Public Relations

Course Code: **BAJMC-204**   **L T C**

Course Name: **PUBLIC RELATIONS**   **3 1 4**

INSTRUCTIONS TO PAPER SETTERS:

1. Question No. 1 should be compulsory and cover the entire syllabus. There should be 10 questions of short answer type of 2.5 marks each, having at least 2 questions from each unit.

2. Apart from Question No. 1, rest of the paper shall consist of four units as per the syllabus. Every unit should have two questions to evaluate analytical/technical skills of candidate. However, student may be asked to attempt only 1 question from each unit. Each question should be of 12.5 marks, including its subparts, if any.

3. Examiners are requested to go through the Course Outcomes (CO) of this course and prepare the question paper accordingly, using Bloom's Taxonomy (BT), in such a way that every question be mapped to some or other CO and all the questions, put together, must be able to achieve the mapping to all the CO(s), in balanced way.

LEARNING OBJECTIVES:

In this course, the learners will be able to develop expertise related to the following:-

1. Understanding and comprehend the fundamental role of public relations in managing communication between organizations and their various publics.

2. Explore the broad scope of public relations activities, including issue management, lobbying, corporate social responsibility, public opinion shaping, advertising, propaganda, publicity, and PR as a marketing tool.

3. Explore media relations strategies, including the creation of multi-media releases (press, audio, video, and social media), press conferences, press kits, press briefings.

PRE-REQUISITES:

1. Public Relations Skills
2. Emerging Trends in Public Relations

For basic understanding of programming concepts, the students are advised to study the courses/material available on following websites:

- Pre-requisite based Study Material available on Course Website (www.bvicam.in)

COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Design and implement multimedia release for the launch of a product/service.	BTL6	PO1
CO2	Demonstrate/Illustrate various tools and techniques used for public relations.	BTL3	PO1, PO2
CO3	Explore the role of public relations in various sectors.	BTL4	PO1, PO2, PO3, PO4, PO6, PO10
CO4	Design public relations campaign for various media platforms.	BTL6	PO1, PO2, PO3, PO4, PO6, PO10, PO11

UNIT - I

No. of Hours: 14   **Chapter/Book Reference:**]

Concept and Evolution of Public Relations: Defining Public Relations: Functions and Types of Publics, Evolution of Public Relations,Scope of PR: Issue Management, Lobbying, Corporate Social Responsibility, Public Opinion, Advertising, Propaganda, Publicity and PR as a marketing tool. Ethics in PR, PRSI Code, IPRA

UNIT - II

No. of Hours: 12   **Chapter/Book Reference:**]

PR Agency- Tools and Techniques PR agency: Concept, Structure and Functions Media Relations: Multi-Media Release (press, audio, video and social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours Tools &Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports, Exhibitions Use of Digital Media and Emerging trends in PR

UNIT - III

No. of Hours: 10   **Chapter/Book Reference:**

PR in Different Sectors: Role and Responsibility of PRO PR in Public and Private sector (CSR) Role of PR in Education and Health sector Role of PR in Political Parties and Election Campaign

UNIT - IV

No. of Hours: 09   **Chapter/Book Reference:**

Corporate Communications and PR: Evolution of Corporate Communications Corporate Communications and Public Relations Defining PR Pitch and Campaign PR campaign: Research, Setting Objectives, Programme Planning, Budgeting, Implementation, Feedback/Evaluation.

TEXT BOOKS:

TB1. Balan, K. R., & Rayudu, C. S. (1994). Public Relations in Action. New Delhi: Castle Book

TB2. Mary E. S. Loomis, "Data Management and File Structure", PHI, Second Edition, 2009.

REFERENCE BOOKS:

RB1. Cottle, S. (2003). News, Public Relations and Power. London: Sage Publication.Alfred V. Aho, John E. Hopcroft and D. Ullman, "Data Structures and Algorithms", Addison-Wesley, 1st Edition, 2002.

RB2. Black, S., & Sharpe, M. L. (1983). Practical Public Relations. Englewood Cliffs, New Jersey's: Prentice Hall.

RB3. Jethwaney, J. N., & Sarkar, N. N. (2015). Public Relations Management. New Delhi: Sterling Private.

RB4. Sachdeva, I. S. (2009). Public Relations: Principles and Practices. New Delhi: Oxford University Press.

RB5. Tripathy, M. (2011). Public Relations: Bridging Technologies and Monitoring Public and the Media. Delhi: Authors Press.

Public Relations Lab.

Course Code: **BAJMC-254**   **L T/P C**

Course Name: **Public Relations Lab.**   **0   2   1**

LEARNING OBJECTIVES:

In this course, the learners will be able to develop the working expertise related to the following:-

1. Implementing different operations on data and file structures.

2. Plan, design and implement different media release for the launch of a product/service /idea

3. Demonstrate proficiency of skills to design and manage a PR pitch and campaign

COURSE OUTCOMES:

After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BT Level	Mapping to PO #
CO1	Design and implement multimedia release for the launch of a product/service.	BTL6	PO1, PO2
CO2	Prepare minutes of the meeting, memo and notice for various activities.	BTL3	PO1, PO2, PO3
CO3	Demonstrate proficiency of skills to design and manage a PR pitch and campaign.	BTL6	PO1, PO2, PO3, PO4
CO4	Work in teams to organize a mock press conference.	BTL6	PO1, PO2, PO3, PO4