[LEADERSHIP, COMMUNCATION AND PUBLIC RELATIONS]

1. GENERAL

SCHOOL	Business Administration		
ACADEMIC UNIT	Business Administration		
LEVEL OF STUDIES	Postgraduate		
COURSE CODE	**DE0208-1**	**SEMESTER**	**A' & B'**
COURSE TITLE	**LEADERSHIP, COMMUNCATION AND PUBLIC RELATIONS**		
INDEPENDENT TEACHING ACTIVITIES		**WEEKLY TEACHING HOURS**	**CREDITS**
Lectures		**3**	**6**
COURSE TYPE	Optional		
PREREQUISITE COURSES:	No		
LANGUAGE OF INSTRUCTION and EXAMINATIONS:	Greek		
IS THE COURSE OFFERED TO ERASMUS STUDENTS	No		
COURSE WEBSITE (URL)	https://openeclass.uom.gr/courses/MBA101/		

2. LEARNING OUTCOMES

Learning outcomes

The course 'Leadership, Communication and Public Relations' aim at clarifying to the postgraduate students these three aspects of the contemporary management that are crucial for the effective performance of an organization.
The main purpose of this course is the students to acquaint and apprehend the importance, usefulness and appliance of these three fields in the academic and practical level.
In detail, its individual goals are the students to

- Understand and evaluate the meanings of corporate communication, public relations and leadership
- Realize the connection between them and the achievement of the organizational objectives
- Correlate these three meanings with those of marketing and human resources, forming a more integrated academic and practical knowledge on the human aspect of management.

After the successful attendance of this course, the student should:

- Apprehend the importance of effective communication, public relations and leadership for an organization
- Understand the differences between the transactional and transformational leadership, as well as how to implement them practically
- Distinguish the characteristics of the new and traditional media, as well as their selection criteria
- Realize the importance of the communication/ public relations strategy and develop a relative strategic planning
- Recognize the importance, characteristics and ways of formulating an effective organizational identify and image
- Perceive the importance, characteristics and ways of formulating an open communication climate within an organization
- Understand the ways organizations communicate, interactive and develop relationships with their stakeholders
- Know the stages and how to unfold public relations campaigns, using the traditional and new media
- Know how organizations can handle crises effectively
- Perceive how communication contribute to effective leadership
- Realize the role of public relations in crisis/ reputation management
- Understand the meaning and the content of corporate social responsibility
- Understand sponsoring and how to be implemented as a public relations tool.

General Competences
• Search for, analysis and synthesis of data and information, with the use of the necessary technology • Adapting to new situations • Decision-making • Working independently • Team work • Working in an international environment • Working in an interdisciplinary environment • Project planning and management • Respect for difference and multiculturalism • Showing social, professional and ethical responsibility and sensitivity to gender issues • Criticism and self-criticism • Production of free, creative and inductive thinking

3. SYLLABUS

1. Introduction/history of Public Relations
2. Public relations planning/campaings
3. Public relations research
4. Reputation/image crisis management
5. The corporate social responsibility as a public relations tool
6. Sponsoring as a public relations tool
7. Meaning, procedure and importance of corporate/business communication
8. Interpersonal and mass media, emphasizing internet and social networking sites
9. Strategic communication planning/ Corporate identity and image/The open communication climate
10. Crisis management communication
11. Leadership: Meaning and communication skills
12. Types of leadership, emphasizing transactional and transformational leadership

4. TEACHING and LEARNING METHODS - EVALUATION

<table>
<tr><td>DELIVERY</td><td>• Face-to-face, Distance learning</td></tr>
<tr><td>USE OF INFORMATION AND COMMUNICATIONS TECHNOLOGY</td><td>• e-class platform
• e-mail
• Video
• Mentimeter
• Kahoot</td></tr>
<tr><td>TEACHING METHODS</td><td><table><tr><th>Activity</th><th>Semester workload</th></tr><tr><td>Lectures</td><td>36</td></tr><tr><td>Laboratory practice</td><td>10</td></tr><tr><td>Study and analysis of bibliography</td><td>134</td></tr><tr><td>Course total</td><td>150</td></tr></table></td></tr>
<tr><td>STUDENT PERFORMANCE EVALUATION</td><td>Written final exams (100%)
It includes:
- Roles and stakeholders’ analysis in small case studies
- Open-ended/ problem solving questions

The students are being informed about the performance evaluation procedure during the lectures and by a relative announcement on the course’ e-clas</td></tr>
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5. ATTACHED BIBLIOGRAPHY

TEXTBOOKS/ PAPERS

- Kotzaivazoglou, I. and Paschaloudis, D. (2020). Corporate Communication. Athens: Patakis (in Greek).
- Judge, T.A. and Piccolo, R. F. (2004). Transformational and Transactional Leadership: A Meta-Analytic Test of Their Relative Validity. *Journal of Applied Psychology,* Vol. 89(5): 755-768.
- Kaplan, A.M. and M. Haenlein (2010). *Users of the world, unite! The challenges and opportunities of social media*. Business Horizons, Vol. 53(1): 59-68.
- Kotzaivazoglou, I. (2017). Communicating and developing relationships through Facebook: the case of Greek organisations. International Journal of Technology Marketing, Vol. 12(4): 375-388.
- Yukl, G. (1999). An evaluation of conceptual weaknesses in transformational and charismatic leadership theories. *Leadership Quarterly,* Vol. 10(2): 285–305.
- Xiggi, M. (2012). Public relations. Athens: Propobos (in Greek).

ADDITIONAL SUGGESTED BIBLIOGRAPHY

- Aspridis, G. Tselios, D. and Rossidis, G. (2018). *Business Commincations*. Athens: Kritiki (in Greek).
- Adler, R., Rodman, G. and du Pre, A. (2013). *Understanding Human Communication*, 12th ed. New York: Oxford University Press.
- Argenti, P.A. (2023). *Corporate Communication*, 8th edition. Boston, Massachussets: McGrawHill.
- Boveé C.L., Thill, J.V. (2020). Business Communication (ed.for Greek version: I. Kotzaivazoglou). Cyprus: Broken Hill Publishers (in Greek).
- Hahn, T.H. (2014). *The Art of Communicating*. HarperOne.
- Guffey, M.E. and Loewy, D. (2017) Business Communication: Process and Product, 9th Edition. International: South-Western College Pub.
- Locker, K. and Kaczmarek, S. (2022). Business Communication: Building Critical, 6th Edition. Skills,International: McGraw Hill.
- Hoyle, L. H. (2002). Event Marketing: How to successfully promote events, festivals, conventions, and expositions. John Wiley & Sons, Inc.
- The New Rules of Marketing and PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly (2022) by David Meerman Scott. 8th edition https://www.amazon.com/New-Rules-Marketing-Podcasting-Newsjacking-dp-1119854288/dp/1119854288/ref=dp_ob_title_bk
- Cases in Public Relations Management (2nd Edition)External link:open_in_new by Patricia Swann (2014) https://www.amazon.com/Cases-Public-Relations-Management-Activism/dp/0415517710
- List of PR free e- books: https://www.goodreads.com/shelf/show/public-relations

RELATED ACADEMIC JOURNALS

- Journal of Communication
- European Journal of Communication
- Mass Communication and Society
- Corporate Communications: An International Journal
- Corporate Reputation Review
- International Journal of Media Management
- Journal of Communication Management
- Journal of Contingencies and Crisis Management
- Journal of Change Management
- Public Relations Journal
- Public Opinion Quarterly
- Public Relations Review
- Journal of Public Relations Research
- International Journal of Public Opinion Research
- Journal of Leadership Studies
- Leadership Quarterly