

ST. JOSEPH'S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM  
IV SEMESTER      **JOURNALISM & MASS COMMUNICATION**      TIME:5  
Hrs/Week

JMC \_\_\_\_\_(4) **PUBLIC RELATIONS & CORPORATE COMMUNICATION** MARKS:  
100

w.e.f.2021-2022 ("19AG)

## **SYLLABUS**

**OBJECTIVES:** To enable the students to

- Know the concepts in PR and Corporate Communication
- Understand how they are changing and different in the current world

### **LEARNING OUTCOMES:**

- Learn to research, write, plan, design and implement strategic communications plans for real clients, analyze paid influencers, organize real events for local charities, produce videos and newsletters, and write media releases and employee intranet articles in CP style;
- Gain an understanding of how communications strategies influence employee attitudes, shift stakeholders' opinions and tell an organization's story to the media;
- Connect with the PR industry;
- Work with real clients on campaigns designed and executed by students. Past and current clients include: Alpine Canada, Invictus Games

### **Unit-1**

Definitions – nature – scope- Evolution of PR in India – publicity – propaganda - Dynamic role of PR in public affairs – PR management– structure – PR policy – Four steps of PR - Methods of PR – Press relations – House journals- Periodicals – Books and other publications

### **Unit- 2**

PR for central government –State government – Local bodies – Private Organizations – Employees relations Professional organizations of PR PRSI, PASA, IPRA, BPRA – A brief survey of PR in India – techniques – evaluation – recent trends.

### **Unit 3**

Corporate Communication-Types - Marketing communications-Organizational communications- Definition-Tools of corporate communication-Visual identity systems-Integrated marketing communications-Coordinating teams-Communication planning system-The communication agenda to build reputation.

### **Unit 4**

Communication to Reputation- Brand, image, - The value of a good reputation- The influence of psychology, economics, strategic management, sociology,

organizational science - Linking corporate communication to reputation- Defining identity- Corporate Identity

### **Unit 5**

Communicating with the corporate Brand-The drivers of corporate branding- Strategy drivers-Organizational drivers- Employee drivers- Value drivers- Generating value from the corporate brand-Organizational associations-Typologies of corporate brands.

### **Reference books:**

1. Cutlip& Centre. (2005). Effective public relations, New Delhi: Pearson.
2. J V Vilanilam (2011). Public Relations in India. New Delhi: Sage.
3. Alison Thaker. (2004). The Public Relations Handbook. London: Routledge.
4. J V Vilanilam. (2005). Mass Communication in India. New Delhi; Sage.
5. Cees B.M. van Riel and Charles J Fombrun . Essentials of Corporate Communication: Implementing practicals for effective reputation management. Routledge. 2007
6. J Jaiswamy (2011). Corporate Communication, New Delhi: Oxford University.