

Public Relations

 The Philips College

Marketing

PR

Marketing Stream

Public Relations

- Accredited four-year BA (Hons) programme in Public Relations **with specialisation in Marketing.**
- 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 Marketing.



Marketing Stream

Even though Marketing is an integral part of the Philips Public Relations programme students wishing to gain an in-depth understanding of the subject have the option of following the Marketing stream. This stream will provide the student with a well-rounded coverage of the critical Business function.

The Philips College

...excellent career prospects

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.

Plus 2 elective subjects from:

English, French, German, Spanish, Introduction to Sociology, General Psychology.

Year 2

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

Plus 2 elective subjects from:

English, French, German, Spanish, Organisational Psychology, Business Ethics, The Impact of Greek Civilisation on Europe.

Year 3

Marketing Management, The Dynamics of the Cyprus Economy, Marketing of Services, Public Relations, Media, Communications.

Plus 2 elective subjects from:

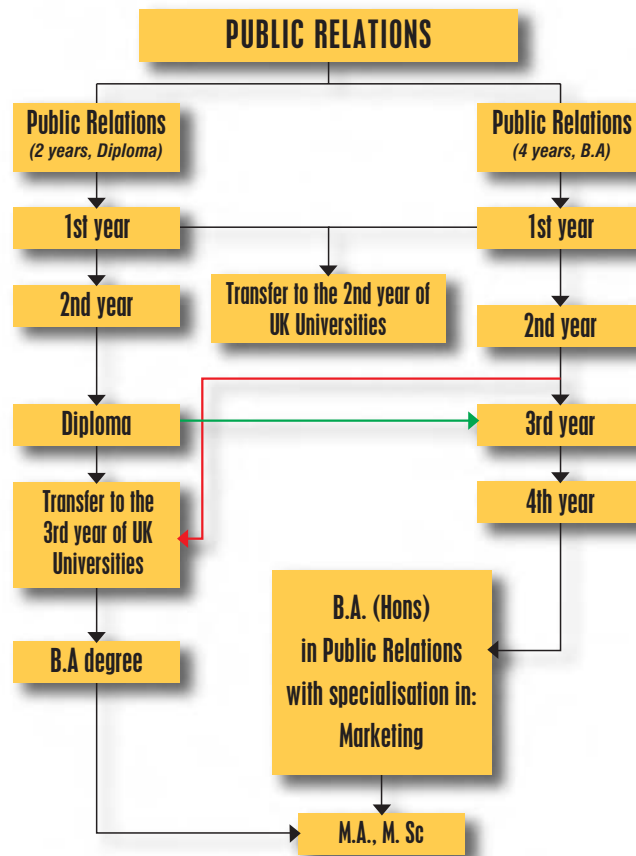
English, French, German, Spanish Topics in Applied Finance and Economics.

Year 4

International Marketing, Corporate Strategy and Planning, Public Relations, Communications, Human Resources Management, Computer Management for the Office.

Plus 1 or 2 elective subjects from:

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



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