

SARDAR PATEL UNIVERSITY
Programme & Subject: M.A (Communication & Media Studies)
Semester: III
Syllabus with Effect from: June – 2010/2011

Paper Code: CMS - 604	Total Credit:
Title Of Paper: Public Relations & Corporate Communication	

Unit	Description in detail	Weightage (%)
Strategic Public Relations/CC and Management		
I	Evolution and history of public relations; definitions of PR, PR and allied disciplines (publicity, propaganda, public affairs, lobbying, etc.).	10%
II	Symmetrical and asymmetrical theories of PR - law and ethics of PR (defamation, copyright, invasion of privacy; PRSI code of ethics).	10%
III	Interface of PR with various management disciplines (human resource development, finance, marketing, law, etc.); public in PR, PR tools (interpersonal, mass media and selective media); PR in industry (public sector, private sector and multinational); PR in central and state governments and the functioning of various media units of the state and Union governments.	20%
IV	Defining strategy and its relevance in public relations and corporate communication; campaign planning, management and execution; role of PR/CC in crisis communication and disaster management.	10%
V	Defining stakeholders and media selection; study of symmetrical and asymmetrical models in handling crises.	10%
VI	Building a distinct corporate identity: concepts, variables and process; making of house styles (logo, lettering and process)	10%
Media Relations		
VII	Writing for public relations: internal public (house journals, bulletin boards, open houses, suggestion boxes, video magazines, etc.).	10%
VIII	Writing for media (press release/backgrounder, press brief, rejoinders, etc)	10%
IX	Organizing press conferences, facility visits, press briefs; proactive and reactive media relations; ethical aspects in media relations; role of technology in PR/CC.	10%

