ST. JOSEPH’S COLLEGE FOR WOMEN (AUTONOMOUS) VISAKHAPATNAM

I SEMESTER **SKILL DEVELOPMENT COURSE** TIME:2HRS/WEEK

PR 1001 (2) **PUBLIC RELATIONS** MAX. Marks: 50

(w.e.f: 2020-2021-‘20AH’) **SYLLABUS**

## COURSE OUTCOMES:

After successful completion of this course, the student will be able to:

1. Understand the historical background and role Public Relations in variousareas
2. Have insight into the use of the technological advancements in Public Relations
3. Comprehend tools of Public Relations in order to develop the requiredskills.
4. Understand the ethical aspects and future of Public Relations inIndia
5. Develop writing skills for news papers and creation of Blogs.

## SYLLABUS:

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| **UNIT – I:** | Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry. |
| **UNIT – II:** | Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations- Press Conferences, Meets, Press Releases, Announcements, Webcasts |
| **UNIT – III:** | Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility, Public Relations and Writing-Printed Literature, Newsletters, Opinion papers and Blogs |

**CO-CURRICULAR ACTIVITIES SUGGESTED**:

1. Invited lecture by local field expert/eminent personality on PublicRelations
2. Visit toPress
3. Opinion Survey, Media Survey andFeedback
4. CaseStudies
5. Organising mock press conferences, exhibitions
6. Assignments, Group discussion, Quiz etc.

## REFERENCE BOOKS:

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlips cottetal, Effective Public Relations, London,1995.
3. Black Sam, Practical Public Relations, Universal Publishers,1994.
4. S.M.Sardana, Public Relations: Theory andPractice.
5. J.V.Vilanilam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, NewDelhi2011.
6. Websites on Public relations.

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