, digital, linear or interactive. Thus, visually literate students, will be able to create specific visions for successful outcomes, not only making use of contemporary technologies, but also of the ones that will appear in the future, no matter how much techniques and technologies evolve. The procedure of a message's analysis which leads to audiovisual synthesis is one of the most useful tools in a student's hands, since it provides him a method to propose original solutions.