



**BHARATIVIDYAPEETH'S**

**INSTITUTE OF COMPUTER APPLICATIONS & MANAGEMENT (BVICAM)**

(Affiliated to Guru Gobind Singh Indraprastha University, Approved by AICTE, New Delhi) A-4,  
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## Lesson Plan

Course: BAJMC-204- BASICS OF PUBLIC RELATIONS		
BAJMC-4 <sup>th</sup> Semester	No. of Theory Hours per Week: 04	No. of Practical Hours per Week: 02

### Course Outcomes (COs):

Cos for Theory (BAJMC-204)	
CO <sub>1</sub>	Explain and appraise the role of public relations. (BTL5)
CO <sub>2</sub>	Prepare minutes of the meeting, memo and notice for various activities. (BTL3)
CO <sub>3</sub>	Demonstrate/Illustrate various tools and techniques used for public relations. (BTL3)
CO <sub>4</sub>	Work in teams to organize a mock press conference. (BTL6)

### Recommended Books:

Books	S. No.	Details of the Books
Text Books	1.	Balan, K.R., & Rayudu, C.S. (1994). Public Relations in Action. New Delhi: Castle Book. [TB1]
	2.	Cutlip, S.M., Center, A.H., & Broom, G.M. (1985). Effective Public Relations. Englewood Cliffs, New Jersey's: Prentice-Hall. [TB2]
Reference Books	1.	Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication. [RB1]
	2.	Black, S., & Sharpe, M.L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's : Prentice Hall. [RB2]
	3.	Jethwaney, J.N., & Sarkar, N.N. (2015). Public Relations Management. New Delhi: Sterling Private. [RB3]
	4.	Sachdeva, I.S. (2009). Public Relations : Principles and Practices. New Delhi: Oxford University Press. [RB4]

5.	Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.[RB5]
6.	Fundamentals of Communication PR and Leadership by Georgios P. Piperopoulos, bookboon.com [RB6]

**Lesson Plan for Theory:**

Lecture No.	Topics/Concepts to be Covered	Reference of the Book and its Chapter
<b>UNIT-I</b>		
1.	Defining Public Relations	TB1
2.	Functions of Public Relation	
3.	Types of Publics	
4.	Evolution of Public Relations	
5.	Scope of PR	
6.	Issue Management, Lobbying	
7.	Corporate Social Responsibility	
8.	Public Opinion, Advertising, Propaganda	
9.	Publicity	
10.	PR as a marketing tool	
11.	Ethics in PR, PRSI Code, IPRA	
12.	Buffer Reserved for Revision	
<b>UNIT-II</b>		
13	PR agency: Concept, Structure, Functions	TB1 TB2
14	Media Relations, Multi-Media Release (press, audio, video and social media)	
15	Press Conference, Press Kit	
16	Press Briefings and Familiarizing Tours	

17	Tools& Techniques for Public Relations: House Journal	
18	Tools& Techniques for Public Relations: Bulletin Board	
19	Tools& Techniques for Public Relations: Visit by Management	
20	Tools& Techniques for Public Relations: Open House	
21	Tools& Techniques for Public Relations: Annual Reports	
22	Tools& Techniques for Public Relations: Exhibitions	
23	Use of Digital Media and Emerging trends in PR	
24.	Buffer Reserved for Revision	
<b>UNIT-III</b>		
25.	Role of PRO	TB1
26	Need and importance of PRO	TB2
27	Responsibility of PRO	
28	PR in Public sector	
29	Role of PRO in public sector	
30	PR in Private sector(CSR)	
31	Role of PRO in pvt. sector	
32	Role of PR in Education	
33	Role of PR in Health sector	
34	Role of PR in Political Parties	
35	Role of PR in Election Campaigns	
36	Buffer Reserved for Revision	
<b>UNIT-IV</b>		
37	Evolution of Corporate Communications	TB1 TB2
38	Corporate Communications	
39	Public Relations	

40	Defining PR Pitch
41.	Defining Campaign
42.	PR campaign: Research
43.	PR campaign: Setting Objectives
44.	PR campaigns: Programme Planning
45.	PR campaign: Budgeting
46.	PR campaign: Implementation
47.	PR campaign: Feedback/Evaluation
48.	Buffer Reserved for Revision

<b>Course: BAJMC 254-Public Relations Lab.</b>	
<b>BAJMC-4<sup>th</sup> Semester</b>	<b>No. of Practical Hours per Week : 04</b>

**Course/Lab Outcomes (COs):**

<b>Cos for Practical (BAJMC-254)</b>	
CO <sub>1</sub>	Design and implement multimedia release for the launch of a product/service. (BTL6)
CO <sub>2</sub>	Prepare minutes of the meeting, memo and notice for various activities. (BTL3)
CO <sub>3</sub>	Demonstrate proficiency of skills to design and manage a PR pitch and campaign. (BTL6)
CO <sub>4</sub>	Work in teams to organize a mock press conference.(BTL6)

**Lesson Plan for Practical:**

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.	1.	Plan, design and implement the following for the launch of a product/service /idea a. Press release b. Audio release c. Video release d. Social media news release	
2.	2.	Write Minutes of the Meeting, Memo and Notice (one each)	
3.	3.	Organize a Mock Press Conference	
4.	4.	PR Pitch and Campaign: Plan, Design and Implement Plan: objectives, date, venue, time, invite, refreshments, equipment, infrastructure, checklist, guests, budget	
5.	5.	Buffer reserved for Revision	
6.	6.	Plan: PR Personnel/staff	
7.	7.	Implement: Liaisoning, Licensing & permissions	
8.	8.	Designing a Press Kit: Press Release, backgrounder, fact-sheet, audio-visual material, stationery, gift	

Week No.	Lab No.	Topics/ Concepts to be Covered	Reference of Lab Manual
9.	9.	Buffer reserved for Revision	
10.	10.	Plan: Scheduling: Opening Speech, presentation, Q & A Session, vote of thanks	
11.	11.	Post-Conference PR : compilation of media coverage	
12.	12.	Buffer reserved for Revision	

### Testing Schedule:

Nature of Test	Feb	March	April	May
Surprise Test (ST)	ST in any of the Weeks	-	-	-
Mid Term Test (MT)	-	TBAL	-	-
Class Test (CT)	-	-	CT in any of the Weeks	-
Supplementary Test (Sp. T)	-	-	-	Sp. Test 1 <sup>st</sup> Week
Assignment Submission Schedule	<p><b>Assignment-1</b> is to be submitted One Week after completion of Unit-1 and Unit-2.</p> <p><b>Assignment-2</b> is to be submitted One Week after completion of Unit-3.</p> <p><b>Assignment-3</b> is to be submitted One Week after completion of Unit-4.</p>			