

Public Relations

 The Philips College

PR

Languages Stream

Languages

Public Relations

- Accredited four-year BA (Hons) programme in Public Relations **with specialisation in Languages.**
- Accredited two-year programme leading to the **Diploma in Public Relations.**

ADMISSION & OTHER REQUIREMENTS:

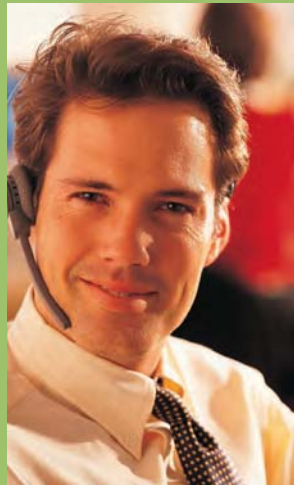
International Students

- Completed application form
- Official transcript of secondary school grades and other higher qualifications and where applicable an approved English Language qualification
- Character reference from police (original)
- Photocopies of front page of passport
- Banker's guarantee of US\$10.000 per year
- A minimum deposit of US\$2.000 is required before the immigration process can commence. A proportion of the deposit is refundable should the student be unable to enter the country; otherwise it is applied towards tuition upon enrolment.

Programme of Study

PROGRAMME OF STUDY ACCREDITED BY THE ACCREDITATION COUNCIL (SEKAP) OF THE REPUBLIC OF CYPRUS

- A four-year programme leading to the **BA (Hons) Degree in Public Relations** with specialisation in Languages.



Languages Stream

The languages stream is designed to help students develop their written and conversational skills in English, German, French and Spanish, aiming to enhance their efficiency as public relations professionals.

Equally, students are provided with the opportunity to sharpen their understanding of the history, culture and literature of Britain, German, France and Spain.

Courses of Study

PUBLIC RELATIONS (4 years, BA degree)

Year 1

Public Relations, Principles of Marketing, Theory and Practice of Management, Introduction to Social and Lifespan Psychology, Computers and Applications, Multimedia and Internet Applications, English Language.

Plus 1 elective subject from:

French Language, German Language, Spanish Language.

Year 2

Public Relations, Media, Successful Writing, Advertising and Promotion, Computer Literacy for the Office, English Language.

Plus 1 elective subject from:

French Language, German Language, Spanish Language.

Year 3

Public Relations, Media, Communications, English Language, English Literature.

Plus 2 elective subjects from:

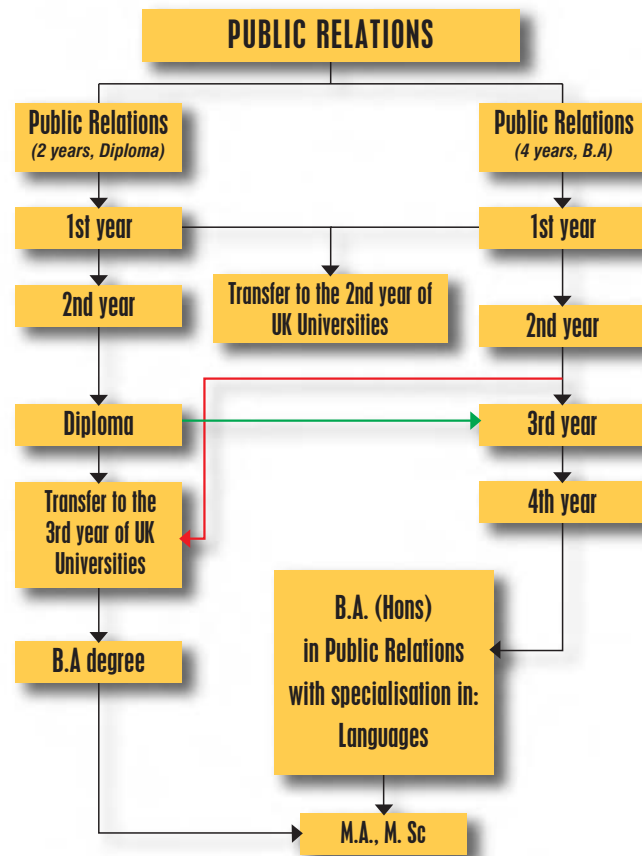
French/German/Spanish Language, French/German/Spanish Literature, French/German/Spanish Civilisation, Business French/German/Spanish.

Year 4

Public Relations, Communications, Human Resources Management, Computer Management for the Office

Plus 2 or 3 elective subjects from:

French/German/Spanish Literature, French/German/Spanish Civilisation, Business French/German/Spanish, Project, Statistics, Accounting & Finance, The Impact of Greek Civilisation on Europe, Industrial Relations, Business Ethics, Organisational Psychology, Communications.



Make Philips College

Your First Choice for these reasons



- **Programmes of Study Accredited** by the **Accreditation Council (SEKAP) of the Cyprus Republic** and/or the **National Council for Educational Awards (NCEA) of Ireland** and/or a number of prominent **British professional bodies**.
- quality teaching
- a warm and congenial teaching environment with high levels of individual care and attention
- opportunities for transfer on **Advanced Standing** to British and other English speaking universities
- excellent opportunities for post-graduate studies
- a stimulating and academically rigorous educational environment
- strong links with industry and the professions
- promising careers
- attractive fee structure for international students with scholarship awards
- English language support for students whose first language is not English
- quality library and information technology facilities
- well-designed, attractive premises
- the ideal place to live and study



Contact information

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Higher Education