

COURSE OUTLINE

1. GENERAL

SCHOOL	Agricultural and Forestry Sciences		
DEPARTMENT	Department of Forestry and Management of the Environment and Natural Resources		
LEVEL OF STUDIES	LEVEL 7		
COURSE CODE	ΔΣΠΜΣΠΕΕΒΕ2	SEMESTER	(2 st)
COURSE TITLE	Public Relations Strategies and the Environment		
TEACHING ACTIVITIES <i>in case the ECTS Credits are distributed in distinct parts of the course e.g. lectures, labs etc. If the ECTS Credits are awarded to a course as a whole, then please note down the teaching hours per week and the corresponding ECTS Credits.</i>	TEACHING HOURS PER WEEK	ECTS CREDITS	
	2.3	7.5	
<i>Add lines if necessary. The teaching organization and methods used are described in the point 4.</i>			
COURSE TYPE <i>Background, General Knowledge, Scientific Area, Skill Development</i>	Scientific Area		
PREREQUISITES:	No		
TEACHING & EXAMINATION LANGUAGE:	Greek		
COURSE OFFERED TO ERASMUS STUDENTS:	No		
URL COURSE:	https://eclass.duth.gr/courses/OPE02109/		

2. LEARNING OUTCOMES

Learning Outcomes

Please describe the learning outcomes of the course: Knowledge, skills and abilities acquired after the successful completion of the course.

The course presents the theory and applications of Public Relations implemented by environmental stakeholders. Emphasis is placed on the understanding of the meaning of Public Relations, the clear differentiation from other communication forms as well as action planning. Upon completing the course, students will be able to:

- Know the process and components of communication
- Know the differences between Public Relations and other forms of communication
- Know various communication forms and their proper use
- Develop appropriate programs of Public Relations and Environmental Crisis Management
- Organize press conferences and special events
- Integrate environmental crisis management programs into long-term public relations programs

General Skills

Taking into account the general skills that the graduate must have acquired (as they are listed in the Diploma Supplement and are listed below), which of them is intended (for the course)?

<p>Search, analysis and synthesis of data and information, using the necessary technologies</p> <p>Adaptation to new situations</p> <p>Decision making</p> <p>Autonomous work</p> <p>Teamwork</p> <p>Working in an international environment</p> <p>Working in an interdisciplinary environment</p> <p>Production of new research ideas</p>	<p>Project design and management</p> <p>Equity and Inclusion</p> <p>Respect for the natural environment</p> <p>Sustainability</p> <p>Demonstration of social, professional and moral responsibility and sensitivity to gender issues</p> <p>Critical thinking</p> <p>Promoting free, creative and inductive thinking</p>
<p>Search, analysis and synthesis of data and information, using the necessary technologies</p> <p>Adaptation to new situations</p> <p>Decision making</p> <p>Autonomous work</p> <p>Working in an interdisciplinary environment</p> <p>Respect for the natural environment</p> <p>Production of new research ideas</p>	

3. COURSE CONTENT

1. The process of Communication. Mass and Interpersonal Communication.
2. Aim and nature of Public Relations – Historical review.
3. Public Relations, Marketing and Advertising. The work of public relations executives.
4. Barriers to communication. Communication in businesses and organizations related to the environment.
5. Public opinion shapers. Power and leadership. Charisma and charismatic leader.
6. Public relations program – Theoretical framework.
7. Press release. Structuring, presenting and filing of press releases.
8. Press conference. Employee magazine and partner magazine. Communication through letters. Information leaflets.
9. Practical aspects of Public Relations. Public Relations Executive. Offices of Public Relations consultants.
10. Environmental crisis management. Case studies.
11. Presentation of environment-related Public Relations programs.
12. Student presentations.
13. Student presentations.

4. LEARNING & TEACHING METHODS - EVALUATION

<p>TEACHING METHOD</p> <p><i>Face to face, Distance learning, etc.</i></p>	Face to face												
<p>USE OF INFORMATION & COMMUNICATIONS TECHNOLOGY (ICT)</p> <p><i>Use of ICT in Teaching, in Laboratory Education, in Communication with students</i></p>	<p>Use of ICT in Teaching and Laboratory Education (all lectures are supported by PowerPoint presentations and some by Videos)</p> <p>Electronic communication with students via e-mail or e-class</p>												
<p>TEACHING ORGANIZATION</p> <p><i>The way and methods of teaching are described in detail.</i></p> <p><i>Lectures, Seminars, Laboratory Exercise, Field Exercise, Bibliographic research & analysis, Tutoring, Internship (Placement), Clinical Exercise, Art Workshop, Interactive learning, Study visits, Study / creation, project, creation, project. Etc.</i></p> <p><i>The student study hours for each learning activity are listed as well as the non-guided study hours so that the total workload at the semester level corresponds to the ECTS standards.</i></p>	<table border="1"> <thead> <tr> <th><i>Activity</i></th> <th><i>Workload/semester</i></th> </tr> </thead> <tbody> <tr> <td>Lectures</td> <td>30</td> </tr> <tr> <td>Bibliographic research & analysis</td> <td>75</td> </tr> <tr> <td>Individual perusal</td> <td>35</td> </tr> <tr> <td>Paper/presentation preparation</td> <td>47.5</td> </tr> <tr> <td>Total</td> <td>187.5</td> </tr> </tbody> </table>	<i>Activity</i>	<i>Workload/semester</i>	Lectures	30	Bibliographic research & analysis	75	Individual perusal	35	Paper/presentation preparation	47.5	Total	187.5
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	Lectures	30											
	Bibliographic research & analysis	75											
	Individual perusal	35											
Paper/presentation preparation	47.5												
Total	187.5												

STUDENT EVALUATION

Description of the evaluation process

Assessment Language, Assessment Methods, Formative or Concluding, Multiple Choice Test, Short Answer Questions, Essay Development Questions, Problem Solving, Written Assignment, Essay / Report, Oral Exam, Public Presentation, Laboratory Report, Clinical examination of a patient, Artistic interpretation, Other/Others

Explicitly defined assessment criteria and if and where are accessible to students are mentioned.

- Oral exam (in Greek) with completion questions (grade x 0.6)
- Individual paper (grade x 0.2)
- Paper presentation (grade x 0.2)
- Students with verified dyslexia problems are examined orally instead of sitting for the written exam this requires that the Department administration is prior informed.
- After exams, the exam topics are displayed on the instructor's announcement board so that students can estimate their grade. The final grades are announced on the Departments' electronic platform.
- Students are able to see their examination sheet and assess the grading as well as the comments on the sheet.

5. SUGGESTED BIBLIOGRAPHY

1. Rahim, S. A. A., Markom, M. N., & Alsagoff, S. A. (2019). the Roles of Public Relations in an Environmental Awareness Campaign: a Case Study of Swm Environment Sdn Bhd. Jurnal Kemanusiaan.
2. Sesen, E. (2015). Public Relations in Environmental Education: An Example Practice from Turkey. Environmental Education (EE), 2(2).
3. Panigirakis, G., 2016. Communication and public relations – Case studies. [e-book] Athens: Hellenic Academic Libraries Link. Available at: <http://hdl.handle.net/11419/6412>
4. Wilcox, Ault & Agee, (1998). Public Relations -Strategies and Techniques, Ellin Publications, Athens.
5. Piperopoulos, G., 2007. I communicate thus I exist. Leadership – Communication – Public Relations. 9th Edition. Piperopoulos Publications. Thessaloniki.
6. Magnisalis, K., 2002. Theory and technique in relationships with the public. 10th Edition. Interbooks Publications, Athens.
7. Magnisalis, K. 2001. The public relations of the journalist. Interbooks Publications, Athens.
8. Magnisalis, K. 1992. Public relations – A communication function for everyone. Interbooks Publications, Athens.
9. Panigirakis G. (2001). Modern Administration of Public Relations, Benou Ev. Publications.
10. Grunig, J. E. (1977). Review of research on environmental public relations. Public Relations Review, 3(3), 36-58.

Relevant scientific journals:

1. Journal of Public Relations Research <https://www.tandfonline.com/toc/hpr20/current>
2. Public Relations Review <https://www.sciencedirect.com/journal/public-relations-review>

ANNEX OF THE COURSE OUTLINE

Alternative ways of examining a course in emergency situations

Teacher (full name):	Georgios Tsantopoulos – Veronika Andrea
Contact details:	tsantopo@fmenr.duth.gr and vandrea@fmenr.duth.gr
Supervisors: (1)	YES
Evaluation methods: (2)	Written exam through the on-line learning platform e-class/ Supervision through Microsoft Teams
Implementation Instructions: (3)	<p>1. Paper. The paper must be sent to the instructor’s e-mail address mentioned in the course outline before the day of the exams. To be accepted, the paper must consist at least of 3,000 words. In addition, it should have a similarity index less than 20% (the paper will be monitored with “Turnitin” Plagiarism Checker).</p> <p>The topic of the paper must fall into one of the thematic areas analyzed in this course. Students are explicitly responsible for choosing the topic of the paper. The paper corresponds to 50% of the total grade.</p> <p>Evaluation criteria:</p> <ol style="list-style-type: none"> <i>Language proficiency & aesthetic presence (15%) (Accuracy, comprehensible speech, aesthetics, spelling and punctuation).</i> <i>Structure and coherence of the final text (25%) (paragraphs, titles and subtitles, cohesion with the previous content, connection to the following content).</i> <i>Content (40%) (Development of arguments, information accuracy, use of literature sources).</i> <i>Literature (20%) (Citations in the text and references at the end of the paper).</i> <p>2. Oral exam. The exam will be held in alphabetic order according to the exam program which will be announced by the Secretariat of the Department. The oral exam corresponds to 50% of the final grade.</p> <p>The exam will be conducted through Microsoft Teams. The link will be sent to students through e-class, exclusively to the institutional accounts of students who have taken the course and have knowledge of the terms concerning distance exams.</p> <p>Students will have to connect to the exam room of the link through their institutional accounts, otherwise they will not be able to participate in the exam. During the exam, students must keep their cameras and microphones activated. Before the exam starts, students will demonstrate their identity card on camera in order to verify their identity.</p> <p>Every student must answer 4 questions and each question is graded with 2.5 points.</p> <p>Each student wishing to participate in the exams must connect to Microsoft Teams 15 minutes before the exam begins.</p>

(1) To be completed with YES or NO

(2) Note down the evaluation methods used by the teacher, e.g.

➤ *written assignment or/and exercises*

- written or oral examination with distance learning methods, provided that the integrity and reliability of the examination are ensured.

(3) In the **Implementation Instructions** section, the teacher notes down clear instructions to the students:

α) in case of **written assignment and / or exercises**: the deadline (e.g. the last week of the semester), the means of submitting them to the teacher, the grading system, the participation of the assignment in the final grade and every other detail that should be mentioned.

β) in case of **oral examination with distance learning methods**: the instructions for conducting the examination (e.g. in groups of X people), the way of pronouncing topics, the applications to be used, the necessary technical means for the implementation of the examination (microphone, camera, word processor, internet connection, communication platform), the way the hyperlink is sent, the duration of the exam, the grading system, the participation of the exam in the final grade, the ways in which the inviolability and reliability of the exam is ensured and every other detail that should be mentioned.

γ) in case of **written examination with distance learning methods**: the instructions for assigning the topics, the way of submitting the answers, the duration of the exam, the grading system, the participation of the exam in the final grade, the ways in which the integrity and reliability of the exam is ensured and every other detail that should be mentioned.

There should be an attached list with the Student Registration Numbers only of the beneficiaries to participate in the examination.