

SUBJECT GUIDE: PUBLIC RELATIONS AND MARKETING

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Print Material

Search Terms

Materials (books, case studies, conference material) can be found using the **UNIC Library Catalogue**. Use the following subject headings, under the **Browse** search, to find specific information for your research:

- Public relations, Authorship
- Public relations, Case studies
- Public relations, Management
- Public relations, Moral and ethical aspects
- Journalism, Social aspects
- Journalism, Style manuals
- Journalism, Authorship
- Journalism, Data processing
- Journalism, Editing
- Journalism, Handbooks, manuals
- Journalism, Objectivity
- Journalism, Political aspects
- Journalism, Ethics
- Mass Media, History

- Mass Media, Social aspects
- Mass Media, Moral and ethical aspects
- Mass Media, Influence
- Mass Media, Political aspects
- Mass Media, Psychological aspects
- Mass Media, Policy
- Media literacy
- Identity, Psychology
- Corporations, Public relations
- Corporations Finance
- Strategic planning
- Communication in management
- Communication in marketing

- Communication, International
- Digital media
- Intercultural communication
- Pluralism, Social sciences
- Internet marketing
- Marketing, Management
- Consumer behaviour
- Marketing research
- Advertising media planning
- Sales promotion
- Research methodology (inc. Quantitative & Qualitative)
- Academic writing

Location on the shelves

Below you can find the location of various books relevant to **Public Relations and Marketing** in the library according to the Dewey Decimal Classification system in the Main, Reserve and Reference Collections:

Communication		Media		Technology		Law	
177.1	Courtesy, hospitality and	070	Documentary media, educational	004	Data processing (Computer Science)	323.44	Freedom of action
	politeness		media, news media	004.019	Human-computer interaction		(Liberty)
302.2	Communication	070.19	Broadcast Media	004.6	Interfacing & communications	323.445	Freedom of
302.23	Media (Means of	070.4	Journalism	005.8	Data security		publication
	communication)	070.49	Photojournalism	006.33	Knowledge-based systems	343.099	Mass Media Law
302.234	Motion pictures, radio &	070.5	Publishing	006.6	Computer graphics	343.0998	Press law
	television	071-079	Geographic treatment of	621.38	Electronics, communications		
303.482	Contact between cultures		journalism and newspapers		engineering		
303.4833	Communication (information	384.5	Wireless Communication	658.05	Computer applications		
	technology)	384.54	Radio broadcasting	770-9	Photography / Computer art /		
324.7	Political communication	384.55	Television		cinematography & video production		
384	Communications	384.8	Motion pictures				
651.7	Communication (Office Services)	621.388	Television				
658.45	Communication (Management)		(Electronics/Communication)				
		770	Photography, computer art,				
			cinematography, videography				
		778	Special kinds of photography				
		781.28	Elements of music				
		791.4	Motion pictures, radio, television				
Language			Business / Marketing		Social		
401.4	Communication; semantics,	339.3	Macroeconomics & related topics	300.72	Social research		
	pragmatics, languages for special	658.15	Financial management	302	Social Interaction		
	purposes	658.8	Management of marketing	303.38	Public opinion		
489.35	Modern Greek Language	658.3	Personnel management	3059	Social groups		
808.02	Authorship techniques,	658.834	Consumer research	306	Culture and Institutions		
	plagiarism, editorial techniques	658.848	Global marketing				
808.5	Rhetoric of speech	658.872	Telemarketing & direct marketing				
889	Modern Greek Literature	659.1	Advertising				
		659.2	Public Relations				
		659.111	Advertising, Planning & control				

Electronic Resources

The library subscribes to a number of databases which give access to millions of journal articles for your research. These can be accessed on-campus and off-campus (see "Off-campus access" instructions: <u>www.library.unic.ac.cy</u> or contact our library staff). To access relevant databases for **Public Relations and Marketing** go to UNIC library webpage, either use the Library Search box or click on **Databases**, then sort by subject and select "**Politics**, **International Relations and European studies**" & "**Business**, (Accounting, Management, Hospitality & Tourism) ":

ProQuest Databases

- ProQuest Central
- Social Sciences
- Research Library
- ABI/ Inform Complete
- OxResearch

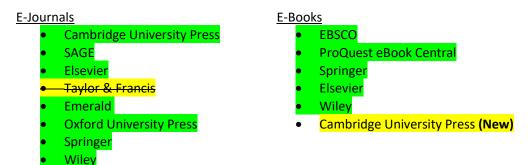
EBSCO Databases

- Political Science Complete
- Business Source Complete
- <mark>Ultimate</mark>
- Regional Business News
- Academic Research Search Ultimate
- MasterFile Premier
- Communication & Mass Media Complete (New)

Other Databases

- Lexis Nexis Academic Nexis Uni?
- EUR-Lex
- JSTOR
- PAIS International (www.oclc.org)
- AIS Electronic Library (New)
- Energy Online

Also, search under "e-journals" & "e-books" links to find:



European Resources

For resources relating to the EU go to: https://op.europa.eu/en/home

For EU information on:

- Foreign and Security policy: <u>http://europa.eu/pol/cfsp/index_en.htm</u>
- External relations: <u>https://eur-lex.europa.eu/summary/chapter/28.html</u>
- Databases on **external relations and development assistance**: <u>https://ec.europa.eu/social/main.jsp?catId=87</u> and for treaties: <u>http://ec.europa.eu/world/agreements/searchByCountryAndContinent.do?id=4&letter=A</u>
- For more relevant links go to the Library's EU resources webpage: <u>https://edc.library.unic.ac.cy/eu-resources</u>

To download audio, video files and photographs and for EU information (such as policy, legal texts, archives, etc) go to: http://ec.europa.eu/dgs/communication/index_en.htm OR for the EU Digital Single Market http://ec.europa.eu/dgs/communication/index_en.htm OR for the EU Digital Single Market https://ec.europa.eu/dgs/communication/index_en.htm OR for the EU Digital Single Market https://ec.europa.eu/dgs/communication/index_en.htm OR for the EU Digital Single Market https://ec.europa.eu/digital-single-market/ OR for TV companies and TV channels in the European Union http://mavise.obs.coe.int/.

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- Pay someone else to do the work for you
- Copy and photocopy the work or project of another student