|  |
| --- |
| MA Public Relations  ORIENTATION TIMETABLE |
| **COURSE LEADER – JON COPE/HEAD OF SCHOOL – MICHAELA O’BRIEN**  Congratulations on being accepted onto the MA Public Relations course at the University of Westminster. My colleagues and I look forward to working with you and we will endeavour to ensure that your time with us will be creative, exciting and fulfilling.    During Orientation week we will go through the course programme with you in detail. We have arranged a number of activities to help you settle in and prepare for your time with us. This will include familiarising you with workspaces, who you will be working with, the campus and its community before you start the formal, scheduled learning weeks.    We have included a list of books and other resources that will help you to get a good start in your studies pre-arrival, as well as a note on equipment and materials. If you are extra keen, don’t worry, there will be plenty more later!    Best wishes and welcome to University life. We look forward to seeing you in September.    Jon Cope  Course Leader  MA Public Relations |
|  |
|  |
| |  |  |  | | --- | --- | --- | | **Tuesday 17 Sept** | | | | **Time** | **Event** | **Location** | | **14:00 – 17:00** | **Course Welcome Meeting** | **Regent Street Campus W1B 2HW**  **Room RS 352** |  |  |  |  | | --- | --- | --- | | **Wednesday 18 Sept** | | | | **Time** | **Event** | **Location** | | **13:00 – 13:30** | **School Welcome Meeting** | **Auditorium, Harrow Campus HA1 3TP** | | **15:30** | **Enrolment** | **Auditorium, Harrow** | | **11:00 – 16:00** | **Arrivals Fair *(optional event)*** | **The Forum, Harrow** | |
| **READING LIST**  Bernays, E (2011) Crystallizing public opinion (latest edition of the early 20th century Bernays text)  Cope, J & Maloney, D (2016) Fashion promotion in practice  Davis, A (2013) Promotional cultures: the rise and spread of advertising, public relations, marketing and branding  Daymon, C & Holloway, I (2011) Qualitative research methods in public relations and marketing communications  Fearn-Banks (2017) Crisis Communications: a casebook approach  Gladwell, M (2002) The tipping point: how little things can make a big difference  Gregory, A (2010) Planning and managing public relations campaigns: a strategic approach  Grunig, J (2013) Excellence in public relations and communication management  L’Etang & Pieczka, M (2006) Public relations: critical debates and contemporary practice  Parsons, P (2008) Ethics in public relations: a guide to best practice  Perloff, R (2017) The dynamics of persuasion: communication and attitudes in the 21st century  Rogers, D (2015) Campaigns that shook the world: the evolution of public relations  Sriramesh, K & Vercic, D (2009) The global public relations handbook: theory, research, and practice  Tench, R & Yeomans, L (2014) Exploring public relations  Watson, T & Noble, P (2014) Evaluating public relations: a guide to planning, research and measurement  Wilcox, D; Cameron, G & Reber, B (2015) Public relations: strategies and tactics |