

Public Relations

 The Philips College

Travel & Tourism

PR

Travel & Tourism Stream

Public Relations

- Accredited four-year BA (Hons) programme in Public Relations **with specialisation in Travel and Tourism.**
- 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 Travel & Tourism.



Travel & Tourism Stream

The rapid, worldwide expansion of the tourist industry has brought into focus the need to provide public relations offices with specialists in tourism and leisure.

The Travel and Tourism stream prepares students for the rigours of the rapidly expanding and highly competitive sector of the economy.

The Philips College

...for a bright future

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 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

An Introduction to Travel & Tourism, The Dynamics of the Cyprus Economy, The Geography of Travel & Tourism, Marketing of Services, Public Relations, Media, Communications.

Plus 2 elective subjects from:

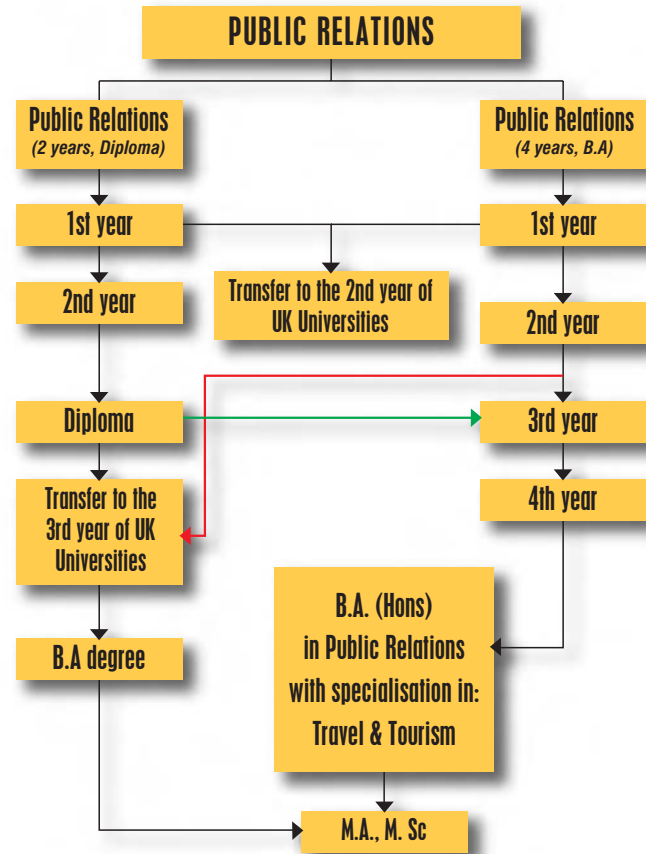
English, French, German, Spanish, Topics in Applied Finance and Economics.

Year 4

Marketing in Travel & Tourism, Travel Agency Management, Corporate Strategy & 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, 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

27
YEARS

of Quality
Higher Education



Contact information

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