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| MA Public RelationsORIENTATION 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 CopeCourse LeaderMA Public Relations |
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| **Tuesday 17 Sept** |
| **Time** | **Event** | **Location** |
| **14:00 – 17:00** | **Course Welcome Meeting** | **Regent Street CampusW1B 2HW****Room RS 352** |

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| **Wednesday 18 Sept** |
| **Time** | **Event** | **Location** |
| **13:00 – 13:30** | **School Welcome Meeting** | **Auditorium, Harrow CampusHA1 3TP** |
| **15:30** | **Enrolment** | **Auditorium, Harrow** |
| **11:00 – 16:00** | **Arrivals Fair *(optional event)*** | **The Forum, Harrow** |

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| **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 approachGladwell, 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 practiceParsons, P (2008) Ethics in public relations: a guide to best practicePerloff, R (2017) The dynamics of persuasion: communication and attitudes in the 21st centuryRogers, 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 relationsWatson, 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 |