SUBJECT GUIDE: PUBLIC RELATIONS AND MARKETING

www.library.unic.ac.cy

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 politeness	070	Documentary media, educational media, news media	004	Data processing (Computer Science)	323.44	Freedom of action (Liberty)
302.2	Communication	070.19	Broadcast Media	004.019	Human-computer interaction	323.445	Freedom of publication
302.23	Media (Means of communication)	070.4	Journalism	004. 6	Interfacing & communications		
		070.49	Photojournalism	005.8	Data security	343.099	Mass Media Law
302.234	Motion pictures, radio & television	070.5	Publishing	006.33	Knowledge-based systems	343.0998	Press law
		071-079	Geographic treatment of journalism and newspapers	006.6	Computer graphics		
303.482	Contact between cultures			621.38	Electronics, communications engineering		
303.4833	Communication (information technology)	384.5	Wireless Communication				
		384.54	Radio broadcasting	658.05	Computer applications		
324.7	Political communication	384.55	Television	770-9	Photography / Computer art / cinematography & video production		
384	Communications	384.8	Motion pictures				
651.7	Communication (Office Services)	621.388	Television (Electronics/Communication)				
658.45	Communication (Management)						
		770	Photography, computer art, cinematography, videography				
		778	Special kinds of photography				
		781.2- .8	Elements of music				
		791.4	Motion pictures, radio, television				

Language		Business / Marketing		Social			
401.4	Communication; semantics, pragmatics, languages for special purposes	339.3	Macroeconomics & related topics	300.72	Social research		
		658.15	Financial management	302	Social Interaction		
		658.8	Management of marketing	303.38	Public opinion		
489.35	Modern Greek Language	658.3	Personnel management	305 - .9	Social groups		
808.02	Authorship techniques, plagiarism, editorial techniques	658.834	Consumer research	306	Culture and Institutions		
		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: www.library.unic.ac.cy 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 **eCollections (A-Z),** then sort by subject and select "**Politics**, **International Relations and European studies**" & **"Business, (Accounting, Management, Hospitality & Tourism) "** :

ProQuest Databases
- Social Sciences
- Research Library
- ABI/ Inform Complete
- Business Market Research
- Worldwide Political Science Abstracts
- Digital National Security Archive-DNSA
- Documents on British Policy Overseas
- Military Database
- Political Science

EBSCO Databases
- Political Science Complete
- Business Source Ultimate
- Regional Business News
- Academic Search Ultimate
- MasterFile Premier
- Communication & Mass Media Complete
- European Views of the Americas: 1493 to 1750

Other Databases
- Nexis Uni
- EUR-Lex
- JSTOR
- PAIS International (www.oclc.org)
- AIS Electronic Library (New)
- EuroStat
- HeinOnline Law Journal Library
- RAPID

Also, search under "**eCollections (A-Z)**" link to find:

E-Journals
- Cambridge University Press
- SAGE
- Elsevier
- Taylor & Francis
- Emerald
- Oxford University Press
- Springer
- Wiley

E-Books
- EBSCO
- ProQuest eBook Central
- Springer
- Elsevier
- Wiley
- Cambridge University Press **(New)**

European Resources

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

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

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 https://ec.europa.eu/digital-single-market/ **OR** for TV companies and TV channels in the European Union http://mavise.obs.coe.int/ .

Copyright and Plagiarism

Access to subscribed resources is limited to authorised users only. An authorised user may use the Library's electronic resources solely for scholarly, research, or educational purposes. For further information go to www.library.unic.ac.cy/copyrights-and-plagiarism.

AVOID PLAGIARISM!!!! Plagiarism can be exhibited when you:
- Copy word for word, someone else's work
- Use a phrase or sentence from someone else without giving the reference
- Download material from the internet and present it as your own work
- Pay someone else to do the work for you
- Copy and photocopy the work or project of another student