



CLUSTER UNIVERSITY OF SRINAGAR

SYLLABUS (FYUP UNDER NEP 2020)

UG- 5th Semester (NEP)

Subject: Journalism and Mass Communication

Course Title: Public Relations (Major Course-CT2)

Course Code: UGJOR22J502

Total Credits: 06 :(Theory: 04; Tutorial/Practical = 02)

Contact Hrs: 90 (Theory: 60, Tutorial: 30)

Max. Marks: 150

Theory External: 100

Tutorial (Internal): 50 Marks

Objectives:

1. Explain the concept and scope of Public Relations
2. Explain tools and tips of Public Relations
3. Describe the nature of duties of Public Relations Officer

Learning Outcomes:

1. Students would learn about basics of Public Relations & Corporate Communication
2. Students would gain knowledge about the tools of CC & PR
3. Students would be apprised about ethical issues in PR

Unit I.	Understanding Public Relations
	<ol style="list-style-type: none">a) Concept of PRb) Origin of Public Relationsc) Functions & elements of Public Relationsd) PR in India, PRSA & IPRA
Unit II.	PR: Process & Tools
	<ol style="list-style-type: none">a) Basics of Corporate Communicationb) Internal and External Publicsc) Components and tools of Public Relationsd) Public Relations as a Process
Unit III.	PR in practice
	<ol style="list-style-type: none">a) Organizational Imageb) Media relationsc) Writing press release, handling press questions, coping with bad publicityd) Role and responsibilities of Public Relations Officer
Unit IV.	Ethical considerations in PR
	<ol style="list-style-type: none">a) Developing PR message and identifying suitable mediab) Propaganda versus PRc) Ethical standards in PRd) TARES Test in PR
Tutorials	
Unit V.	Assignment/Group Discussions/Presentation/Case Studies(Followed by Viva-Voce)
	<ol style="list-style-type: none">a) Overview of PR in practiceb) Overview of Corporate Communication in practicec) Case Studies in Business & Industry
Unit VI.	<ol style="list-style-type: none">a) Case Studies in Govt. & Politicsb) Case Studies in Healthcarec) Case Studies in Education

Suggested Readings:

- Corporate Communication: Principles and Practice by Jaishri Jethwaney
- Cutlip and Center's Effective Public Relations
- Handbook of Corporate Communication & Public Relations by Sandra Oliver
- The Fundamentals of Corporate Communication by Richard R. Dolphin