



## Module Structure

**Module Title:** Public Relations and Relationship Marketing

**Module Code:** HTPM241

**Programme of Study/Year of Study:** Hospitality and Tourism Management/Year 2

**Group:** HTMII

**Semester:** Spring

**Number of Hours Taught:** 2

**ECTS:** 3

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Pre-requisite(s) :

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### Module Rationale

A company interacts with a variety of people; these can be customers, municipal authorities, other organisations, the government, media, suppliers etc. The first part of the module examines the process of public relations and the principles for managing these relationships, while the second one provides an understanding and knowledge to future managers of how to practice customer account management through relationship marketing in order to build loyalty and repeat business.

### Aims

Students are provided with basic knowledge of public relations models and how to put them in practice. They are also introduced to various public relations techniques and activities. Relationship marketing will help participants identify potential customers who are likely to become loyal, in an effort to create and keep a long-lasting business relationship.

### Intended Learning Outcomes

At the completion of this course, students should be able to:

- Define PR
- Acknowledge the various activities perform by PR department
- Practice public relations techniques
- Understand the public relations process
- Demonstrate understanding of what relationship marketing is
- Make customer accounts
- Support the marketing efforts on keeping repeat business.



### Delivery Methods:

Lectures, Discussion, coursework, group work and presentation.

### Assessment:

Project	30%
Final Examination	40%
Coursework/Midterm	30%

### Module Requirements

Refer to the student manual for the module requirements.

### Module Plan and Content

Week	Dates	Topics to be Covered	Reference Chapter / Material
1.	28/01– 01/02	Introduction to PR <ul style="list-style-type: none"><li>PR defined – Definitions</li><li>What PR is, and what t PR is not</li></ul> How PR differs from Marketing, Advertising, Sales Promotion, Selling, Propaganda and Publicity.	
2.	04/02-08/02	From A to Z of PR Activities in an Organisation  PR from Theory to Practice The PR Six Point Planning Model <ul style="list-style-type: none"><li>I. Appreciation of the situation</li><li>II. Definition of objectives</li></ul>	
3.	11/02-15/02	The PR Six Point Planning Model <ul style="list-style-type: none"><li>I. Definition of Publics</li><li>II. Media Techniques</li></ul> The PR Six Point Planning Model <ul style="list-style-type: none"><li>III. Budget</li><li>IV. Assessment of results</li></ul>	
4.	18/02-22/02	The Image What is image and how it influences people. How to create or polish an image The Corporate ID  The main Images <ul style="list-style-type: none"><li>Mirror Image</li><li>Current Image</li><li>Wish Image</li><li>Corporate Image</li><li>Multiple Image</li><li>Product Image</li></ul>	

Week	Dates	Topics to be Covered	Reference Chapter / Material
5.	25/02-01/03	Media Relations The determinant power of publicity The OTS – Opportunity to See. Techniques to write a Press Release  Test	
6.	04/03-08/03	Exercise in Press Release writing	
7.	12/03-15/03	PR Own Media <ul style="list-style-type: none"> <li>• Events</li> <li>• Sponsorships</li> <li>• Exhibitions</li> <li>• Publications and printing material</li> <li>• Digital Marketing</li> </ul> PR and the Law The Ethics and the Code of Business Practice	
8.	18/03-22/03	Corporate Social Responsibility  PR for Hospitality and Tourism Industry Discussion and group work	
9.	26/03-29/03	PR for Hospitality and Tourism Industry <ul style="list-style-type: none"> <li>• What is all about.</li> <li>• What PR can do for Hospitality and Tourism Industry.</li> <li>• The Publics for Tourism Industry.</li> <li>• The Publics for Hospitality Industry.</li> </ul> PR in Tourism Industry	
10.	02/04-05/04	PR and Social media for Tourism Industry  PR in Tourism Industry <ul style="list-style-type: none"> <li>• The Importance of Public Relations for Hotels</li> </ul> The Essential PR strategy in the hotel industry	
11.	08/04-12/04	Project – Presentation  Future trends – The use of technology in PR	
12.	15/04-19/04	PR as a Marketing Tool. Content Marketing and PR.  Other Marketing and PR Synergies Creating Customer Loyalty	
13.	22/04-23/04 & 02/05-03/05	Creating Customer Loyalty  Revision	

Week	Dates	Topics to be Covered	Reference Chapter / Material
	24/04-30/04	EASTER HOLIDAYS	
14.	06/05-10/05		

### Essential Reading

- Handouts.
- Deuschl, D., 2006. *Travel and Tourism Public Relations: An introductory Guide for Hospitality Managers*. Elsevier BH.
- London Chamber of Commerce and Industry., 2001. *How to pass Public Relations*. Astron, Hamilton, Cambridgeshire.

### Additional Reading

- N. Nicoli, et al., 2013. *Principles of Public Relations*. UON.
- Kotler, P., Bowen, J., Makens, J., 2006. *Marketing for Hospitality and Tourism*, 4<sup>th</sup> ed. Prentice Hall,
- Reid, R., & Bojanic, D., 2010. *Hospitality Marketing Management*. 5<sup>th</sup> ed. New Jersey: Wiley.
- Philip Lesly. *The hand book of Public Relations and Communication*. 4<sup>th</sup> Ed. McGraw Hill Book Company.

