

CAREER ORIENTED COURSE - PUBLIC RELATIONS  
EFFECTIVE FROM THE ACADEMIC YEAR 2020 ONWARDS (BATCH 2020-2021)

YEAR	COURSE CODE	SUBJECT NAME	MARKS			CREDITS	HRS/WEEK	EXAM DURATION
			CA	TEE	TOTAL			
I	20331A	Principles of Public Relations	25	75	100		2	3
I	20331P	Principles of Public Relations - Practicals	40	60	100		2	3
II	20331B	Public Relations Practice and Corporate Publications	25	75	100		2	3
II	20331Q	Public Relations Practice and corporate Publications - Practicals	40	60	100		2	3
III	20331C	Research and Applications of Public Relations	25	75	100		2	3
III	20331R	Research and Applications of Public Relations - Practicals	40	60	100		2	3
		Total Marks	-	-	600			-

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COURSE CODE	COURSE TITLE	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
20331A	Principles of Public Relations	3	2	1	1	-	2	-	-	-	-
20331P	Principles of Public Relations – Practicals	2	2	2	2	3	3	3	3	3	3
20331B	Public Relations Practice and corporate publications	3	-	1	1	1	1	-	-	1	1
20331Q	Public Relations Practice and corporate publications – Practicals	2	3	1	3	2	1	1	3	2	3
20331C	Research and Applications of Public Relations	2	2	2	2	3	2	1	2	3	3
20331R	Research and Applications of Public Relations - Practicals	3	2	2	1	2	3	1	2	1	2

Indicators: 1. Reasonable 2. Significant 3. Strong



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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
I & II	20331A	Certificate Level - Principles of Public Relations		THEORY	-	100%

**Objectives:**

To impart the skills of PR to the students. Students will get to know the functioning of a PR department in an organization. To teach them how to write a press release, organize a press conference and to publish a house journal.

**UNIT- I: Introduction to Public Relations**

**(Teaching Hours 10)**

What is Public Relations? Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR role in the Indian Setting -Developing economy.PR as distinct from other forms of Communication, PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services.

**UNIT – II: Historical Perspective**

**(Teaching Hours 10)**

Industrial revolution-the beginnings of PR – Pioneers-Ivy Lee in America – Technological and media revolution in the Society- PR during First and Second World Wars – The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI – Present status and Future of PR in India.

**UNIT – III: Public Opinion**

**(Teaching Hours 8)**

Meaning and Definition-Opinion Leaders-, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes – Role of PR in opinion formation- Persuasion. The Ethics of PR – Social Responsibility Code of Professional Standards for the practice of PR – IRSI – Code of Ethics.

**UNIT – IV: Mass Media as a social instrument**

**(Teaching Hours 12)**

Tools of PR- Newspapers, Radio, TV, Film, Photography, Social Media i) Radio in India, Relative coverage and appeal of Radio and Press. ii) Newspapers in India, News Agencies- Government and Press iii) TV in India-Role of TV in PR iv) Films as a tool of PR (Feature films, PR films, Script Writing for News Reel and Documentaries v) Photographs - Uses of Photos in PR, News photos vi) Exhibition as a PR tool vii) Promotion through New Media Note: One case study pertaining to any one medium to be completed and incorporated in the Record.

**UNIT – V: Media Relations**

**(Teaching Hours 10)**

Strategy for good media relations, Inter-Media Publicity, Press Conference. Traditional Media as a PR tool – Types – Advantages - Role of traditional Media in rural India. Outdoor media as a PR tool – Hoardings – Posters – Transit media – Bus panels – Neon signs – Direct Mail – advantages.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To introduce the basics of public relations to students	K1, K2
CO2	To elaborate the historical perspectives of public relations.	K1,K2,K3
CO3	To initiate the understanding of public opinion and the ethics of public relations to the students.	K1, K2, K4
CO4	To educate the students about mass media as a social instrument	K1, K2, K3
CO5	To instruct about the PR tools and the importance of media relations.	K1, K2, K3

**Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	1	1	-	3	-	-	-	-
CO2	2	2	-	1	-	-	-	-	-	-
CO3	3	2	1	1	-	-	-	-	-	-
CO4	3	2	2	-	-	3	2	-	1	2
CO5	3	2	1	-	-	2	-	-	-	-

**Indicators:** 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Public Relations	Moore, Frazier. H	Illinor 1891	1
2	Public Relations In India	J.M Kaul	-	2

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Public Relations at the Cutting Edge Level	Alphonse L. Earayil and James Vadackumchery	National Publishing House, New Delhi	---
2	The Creation of Consent, Public Relations in Practice	Charles S. Steinberg	Hastings House Publishers, New York.	----
3	The Public Relations Handbook	Alison Theaker	----	----
4	Public Relations Writing – form and Style	Doug Newson: Bob Carrell	Wadsworth Publications	6 <sup>th</sup> Edition
5	Public Relation principles and practices	Iqbal S.Sachdene	oxford university press.	-----

**Pedagogy:** Teaching/learning Methods: Lectures, PPT Presentations, Assignment, Quiz and Group Discussions are the teaching and learning methods that are adopted.

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
I & II	20331P	Certificate Level - Principles of Public Relations - Practicals		PRACTICAL	-	100%

**List of Exercises**

1. The Art of News writing – What is News?, Difference between Newspaper Writing and Broadcast writing, Language, content and style. (Demonstration classes for each of this should be done and the student should complete it in the record)
2. Writing for House Journals – Reporting for house journal– How to write a Press Release, Press release – Its parts: Headline, Sub-Headlines, the Lead, Paragraphs, Essentials of Writing a Press Release.
3. Feature writing, Corporate Features. (Create a Corporate feature for an organisation)
4. House Journal: Writing Editorial for House Journal, (Prepare a House Journal with a minimum of 15 pages)
5. Mock Press Conference. (Organise a Press Conference)

**SPLIT UP OF MARKS FOR INTERNAL AND EXTERNAL EXAMINATION**

**INTERNAL**

Record	10
Mock Press Conference	20
Model	05
Attendance	05
Total	40

**EXTERNAL**

House Journal	15
Exercises (2x15)	30
Viva Voce	10
Record	05
Total	60

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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn the art of news writing	K1, K2
CO2	To write Press Release and how to report to House Journal	K1, K2, K3
CO3	To learn how to write feature writing and its types	K1, K2
CO4	To learn the writing for Editorial House Journal	K1, K2, K5
CO5	To learn how to conduct mock press conference	K1, K2, K4

**Note:**

**K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.**

**COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME**

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	3	1	3	1	2	3

**Indicators:** 1. Reasonable 2. Significant 3.Strong

**Pedagogy:** Teaching/learning methods like Lecture, PPT Presentation, Seminar, Assignment and Group Discussion would be adopted.



**CAREER ORIENTED COURSE – PUBLIC RELATIONS**  
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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
III & IV	20331B	Diploma Level - Public Relations Practice And Corporate Publications		THEORY	-	100%

**Objective:**

To impart the skills of PR in media relations, in formation of public opinion and other forms of Communication. Students will get to know the ethical procedures to be followed as a PRO. Scope of the Practice - Planning for Public Relations - Measuring Public Relations Objectives -Organizing Public Relations department

**UNIT – I: PUBLIC RELATIONS PRACTICE AND CORPORATE PUBLICATIONS**

**(Teaching Hours 12)**

Corporate Publications – The need, scope and role of corporate publications in communication with both internal and external publics. Types of Corporate Publications – Employee Manuals/Handbooks –Internal and External House Journals – Trade Bulletin – Catalogues – Booklets and Brochures-Leaflets and folders– Fact sheets – Direct Mailers etc.

**UNIT – II: PR WRITING AND PLANNING A PUBLICATION** **(Teaching Hours 08)**

Essentials of PR Writing: Planning a Publication – Identifying the purpose, Subject, Readership – Structuring the content-collection of Material – Writing the text and Principles of good writing - Use of statistics- Language and vocabulary.

**UNIT – III: EDITING, LAYOUT AND ART WORK** **(Teaching Hours 10)**

Editing – Fundamentals and Techniques – Purpose and role of editing –Editing of House Journals. Graphics – Use of charts, pictorial charts – Graphs and photographs- Symbols – Line drawing and Illustrations – Photomontage – placement of graphics etc – Importance of color in corporate literature. Layout and Artworks of PR, Production of Corporate publications, kinds of paper.

**UNIT – IV: ADVERTISING IN PUBLIC RELATIONS** **(Teaching Hours 10)**

Advertising as a PR tool – Criticism against advertising – Status and Future of Advertising in India. Advertising, Propaganda, publicity, Salesmanship Sales promotion and Public Relations – Role of Advertising in marketing and Public Relations. Types of Advertising: Financial Advertising-Advertising for services-Corporate/Institutional advertising-Public Services advertising-Retail advertising and Government advertising.

**UNIT – V: PUBLIC RELATIONS IN ACTION** **(Teaching Hours 10)**

PR Campaigns- Case studies in Public Relations - Public Relations in crisis Management - Public Relations Ideas for Special events – Open House – Planning & Organization.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To introduce the public relations practice and corporate publications to the students	K1, K2
CO2	To elaborate on public relations writing and planning a publication.	K1, K2, K3 K5
CO3	To gain knowledge on editing, layout and art work.	K1, K2, K4 K5
CO4	To educate the students about advertising in public relations	K1, K2, K3
CO5	To instruct about the PR in action detailing on campaigns, case studies , management and events.	K1, K2, K3 K4

**Note:** K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	1	-	-	-	2	-	-	2	-
CO2	1	-	-	-	1	-	-	-	2	3
CO3	2	-	-	-	2	1	-	-	1	-
CO4	3	1	2	-	-	-	-	-	1	-
CO5	3	-	2	2	-	-	-	-	-	-

**Indicators:** 1. Reasonable 2. Significant 3.Strong

TEXT BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Filming Reality	Shoma A Chatterji	Sage publications	2015
2	On Film Editing	Edward Dmytryk	Routledge	2 <sup>nd</sup> Edition 1984
3	In the Blink of an Eye: A Perspective on Film Editing	Walter Murch	Silman-James Press	2 <sup>nd</sup> Edition ,2001
4	Cut by Cut: Editing Your Film or Video	Gael Chandler	Michael Wiese Productions	Revised Edition, 2012
5	Color Correction Handbook: Professional Techniques for Video and Cinema	Alexis Van Hurkman	Peachpit Press	2 <sup>nd</sup> Edition, 2013

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Management of Public Relations and Communication	Sengupta	Vikas Publishing House	2005 Paperback Edition.
2	Handbook of PR & Communication	Philip Lesly	Jaico Publishing House", New Delhi,	Paperback Edition 2002 Edition
3	A Textbook of PR & Corporate Communications	Parvati Mahalanobis	Dominant Publishers and Distributors	2005 Edition
4	Handbook of PR in India	DS Mehta	Allied Publishers	1997 Edition

**Pedagogy:** Teaching /learning methods: Lectures, PPT Presentations, Assignment and Group Discussions would be adopted.

Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE – 641014

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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
III & IV	20331Q	Diploma Level - Public Relations Practice and Corporate Publications - Practicals		PRACTICAL	-	100%

**Exercise 1:** Writing, Editing and Production of Corporate Publications:- Booklets, Brochures, Leaflets and Folders.

**Exercise 2:** Organizing PR Campaign (Pre-testing and Post-testing to be conducted for evaluating the campaign and included in the record)

**Exercise 3:** Create Print and Video Advertisement for the campaign.( To be included in Record and CD to be submitted for Video Ad)

**Exercise 4:** Evaluation of PR Campaigns with special emphasis on Indian Context.  
(Analysis to be included in the Record)

**Note: Campaign and Event to be organized in the odd semester only.**

**SPLIT UP OF MARKS FOR INTERNAL AND EXTERNAL EXAMINATION**

**INTERNAL**

PR Campaign	20
Analyzing Print and Video Ad	10
Model	5
Attendance	5

Total -----  
40  
-----

**EXTERNAL**

Exercises (2x15)	30
Viva Voce	15
Record	15

Total -----  
60  
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**Dr G R DAMODARAN COLLEGE OF SCIENCE (AUTONOMOUS)  
COIMBATORE – 641014**

**CAREER ORIENTED COURSE – PUBLIC RELATIONS  
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**Course Outcome mapping with Knowledge level**

Course Outcome	CO Statement	Knowledge level
CO1	To learn and writing for corporate publications	K1, K2 ,K3
CO2	To know about how to organize PR Campaigns	K1, K2, K4
CO3	To impart video and print advertisements	K1, K2,
CO4	To evaluate PR Campaigns	K1 ,K2,K5

**Note:**

**K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.**

**COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME**

Course Outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	2	3	1	3	2	1	1	3	2	3

**Indicators: 1. Reasonable 2. Significant 3.Strong**

**Pedagogy:** Teaching / learning methods: like Lecture, PPT Presentation, E-Content Seminar, Assignment, Quiz and Group Discussion would be adopted.



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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
V & VI	20331C	Advanced Diploma Level - Research and Applications of Public Relations		THEORY	-	100%

**Objective**

To impart the skills of PR in employee communication, crisis management, and social responsibility. Students will learn research and its application in PR.

**UNIT I: (Teaching Hours 10)**

Crisis Management & risk management: types of crisis. Crisis management and PR, PR and social responsibility, PR case studies for crisis management, ethics and PR.

**UNIT II: (Teaching Hours 10)**

Special areas of PR: corporate image and the corporate identity. Special events in PR: sponsor community events pageants, special days and weeks, display and exhibits.

**UNIT III: (Teaching Hours 10)**

Research in PR: the role of research in PR, using research to plan programs, using research to monitor programs, evaluating program using research.

**UNIT IV: (Teaching Hours 10)**

Methods in PR research: designing the research, sampling the population, making the Observation, Data Collection.

**UNIT V: (Teaching Hours 10)**

Analyzing data: compiling and organizing data, describing the findings, interpreting and reporting the findings, report writing.

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COURSE OUTCOME MAPPING WITH KNOWLEDGE LEVEL

Course Outcome	CO Statement	Knowledge level
CO1	To teach crisis management and risk management to the students.	K1, K2, K3
CO2	To elaborate on the special areas of public relations.	K1, K2,
CO3	To make the students gain knowledge about research in public relations.	K1, K2, K4, K5
CO4	To make the students educate about methods in Public Relations Research.	K1, K2, K3, K4
CO5	To instruct the students on analyzing data.	K1, K2, K3, K4, K5

Note: K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

Course outcome	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	3	1	2	2	1	1	2	2
CO2	2	1	2	3	3	1	1	2	1	3
CO3	1	2	2	3	3	1	1	2	2	1
CO4	1	1	2	2	2	1	1	1	3	1
CO5	3	3	1	1	1	2	2	3	3	2

Indicators: 1. Reasonable 2. Significant 3.Strong

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TEXT BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Public relations: Principles, cases and problems	H. Frazier Moore,	Illinois publishers	1981
2	Effective Public Relations	Scott, M. Cutlip and Allen H. Center	Prentice Hall	1982

REFERENCE BOOKS				
S.No.	Title	Author	Publishers	Publication Year & Edition
1	Public Relations in Administration	Sukumaran Nair, Nambisan	College Book House, Trivandrum.	-----
2	Public Relations Practices	Allen H. Center, Frank E. Walsh	Prentice Hall, Inc, New Jersey.	-----
3	Using research in Public Relation	Glen M. Broom and David M. Dozier	Jaico Publishing House.	-----

**Pedagogy:** Teaching/learning methods: Lectures, PPT Presentations, Assignment, Quiz and Group Discussions are the teaching and learning methods adopted.



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SEMESTER	COURSE CODE	COURSE TITLE	CREDITS	THEORY/ PRACTICAL	PROBLEMS %	THEORY %
V & VI	20331R	Advanced Diploma Level - Research and Applications of Public Relations - Practicals		PRACTICAL	-	100%

**Outline of the laboratory Programs:**

(Teaching Hours 30)

1. Research study on PR has to be carried out by the students and a report shall be Submitted. (40 Pages)
2. Conduct an Event/ Exhibition

**SPLIT UP OF MARKS FOR INTERNAL AND EXTERNAL EXAMINATION**

**INTERNAL**

Topic Selection	5
Research Design	15
Attendance	5
Review of research	5
Event/ Exhibition	10
	-----
Total	40
	-----

**EXTERNAL**

Event/ Exhibition	10
Project reports	30
Presentation & Viva	20
	-----
Total	60
	-----

**RESEARCH REPORT FORMAT:**

Introduction  
Review of literature  
Methodology  
Data analysis and interpretation  
Suggestion & Discussion  
Conclusion  
Bibliography

CAREER ORIENTED COURSE – PUBLIC RELATIONS  
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Course Outcome mapping with Knowledge level

Course Outcome	CO Statement	Knowledge level
CO1	To learn basic research study in PR	K1, K2, K23
CO2	To conduct Exhibitions or Events in PR field	K1, K2, K3, K5

Note:

K1- Remembering; K2 – Understanding; K3 – Applying; K4 – Analyzing; K5 – Creating & Evaluating.

COURSE OUTCOME MAPPING WITH PROGRAMME OUTCOME

COURSE OUTCOME	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10
CO1	3	2	2	1	2	3	1	2	1	2

Indicators: 1. Reasonable 2. Significant 3. strong

Pedagogy: Teaching/learning methods: Lecture, PPT Presentation, Exhibition, Group Discussion would be adopted.