

Suggested Syllabus Revision for SYBMM Sem III

Introduction to Public Relations

Objectives:

1. To prepare students for effective & ethical public communication on behalf of organisations.
2. To help students acquire basic skills in the practical aspects of Media Relations & Crisis Management.
3. To equip students with basic skills to write & develop Press Release & other PR communication.
4. To design a PR campaign.

Topic Outline

Sr. No	Topic	No. of Lectures
1.	a. Definition of Public Relations (PR) A. Nature B. Scope C. Stakeholders b. Evolution of PR. With special focus on India.	06
2.	PR, Propaganda, Public Opinion & Publicity.	02
3.	PR and Marketing PR & Advertising, PR and Branding	06
4.	Objectives, Functions of PR, Skills needed to be a PR Professional.	04
5.	a. In-house PR and PR Consultancy: Advantages & Disadvantages b. Internal and External PR : With focus on Corporate Communications	04
6.	Corporate Image Management	02
7.	PR Tools: I. Media tools a. Press release b. Press conference c. Others II. Non Media a. Seminars b. Exhibitions / trade fairs c. Sponsorship d. Others III. Content Development in PR a. Development of profile: Company / Individual b. Drafting a Pitch note/ Proposal c. Writing for Social Media	08

8.	New age PR:Digital PR (To be taught with contemporary cases)	04
9.	PR process with emphasis on developing a PR campaign	04
10.	Crisis communication (With case studies) a. Preparing a crisis plan b. Handling crisis	04
11.	Social responsibility & PR (With case studies)	02
12.	Ethics in PR: Code of conduct(With case studies)	02

References

- Excellence in Public Relations and Communication Management
 - James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates.
- Crisis Communications: A Casebook Approach
 - Kathleen Fearn-Banks; Lawrence Erlbaum Associates.
- Strategic Planning for Public Relations
 - Ronald D. Apr Smith; Lawrence Erlbaum Associates.
- Corporate Public Relations: A New Historical Perspective
 - Marvin N. Olasky; Lawrence Erlbaum Associates.
- Public Relations Writing: Principles in Practice
 - Donald Treadwell, Jill B. Treadwell; Sage Publications.
- Media Writing: Print, Broadcast, and Public Relations
 - W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates.
- New media and public relations
 - Sandra C. Duhé; Peter Lang.
- Online Public Relations
 - David Phillips, Philip Young; Kogan Page.
- Effective Public Relations
 - Scott Cutlip, Allen Center and Glen Broom; Pearson Education.
- PR and Media Relations
 - Dr. G.C. Banik; Jaico Publishing House.
- Public Relations techniques that work

- Jim Dunn; Crest Publishing House.

- Principles of Public Relations
 - C.S. Rayudu and K.R. Balan; Himalaya Publishers.

- Public Relations for your business
 - Frank Jefkins; Jaico Publishing House.

- The fall of advertising and the rise of PR
 - Al Ries, Laura Ries; Harper Collins.

- Public Relations : The profession and the practice
 - Dan Latimore, Otis Baskin, Suzette Heiman, Elizabeth Toth; McGraw Hill Education.

- A Handbook of Public Relations and Communication
 - Lesly Philip; McGraw Hill Education.

- This is PR – The realities of Public Relations
 - Newsom, Turk, Kruckeberg; Thomas Asia.