

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

DIGITAL MARKETING

CODE: 19PR/PE/DM23

CREDITS: 3

L T P:2 0 1

TOTAL TEACHING HOURS:39

OBJECTIVES OF THE COURSE

- To introduce the various forms of digital platforms and communication tools used today for effective Marketing
- To encourage skill development on working with different stakeholders using the various digital tools of communication
- To introduce the role of analytics in Digital Marketing

COURSE LEARNING OUTCOMES:

On successful completion of the course, the students will be able to

- Define and discuss the term digital marketing and its scope in future
- Identify the similarities and differences between traditional and digital marketing
- Demonstrate an understanding of how search engines are optimized to market brands and the variety of tools used for the same
- Illustrate the working of mobile marketing for brands and the strategies used to keep the customers informed and updated
- Analyze how social media is utilized for effective brand communication, including the interactive platforms and video portals
- Assess how online campaigns for brands are done in comparison to the traditional campaigns in terms of tactics and tools used

Unit 1 (8 Hours)

Introduction

- 1.1 Meaning and Definition Marketing
- 1.2 Need, Scope and Functions of Marketing
- 1.3 Introduction to Digital Communication platforms
- 1.4 Meaning and Definition of Digital Marketing
- 1.5 Traditional Vs. Digital Marketing – Similarities and Differences
- 1.6 Need for Data Analytics for effective Digital Marketing

Unit 2 (8 Hours)

Search Engine Marketing

- 2.1 Definition and Functions
- 2.2 Online Reputation Building
- 2.3 Video and Image Marketing
- 2.4 Online Campaigns
- 2.5 Feedback, Tags and Mentions

2.6 Search Spiders and AI

Unit 3 **Search Engine Optimization** **(7 Hours)**

- 3.1 Meaning and Definition
- 3.2 Elements of SEO – keyword research, website analysis, content strategy, link building
- 3.3 Content Optimization and Image Optimization
- 3.4 Ethics of SEO - Organic Vs. Pay Per Click SEO
- 3.5 In-house SEO Vs. Outsourced SEO

Unit 4 **Mobile Marketing** **(8 Hours)**

- 4.1 Definition and Meaning of Mobile Marketing
- 4.2 Growth of Mobile Marketing in India
- 4.3 SMS and Push Message Strategies
- 4.4 Mobile Applications Marketing
- 4.5 Creating Content for Apps
- 4.6 App Store Ads Vs. Notifications
- 4.7 In-game Promotions – the most effective mobile marketing strategy

Unit 5 **Social Media Marketing** **(8 Hours)**

- 5.1 Social Media Marketing and Ethics
- 5.2 Tools of communication for Social Media Marketing
- 5.3 Marketing Strategies for Social Media Platforms – Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest
- 5.4. Creative Stories for Brand Promotion – YouTube and Vlogs
- 5.5 Effective campaigns and Brand Communication on Social Media

BOOKS FOR STUDY

- Kotler, Philip; Kartajaya, Hermawan; Setiawan, Iwan. *Marketing 4.0: Moving from Traditional to Digital*. Wiley India Pvt. Ltd., 2017
- Lancaster, Geoff; Massingham, Lester. *Essentials of Marketing Management*. Routledge Publications, UK, 2018

BOOKS FOR REFERENCE

- Becker, Michael; Arnold, John. *Mobile Marketing for Dummies*. John Wiley & Sons, 2010
- Dodson, Ian. *The Art of Digital Marketing*. John Wiley & Sons, New Jersey, 2016
- Evans, Dave. *Social Media Marketing – An Hour a Day*. John Wiley & Sons, 2012
- Hofacker, Charles. F. *Digital Marketing- Communicating, Selling and Connecting*. Edward Elger, UK, 2018
- Kelsey, Todd. *Introduction to Search Engine Marketing and Adwords*. APress, USA, 2017
- Kotler, Philip; Keller, Kevin Lane; Koshy Abraham; Jha, Mithileshwar. *Marketing Management – A South Asian Perspective* (13th Edition). Pearson Prentice Hall, India, 2010
- Nagpal, Amit, Hindustani, Prakash. *Personal Branding, Storytelling and beyond*. Story Mirror Infotech, India, 2017
- Nargundkar, Rajendra; Sainy, Romi. *Digital Marketing- Cases from India (E-book)*. Amazon Digital Services. 2018

Singh, Shiv; Stephanie Diamond. *Social Marketing for Dummies*. John Wiley & Sons, India, 2013

Susan Chritton. *Personal Branding for Dummies*. John Wiley & Sons, India, 2013

JOURNALS

International Journal for Research in Marketing. Elsevier. ISSN 0167-8116

Journal of Brand Strategy. Henry Stewart Publications. ISSN 2045-855x (p); ISSN 2045-8568 (e)

Indian Journal of Marketing (Scopus). Associated Management Consultants Private Limited. ISSN 0973-8703

Public Relations Review: A Global Journal for Research and Comment. Elsevier. ISSN 0363-8111

Journal of Public Relations Research. Routledge (Taylor and Francis Online) ISSN 1062-726x (p); 1532-754x (e)

Public Relations Inquiry. SAGE Journals. ISSN 2046-147x (p); 2046-1488 (e)

PATTERN OF ASSESSMENT

Continuous Assessment Test:

Total Marks: 50

Duration: 90 minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components:

Total Marks: 50

Assignments/Seminars/Presentations/Role Play/Case Studies/Group Discussions

End-Semester Exam:

Total Marks:100

Duration: 3 hours

Part A: 10X2 = 20Marks (Answer All questions)

Part B: 5X 8 = 40 Marks (Answer any Five out of Eight questions)

Part C: 2X20= 40 Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

INTRODUCTION TO PUBLIC RELATIONS

CODE: 19PR/PE/IP23

CREDITS: 3

L T P:2 0 1

TOTAL TEACHING HOURS:39

OBJECTIVES OF THE COURSE

- To introduce the fundamental concepts of Public Relations
- To enable an understanding of the working of PR different sectors
- To encourage skill development on working with different stakeholders using the various tools of communication
- To enable an understanding of various forms of digital platforms and communication tools used today for effective PR activities

COURSE LEARNING OUTCOMES

On successful completion of the course, the student will be able to

- Define Public Relations and identify internal and external publics for individual organizations
- Comprehend the distinction of Public Relations from Spin Publicity, Advertising and Propaganda
- Understand the theories of PR and its use in different capacities
- Understand how PR evolved and how it has been appreciated as an important management tool by various industries

Unit 1 (8 Hours)

Introduction

- 1.7 Meaning and Definition of Public Relations
- 1.8 Publics: Internal and External
- 1.9 Need, Scope and Functions of Public Relations
- 1.10 Skills for a PR professional
- 1.11 Public Relations and Advertising/Propaganda/Publicity: Similarities and Differences
- 1.12 Spinning and Public Relations

Unit 2 (8 Hours)

Public Relations in Practice

- 2.1 Introduction to Relationship Management
 - 2.1.1 Stakeholder Relations
 - 2.1.2 Working with the Media
- 2.2 Event Management
- 2.3 Brand Building and Reputation Management
- 2.4 Crisis Management

2.5 Ethics in Public Relations

Unit 3 (8 Hours)

Communication Skills

- 3.1 Overview of the importance of communication in PR
- 3.2 Introduction to Corporate Communications – need and functions
- 3.3 Impact of communication – information, persuasion and influence
- 3.4 Learning audience needs and specifications

Unit 4 (7 Hours)

Internal and External Communication

- 4.1 Skills for communication: Internal and External
- 4.2 Written Communication: Feature, content, descriptions and taglines
- 4.3 Oral Communication: Storytelling, debates, discussions, interviews and meetings
- 4.4 Audio and Visual Communication: Corporate films, VNR, podcasts, jingles and Advertisements

Unit 5 (8 Hours)

Digital Public Relations

- 5.1 Introduction to Digital Communication and its impact
- 5.2 Functions of Digital PR
 - 5.2.1 Content Management on Websites, Blogs and Mobile Applications
 - 5.2.2 Introduction to Search Engine Optimization
 - 5.2.3 Introduction to Data Analytics
- 5.3 PR Strategies for Social Media Platforms – Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest
- 5.4. Creative Stories – YouTube and Vlogs

BOOKS FOR STUDY

- Alison Theaker. Heather Yaxley. *The Public Relations Strategic Toolkit: An Essential Guide to Successful Public Relations Practice*. Routledge, 2017
- Bernays, Edward L. *Public Relations*. Snowball Publishing, 2016

BOOKS FOR REFERENCE

- Aniisu K Verghese. *Internal Communication: Insights, Practices and Models*. Sage Publications. New Delhi, 2012
- Bernays, Edward. L. *Crystallizing Public Opinion*. Open Road Media. New York, 2015
- Fitz Patrick, Liam; Valskov, Klavs. *Internal Communications: A Manual for Practitioners*. Kogan Page. 2014
- Mishra, Abhishek.Er. *Ethics and Public Relations*. Jnanada Prakashan. New Delhi
- Reddi, Narasimha. *Effective Public Relations and Media Strategy*. PHI learning, 2014
- Rita Bhimani. *PR 2020: The Trending Practice of Public Relations*. Bee Bee Books, 2018
- Sandra Stahl, *The Art and Craft of PR: Creating the Mindset and Skills to Succeed in Public Relations Today*. SAGE Publications, 2018
- Smith, Ron. *Public Relations: The Basics*. Routledge, 2013
- Vilanilam. J.V. *Public Relations in India: New Tasks and Responsibilities*. Sage Publications. New Delhi, 2011

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

PUBLIC RELATIONS SKILLS

CODE: 19PR/PE/PS23

CREDITS:3

L T P:2 0 1

TOTAL TEACHING HOURS:39

OBJECTIVE OF THE COURSE

- To realize the importance of presenting oneself
- To apprehend the significance of Etiquettes during various situations
- To enable the students to understand the vital role played by communication in public relations

COURSE LEARNING OUTCOMES

On successful completion of the course, the students will be able to –

- Illustrate an understanding of the basic communication requirements and concepts
- Demonstrate skills required to write effective PR messages in print and electronic media
- Exhibit one's ideas and opinions efficiently through presentations, including public speaking and group discussions
- Demonstrate an understanding on the importance of voice modulation in oral presentations
- Produce persuasive job applications and present oneself well during interviews
- Prepare for interviews from both employers' and employee's perspectives
- Discuss the effective media strategy and skills required for public relations

Unit 1

Communication Skills

(8 Hours)

- 1.1 Communication Types – Verbal and Non-Verbal; Levels - Interpersonal, Group and Mass Communication
- 1.2 Listening – Importance, Types and Barriers
- 1.3 Telephone and Mic Techniques

Unit 2

Presentation Skills

(8 Hours)

- 2.1 Importance of Grooming and Posture
- 2.2 Public Speaking
- 2.3 Interview – Preparation and Facing Interviews
- 2.4 Group Discussion – Meaning, Elements and Participation in Group Discussion
- 2.5 Different Modes of Speaking: Voice Modulation and Supportive Aids

Unit 3

Preparation of Job Application and the Process – Skills

(7 Hours)

- 3.1 Searching for Job Opportunities

- 3.2 Bio – Data, Resume, Curriculum Vitae
- 3.3 Preparation of Job Application
- 3.4 Interviewer Skills – Employer’s Perspective

Unit 4 (8 Hours)

PR writing Skills

- 4.1 Flair for Writing – an important PR Skill
- 4.2 Press Releases, House Publication, Blogs, Feature Stories, Backgrounders
- 4.3 Electronic Media: Preparing and writing for web page

Unit 5 (8 Hours)

Effective Media Strategy and Skills

- 5.1 Media – A Platform to Build Relationship with Publics
- 5.2 Classification of Media
- 5.3 Media and PR – Relationship, Media Networking
- 5.4 Social Media Savvy
- 5.5 Creativity using Media

BOOKS FOR STUDY

- Beebe, Steven. A. Masterson, John.T. *Communicating in Small Groups: Principles and Practices (11th Edition)*. Pearson. London, 2014
- Carnegie, Dale. *Develop Self Confidence, Improve Public Speaking*. Amazing Reads. Mumbai, 2018

BOOKS FOR REFERENCE

- Asha Kaul. *Effective Business Communication*. PHI Learning. New Delhi, 2015
- Dilts, Brian Robert. *Effective Presentation Skills*. Dilts Strategy Group, 2017
- Jane Johnston. *Media Relations: Issues and Strategies*. Allen & Unwin, 2008
- Lewis, Hedwig. *Body Language: A Guide for Professionals*. Sage Publications. New Delhi, 2012
- Oberg, Brent.C. *An Introduction to Public Speaking*. Jaico. Mumbai, 2011
- O.P Singh. *Art of Effective Communication in Group Discussion and Interview*. S Chand & Company, 2014
- Reddi, Narasimha. *Effective Public Relations and Media Strategy*. PHI learning, 2014
- Rita Bhimani. *PR 2020: The Trending Practice of Public Relations*. Bee Bee Books, 2018
- Sandra Stahl, *The Art and Craft of PR: Creating the Mindset and Skills to Succeed in Public Relations Today*. SAGE Publications, 2018
- Tuhovsky, Ian. *Communication Skills: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking (Volume 9)*. Createspace Independent Pub, 2015

JOURNALS

- Communicator. Indian Institute of Mass Communication. ISSN: 0588-8093
- International Journal of Communication. Bahri Publications. ISSN: 0975-640X
- Journal of Advanced Research in Journalism and Mass Communication. ADR Publications. ISSN: 2395-3810
- Journal of Creative Communication. SAGE Publishing. ISSN: 0973-2586 (p); 0973-2594 (e)
- Public Relations Review: A Global Journal of Research and Comment. Elsevier. ISSN: 0363-8111

PATTERN OF ASSESSMENT

Continuous Assessment Test:
minutes

Total Marks: 50

Duration: 90

Part A: $3 \times 2 = 6$ Marks (Answer All questions)

Part B: $3 \times 8 = 24$ Marks (Answer any Three out of Five questions)

Part C: $1 \times 20 = 20$ Marks (Answer any One out of Two questions)

Other Component Test:

Total Marks: 50

Assignments/Seminars/Presentations/Role Play/Case Studies/Group Discussions

End-Semester Exam:

Total Marks:100

Duration: 3 hours

Part A: $10 \times 2 = 20$ Marks (Answer All questions)

Part B: $5 \times 8 = 40$ Marks (Answer any Five out of Eight questions)

Part C: $2 \times 20 = 40$ Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

ADVERTISING IN PUBLIC RELATIONS

CODE:19PR/PE/AP15

CREDITS:5

L T P:4 0 2

TOTAL TEACHING HOURS: 78

OBJECTIVES OF THE COURSE

- To give students the knowledge of the concepts of Advertising and its principles
- To enable an understanding of the strategies involved in creating an Advertisement that are acceptable to all the levels of audience
- To enable the students to create an innovative commercial using the right choice of communication medium
- To enable and encourage the students to conceive and plan an Ad Campaign

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Identify the core components of Advertising and its role in brand communication
- Display a clear understanding of ethical and responsible advertising
- Analyse the different types of audiences and be able to make a wise choice of communication pattern
- Showcase the ability to create an advertisement based on a given brief
- Evaluate the effectiveness of the advertisement communication
- Run an Ad Campaign live or online

Unit 1

(16 Hours)

Introduction

1.13 Definitions and Concepts

1.13.1 Need, Scope and Principles of Advertising

1.13.2 Functions of Advertising in Image and Reputation Management

1.13.3 Objectives and Types of Advertising

1.14 Commercial and Social Advertising

1.15 Advertising and PR – similarities and differences

1.16 Advertising as a tool of IMC

1.17 Advertising laws in India

1.18 Ethics for Advertising

Unit 2

Advertising Strategies

(15 Hours)

2.1 Advertising Appeals – definitions and types

2.2 Message and Communication Strategies

2.3 Advertising decisions – budget, message and aesthetics

- 2.4 In-house Advertising Department – Structure and functions
- 2.5 Advertising Agency- Structure and functions
- 2.6 Types of Ad Agencies

Unit 3

Ad Copy

(16 Hours)

- 3.1 Meaning and Definition
- 3.2 Account brief and Management
- 3.3 Role and Skills of a copywriter
- 3.4 The Art of Copywriting – Structure and aesthetics of an ad copy
- 3.5 Visual aesthetics: The role of image in an ad copy
- 3.6 Taglines and Slogans
- 3.7 Steps in creating an ad

Unit 4

(16 Hours)

Advertising on Print and Broadcast Media

- 4.1 Copywriting for Print Ads
- 4.2 Working with photographs, cartoons and sketches
- 4.3 Ad tariffs of the print media in India
- 4.4 Production of Television and Radio Commercials
- 4.5 Script, Storyboard and production of TV Commercials
- 4.6 Writing ad copy for Radio – content imagery, jingles and voiceover

Unit 5

(15 Hours)

Online Advertising

- 5.1 Creative ads online – An Introduction
- 5.2 Types of ads online-banner ads, pop-up/pop-under ads, floating ads, expanding ads
- 5.3 Mobile Advertising – SMS and push notifications and Ads on mobile Apps
- 5.4 Ads on Social Media – News Feed Ads, Sponsored Stories, Boosted Posts
- 5.5 Other forms of online advertising – chat ads, email ads, ads on E-commerce portals
- 5.6 Regulations and safety measures for advertising online

BOOKS FOR STUDY

Kelly, Larry. D; Jugenheimer, Donald. W, Sheehan, Kim Bartel. *Advertising Media and Planning*. Taylor and Francis, New York, 2015

BOOKS FOR REFERENCE

- Gabriela Taylor. *Advertising in a Digital Age*. Global & Digital Publications, 2013
- Jaisree Jethwani; Shruthi Jain. *Advertising Management*. OUPPublication, Delhi, 2012
- Jugenheimer, Donald; Bradley, Samuel.D; Kelly, Larry. D; Hudson, Jerry. C. *Advertising and Public Relations Research*. PHI Learning Pvt Ltd., Delhi, 2010
- Leiss, William; Stephanie Kline; Jhally, Sut; Jaqueline Botterill. *Social Communication in Advertising: Consumption in the Mediated Market Place*. Routledge, UK, 2013
- Marla. R Stafford; Faber, Ronald. J (Ed.). *Advertising, Promotion and New Media*. Routledge, London, 2015
- O’Guinn, Thomas; Allen, Chris; Angeline Close. *Advertising and Integrated Brand Communication*. Cengage Learning, USA, 2018
- Percy, Larry. *Strategic Advertising Management*. Oxford University Press, UK, 2016

Singh, Shiv; Stephanie Diamond. *Social Marketing for Dummies*. John Wiley & Sons, India, 2013

Sinha, Sam. *Online Advertising- Your Quick Start Guide*. Lulu Press Inc., 2015

Young, Miles. *Ogilvy on Advertising in the Digital Age*. Bloomsbury publications, 2018

JOURNALS:

Journal of Advertising Research. Advertising Research Foundation (online)

Journal of Advertising. Taylor and Francis. ISSN: 0091-3367(p); 1557-7805(e).

Journal of Advertising Education. SAGE Journals. ISSN: 1098-0482(p); 2516-1873(E).

Media Watch: Journal of Communication (SCOPUS). ISSN: 0976-0911(P); 2249-8818

PATTERN OF ASSESSMENT:

Continuous Assessment Test: Total Marks: 50 Duration: 90 minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components: Total Marks: 50

Assignments/Seminars/Presentations/Case Studies/Group Discussions/Quiz

End-Semester Exam: Theory Total Marks: 50 Duration: 90 minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Practical Viva-Voce: Total Marks: 50

Ad Campaign/ Ad Design, Story and Production

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

CREATIVE PUBLIC RELATIONS

CODE:19PR/PE/CP15

CREDITS:5

L T P:4 0 2

TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE:

- To comprehend the theories and concepts involved in designing creative communication collaterals used by PR practitioners
- To develop skills in utilizing communication tools
- To gain software on designing corporate collaterals

COURSE LEARNING OUTCOMES:

On successful completion of the course, students will be able to

- Exhibit a theoretical understanding of the concepts needed for the designing of creative communication collaterals of a corporate
- Analyze and use the software applications required to design
- Devise and design the corporate identity tools
- Conceptualize and design advanced communication tools like newsletters, package designing and merchandising
- Display skills of creating digital collaterals for communication and interaction

Unit 1 (16 Hours)

Introduction

- 1.1 Theory of colors
- 1.2 Elements and principles of design
- 1.3 Visual analysis techniques
- 1.4 Other visual elements

Unit 2 (15 Hours)

Corporate identity designs I

- 2.1 Logo
 - 2.1.1 Logo – a powerful asset; sketching a logo
 - 2.1.2 Design decision – client research, organizational mission and vision, previous logos
 - 2.1.3 Logo Psychology – Role of colour, shape and font in logo
 - 2.1.4 Graphic Designing Software – Photoshop, Illustrator, Creative Cloud
- 2.2 Symbols and Monogram
- 2.3 Protecting the design – Trademark

- Unit 3** (15 Hours)
Corporate identity designs II
 3.1 Visiting cards, Letterheads, Brochures and flyers
 3.2 Creating Banner Ads for websites– static and dynamic
 3.3 Software: InDesign
- Unit 4** (16 Hours)
Corporate identity designs III
 4.1 Newsletters, Magazines, Newspapers, Tabloids and books
 4.2 Layout: Design, body and images
 4.3 Page Setting and Typologies
 4.4 Software: CorelDraw
- Unit 5** (16 Hours)
Digital Publishing
 5.1 Digital Magazines, books, archives and data base
 5.2 Creation of Information Charts and Infographics
 5.3 Monetizing Digital Content - in-app purchases
 5.4 Creating and Designing Digital Portfolios
 5.5 Software: Lucid Press, PaperLit, Canva, Infogram

BOOKS FOR STUDY

Ambrose, Gavin and Harris, Paul. *Design Thinking for Visual Communication*. Bloomsbury Publication, London, 2015
 Alina Wheeler. *Designing Brand Identity*. John Wiley & Sons, New Jersey, USA, 2018

BOOKS FOR REFERENCE

Airey, David. *Identity Designed: The Definitive Guide to Visual Branding*. Rockport Publishers, 2019
 Airey, David. *Logo Design Love: A Guide to Creating Iconic Brand Identities (Voices that Matter)*. Peachpit Press, 2014
 Catherine Slade Brooking. *Creating a Brand Identity: A Guide for Designers*. Laurence King Publishing, 2016
 Green, Andy. *Creativity in Public Relations (PR in Practice)*. Kogan Page, 2009
 Johnson. *Infographics: Resume, Social Media Infographic, Data Visualization Tools*. Createspace Independent Pub, 2014
 Lisa Danae Dayley. *Adobe Photoshop CS6 Bible*. Wiley, 2012
 Kogent Learning Solutions Inc. *Indesign CS6 in Simple Steps*. Dreamtech Press, 2012
 Kogent Learning Solutions Inc. *CorelDraw 2018 in Simple Steps*. Dreamtech Press, 2018
 Kotler, Philip; Kartajaya, Hermawan; Setiawan, Iwan. *Marketing 4.0: Moving from Traditional to Digital*. Wiley India Pvt. Ltd., 2017
 Singh, Shiv; Stephanie Diamond. *Social Marketing for Dummies*. John Wiley & Sons, India, 2013

JOURNALS

Journal of Visual Communication. SAGE Journals. ISSN 1470-3572 (P); 1741-3214(E).
 Visual communication Quarterly. Taylor and Francis online. ISSN 1555-1393 (P); 1555-1407(E).
 Journal of Creative Communication. SAGE Publishing. ISSN: 0973-2586 (p); 0973-2594 (e)
 Public Relations Inquiry. SAGE Publishing. ISSN: 2046-174X (p); 2046-1488 (e)

PATTERN OF ASSESSMENT

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Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components: Total Marks: 50

Assignments/Seminars/Presentations/Case Studies/Group Discussions/Quiz

End-Semester Exam: Theory Total Marks: 50 Duration: 90 minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Practical Viva-Voce: Total Marks: 50

Creation of Communication Collaterals for an organization as a project

Creation of newsletter/tabloid for an organization as a project

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M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

COMMUNICATION TOOLS FOR PUBLIC RELATIONS

CODE:19PR/PE/CT15

CREDITS:5

L T P:40 2

TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE

- To enable an understanding of how various tools for communication are created
- To enable a sense of creativity in conceiving and designing messages through the communication tools
- To encourage skill development on working with different sections of the audience using one or a combination of these tools

COURSE LEARNING OUTCOMES:

On successful completion of the course, students must be able to

- Discuss the significance of communication and the skills required for the same
- Demonstrate an understanding of versatile forms communication could take – written, oral and audio-visual
- Exhibit one's thoughts efficiently through presentations, including public speaking
- Produce works of photography to support various media content and to be used as a medium of storytelling
- Conceptualize and produce corporate videos using the basic principles of videography
- Illustrate an understanding of grassroots communication and the indigenous tools used for the same Perform street theater and puppetry for development communication purposes

Unit 1 (16 Hours)

Introduction

- 1.19 Overview of the importance of communication in Public Relations
- 1.20 Impact of communication – information, persuasion and influence
- 1.21 Learning audience needs and specifications
- 1.22 Skills for communication:
 - 1.4.1 Written Communication: Feature, content, descriptions and taglines
 - 1.4.2 Oral Communication: Storytelling, debates, group & discussions, interviews and meetings
 - 1.4.3 Audio and Visual Communication: Corporate films, VNR, podcasts, jingles and Advertisements

Unit 2 (16 Hours)

Public Speaking and Presentation Skills (16 Hours)

- 2.1 Public Speaking and Conversations – similarities and differences

- 2.2 selection of topic, organization and research, techniques of delivery (gesture, posture, expressions and eye contact)
- 2.3 Overcoming stage fright – reasons for nervousness, controlling fear, value of fear and methods to overcome audience rejection
- 2.4 Self Confidence – Listening skills, giving expressions to thoughts, observations and feelings
- 2.5 Techniques of speech: Voice modulation, supportive aids and creativity
- 2.6 Tips to making effective presentations
- 2.7 Practical Workshop

Unit 3 (15 Hours)

Photography:

- 3.1 Photography is PR – Importance and scope
- 3.2 Basics of photography
 - 3.2.1 understanding camera – SLR and DSLR
 - 3.2.2 Controls – Shutter speed, Aperture, ISO and other camera settings
 - 3.2.3 Compositions - Subject, Rule of Thirds, Line and Frame
 - 3.2.4 Lighting – Exposure, Flash and Fixing common problems
- 3.3 Types of Photography
- 3.4 Photography for News, Features, Blogs and Web Content
- 3.5 Practical Workshop

Unit 4 (16 Hours)

Videography

- 4.1 Introduction to Short films and Documentaries
- 4.2 Setting the objectives
- 4.3 Stages of film-making – Pre-Production
 - 4.3.1 Conceptualization
 - 4.3.2 Budgeting
 - 4.3.3 Scripting and Story Board
- 4.4 Stages of film-making –Production
 - 4.4.1 Costumes and Lighting
 - 4.4.2 Shooting – techniques and angles
 - 4.4.3 Camera Movement
- 4.5 Stages of film-making – Post-Production
 - 4.5.1 Editing and Sound Techniques
 - 4.5.2 Distribution

Unit 5 (15 Hours)

Indigenous Communication Tools

5.1 Street Theatre

- 5.1.1 Alternative medium for grassroots communication
- 5.1.2 Working with the communities about social, political and economic issues
- 5.1.3 Street Theatre as an effective medium of communication for development
- 5.1.4 The role of participatory approach – playback theatre, Improv Theatre and Children’s Theatre
- 5.1.5 The evolution of Street Theatre in India – its uses and impact

5.2 Puppetry

- 5.2.1 Types of Puppets – shadow, string, rod, glove, Muppets, finger puppets and marionettes

- 5.2.2 Traditional forms of puppetry used as a tool of communication in India
- 5.2.3 Children's Puppetry – used for therapy and communication
- 5.3 Practical Workshop

BOOKS FOR STUDY

Carnegie, Dale. *Develop Self Confidence, Improve Public Speaking*. Amazing Reads. Mumbai, 2018

Kirsten Johnson; Jodi Radosh. *Shoot, Edit, Share: Video Production for Mass Media, Marketing, Advertising and Public Relations*. Routledge, 2016

BOOKS FOR REFERENCE

Dilts, Brian, Robert. *Effective Presentation Skills*. Dilts Strategy Group. 2017

Esta De Fossard. *Writing and Producing for Television and Film: Communication for Behavior Change – Vol.2*: SAGE India. New Delhi, 2015

Friedmann, Anthony. *Writing for Visual Media*. Routledge. England, 2014

Ghosh, Arjun. *A History of the Jana Natya Manch: Plays for the People*. SAGE India, 2012

Lewis, Hedwig. *Body Language: A Guide for Professionals*. SAGE Publications. New Delhi, 2012

Mamer, Bruce. *Film Production Technique, Creating the Accomplished Image*. Wadsworth Centage Learning, USA, 2009

Oberg, Brent.C. *An Introduction to Public Speaking*. Jaico, Mumbai, 2011

O.P Singh. *Art of Effective Communication in Group Discussion and Interview*. S Chand & Company. 2014

Sandra Stahl, *The Art and Craft of PR: Creating the Mindset and Skills to Succeed in Public Relations Today*. SAGE Publications, 2018

Tuhovsky, Ian. *Communication Skills: A Practical Guide to Improving Your Social Intelligence, Presentation, Persuasion and Public Speaking (Volume 9)*. Createspace Independent Pub, 2015

JOURNALS

International Journal of Communication. Bahri Publications. ISSN: **0975-640X**

Indian Theatre Journal. Intellect Journals. ISSN: 2059-0660 (p); 2059-0679

Journal of Creative Communication. SAGE Publishing. ISSN: 0973-2586 (p); 0973-2594 (e)

Public Relations Inquiry. SAGE Publishing. ISSN: 2046-174X (p); 2046-1488 (e)

Media Watch: Journal of Communication. Indian Journals.Com. ISSN: 0976-0911(p); 2249-8818(e)

PATTERN OF ASSESSMENT:

Continuous Assessment Test:	Total Marks: 50	Duration: 90 Minutes
Part A: 3X2 = 6 Marks (Answer All questions)		
Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)		
Part C: 1X20= 20 Marks (Answer any One out of Two questions)		
Other Components:	Total Marks: 50	
Assignments/Seminars/Presentations/Group Discussions		
End-Semester Exam: Theory:	Total Marks: 50	Duration: 90 Minutes
Part A: 3X2 = 6 Marks (Answer All questions)		
Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)		
Part C: 1X20= 20 Marks (Answer any One out of Two questions)		
Practical Viva-Voce: Total Marks: 50		
(Short-film/documentary, street theatre/puppetry performance with a theme)		

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

DIGITAL PUBLIC RELATIONS

CODE:19PR/PE/DP15

CREDITS:5

L T P:4 0 2

TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE

- To expose the students to digital communication tools and methods
- To enable the students with the skills needed to communicate using digital tools
- To make the students understand online communication strategies and their usage

LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Identify the stakeholder's requirement and create appropriate digital communication strategies for larger reach
- Use digital tools for effective communication of an organization's ideas and principles to the publics
- Discuss the differences between digital and traditional PR tools how the former has an edge over the latter in the current digital age
- Create effective and creative digital collaterals to support the organization's communication mechanisms
- Apply the right tone and style in strategizing online communication, bearing in mind the policies of the business
- Demonstrate an understanding of the measuring tools of online reach and the impact it creates for a business

Unit 1 (16 Hours)

Introduction to Digital PR

- 1.1 Definition and Significance
- 1.2 Strategies and Tactics
- 1.3 Using demographic and psychographic profile for digital communication
- 1.4 Penetration of digital communication and its reach
- 1.5 Uses and function of DPR in various industries

Unit 2 (16 Hours)

Digital PR and Media Relations

- 2.1 PR skills needed for the modern practitioners
- 2.2 Digital Collaterals
- 2.3 B2B and B2C digital marketing and campaigns
- 2.4 Pitching through online media
- 2.5 Digital news rooms and news release

Unit 3 (16 Hours)

Tools of Digital PR

- 3.1 Various tools in Digital PR
- 3.2 Campaigns through various tools and its effectiveness
- 3.3 Trends and Trending tools
- 3.4 Digital PR tools VS Traditional PR tools
- 3.5 Digital Media Policies

Unit 4 (15 Hours)

Online Communication Strategy

- 4.1 Objectives, Strategies, Audience, stakeholders, Influencers
- 4.2 Uses of appropriate digital tools and platforms for Communication
- 4.3 Using of right tone and style for communication
- 4.4 Adoption of strategies by businesses and brands - case studies

Unit 5 (15 Hours)

Research and Evaluation Process

- 5.1 Search keys and Search Engine Optimization
- 5.2 Navigation: Links to Sub Links
- 5.3 Reach measuring tools like hits/ likes/ tweets/ comments etc
- 5.4 Reach Analytics and their impact – case studies

BOOKS FOR STUDY

Sferle, Adrian. *Digital Corporate Communication: The Fundamentals of Building your company's Digital Public Relations Department*, 2016.

Lathi, B.P; Ding, Zhi; adapted by Gupta, Hari M. *Modern Digital and Analog Communication system*. 4th Ed. Oxford University Press, 2017

BOOKS FOR REFERENCE:

Breakenridge, Deirdre K. *Social Media and Public Relations: Eight New Practices for the PR Professional*. 1st Ed. Pearson FT Press, 2012.

Chartered Institute of Public Relations. *Share this too: Social media solutions for PR professionals*. Wiley, 2013

Haykin, Simon; Moher, Michael. *Introduction to Analog & Digital Communications*. 2nd Ed. Wiley, 2012

Haykin, Simon. *Digital Communication Systems*. Wiley, 2013

Lloyd, John ; Toogood, Laura. *Journalism and PR: News Media and Public Relations in the Digital Age*. I.B.Tauris, 2014.

Mitra Ananda. *Digital communications: from E-Mail to the Cyber*. Chelsea House Pub, 2010.

Ryan, Damian. *Understanding Digital Marketing*. Kogan Page, 2016.

Stella Bayles. *Public Relations' Digital Revolution* (e book), 2015.

Timothy, Coombs.W; Falkheimer, Jesper; Heide, Mats; Young, Philip. *Strategic Communication, Social Media and Democracy*. 1st Ed. Routledge, 2015.

Whatmough, Danny. *Digital PR*. Emerald Publishing Limited, 2018.

JOURNALS

A review of the impact on New Media on Public Relations: Melanie James
Call for papers on the special Issues, New digital Publics. (n.d): Elsevier

Communication and New media: O'Dwyer

Online PR, Digital Public Affairs and Online Corporate Communication, (n.d): Stuart Bruce

What is Digital PR: Rhian Morgans

PATTERN OF ASSESSMENT:

Continuous Assessment Test:

Total Marks: 50

Duration: 90 Minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20 = 20 Marks (Answer any One out of Two questions)

Other Components:

Total Marks: 50

Assignments/Seminars/Presentations/Case Studies/Group Discussions/Quiz

End-Semester Exam: Theory:

Total Marks: 50

Duration: 90 Minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20 = 20 Marks (Answer any One out of Two questions)

Practical Viva-Voce: Total Marks: 50

Blog Page - Writing and Promotion: Project

Product and Brand Stories on Social Media: Project

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

EVENT MANAGEMENT

CODE:19PR/PE/EM15

CREDITS:5

L T P:4 0 2

TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE

- To understand the components of event management
- To learn the role of Public Relations in reaching through events
- To understand the PR skills needed for event marketing and special events

LEARNING OUTCOMES

On completion of the course, the students will be able to

- Exhibit knowledge about the role of PR in Event Management
- Discuss the importance of the conducting events and the market demands it has
- Organize general events by staffing, controlling and executing the operations
- Execute special events for government and corporates for fund raising activities and creating awareness about issues
- Devise communication strategies and tools to market special events

Unit 1 (16 Hours)

Introduction to Event Management

- 1.1 Definitions, Types, 5Cs and 5Ws
- 1.2 Characteristics and Elements of events
- 1.3 Market and business demand for events
- 1.4 Event Component Mix
- 1.5 Event process: Planning, Budgeting, Marketing and Organizing

Unit 2 (15 Hours)

Event marketing

- 2.1 Event marketing, need and kinds of event marketing
- 2.2 Role and need of PR in event marketing
- 2.3 Preparing for event marketing
- 2.4 Event Management and International approach

Unit 3 (16 Hours)

Event Planning, promotion and evaluation

- 3.1 Planning: preparation and purpose
- 3.2 Planning: effectiveness and outcome
- 3.3 Communication and Media Relations
- 3.4 Social Media and Promotions

- 3.5 Evaluation: need and process
- Unit 4** (15 Hours)
- Special Events**
- 4.1 Need, Objectives and purpose for special events
 - 4.2 Role of PR in Managing Special Events
 - 4.3 PR skills involved in organizing special events
 - 4.4 Special events – case study
 - 4.5 Organizing Special Events- Practical

- Unit 5** (16 Hours)
- Event Planning**
- 5.1 Government events – case studies
 - 5.2 Corporate events – case studies
 - 5.3 Business events – case studies
 - 5.4 Social Events for Non-Profit Organizations – case studies
 - 5.5 Micro Projects – Practical

BOOKS FOR STUDY

Charles, Bladen; Kennell, James; Emma Abson; Wilde, Nick. *Events Management: An Introduction*. 2nd Ed. Routledge, 2017.

Mittal, Saurav, *Event Management*. Independently Published, 2017

BOOKS FOR REFERENCE

Arantxa Castella. *The Event Planning handbook: Essentials to successful event management* (e book) Amazon Digital Services LLC, 2017.

CreateSpace Independent Publishing Platform, 2015.

Goldblatt, Joe. *Special Events: Creating and Sustaining a new world for celebration*. 7th Ed. Wiley, 2013.

Ferdinand, Nicole & Kitchin, Paul. J. *Event management: An International Approach*. Sage Publications Ltd, 2017.

Genadinik, Alex. *Event Planning: Management & Marketing for successful events*.

Judy Allen. *The Business of Event Planning*. Wiley, 2002.

Kilkenny, Shannon. *The Complete Guide to Successful Event Planning*. 3rd Ed. Atlantic Publishing Group, Inc. 2016.

Miziker, Ron. *Miziker's Complete Event Planner's Handbook*. University of New Mexico Press, 2015.

Preston C.A. *Event Marketing: How to successfully promote events, Festivals, Conventions and Expositions*. 2nd Ed. Wiley, 2012.

Raj, Razaq; Walters, Paul ; Rashid, Tahir. *Event Management: Principles and Practice*. 3rd Ed. SAGE Publications Ltd, 2017.

Ruth Dowson. *Event Planning and Management: A practical handbook for PR and Event Professionals*. Kogan Page, 2015.

JOURNAL

Emerging knowledge and innovation in event management, Emerald Group Publishing
Event Evaluation: Definition, Concepts and State of the art Review, Emerald Group Publishing

Event Management Research: The focus today and in the future, ScienceDirect

Event Management, Cognizant Communication. ISSN 1525-9951

International journal of Hospitality and Event Management, Inderscience Publishers. ISSN
Online 2050-0491

PATTERN OF ASSESSMENT:

Continuous Assessment Test: Total Marks: 50 Duration: 90 Minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components: Total Marks: 50

Assignments/Seminars/Presentations/Case Studies/Group Discussions/Quiz

End-Semester Exam: Theory: Total Marks: 50 Duration: 90 Minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Practical Viva-Voce: Total Marks: 50

Live Event

Online Event

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

HUMAN RESOURCE PERCEPTIVES IN PUBLIC RELATIONS

CODE:19PR/PE/HR15

CREDITS:5

L T P:4 0 2

TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE

- To understand the importance of human resource management and organization culture in any organization
- To comprehend the uses of training and incentives and development strategies in Human resource management
- To enable an understanding on contemporary HR issues that can be implemented for effective organizational performance

LEARNING OUTCOMES:

On completion of the course, the student will be able to

- Exhibit knowledge on organizational culture and HRM
- Plan and execute trainings for effective work production and developmental strategies for overall improvement and welfare of the employees for an organization
- Devise and write HR collaterals including job description, job specification, appraisal and the like
- Analyze the other contemporary adoptions in HRM
- Discuss the importance of HR evaluation and feedback mechanisms

Unit 1 (16 Hours)

Organization Culture

- 1.1 Describing organization culture and environment
- 1.2 Organization recruitment and selection process
- 1.3 Job analysis and design, job rotation and performance-based incentives
- 1.4 Human resource management: policy, rules and regulations
- 1.5 Contemporary issues in HRM

Unit 2 (16 Hours)

Induction and Training

- 2.1 Context of Training: Understanding the importance of training
- 2.2 Employee Induction Training and its importance
- 2.3 Other Trainings and Training methods
- 2.4 Post Training support: Retraining and Redeployment
- 2.5 Importance of Evaluation and Feedback

Unit 3 (15 Hours)

Incentives, Motivation and Development Strategies

- 3.1 Incentives: Need, Purpose and Importance
- 3.2 Other motivational tools and perspectives
- 3.3 Development Strategies: Talent, Career, Stress, Attitude and value Management
- 3.4 Case study analysis from Organizations
- 3.5 Practical workshops

Unit 4 (16 Hours)

Major Contemporary Adoptions in HRM

- 4.1 EHRM
- 4.2 IHRM
- 4.3 SHRM
- 4.4 GHRM
- 4.5 Ethical, Health and Safety environment
- 4.6 Practical workshops

Unit 5 (15 Hours)

External Human Resource Management

- 5.1 Minorities in Organization
- 5.2 HRM outside organizations
- 5.3 Extra- Curricular and Co-Curricular activities within organizations
- 5.4 Case Studies from Organizations

BOOKS FOR STUDY

Aswathappa. K. *Human Resource Management*. 8th Ed. Mc.Graw Hill Education, 2017.
Sharma R C; Sharma, Nipun. *Human Resource Management: Theory and Practice*. 1st Ed. Sage Publications Pvt.Ltd, 2018.

BOOKS FOR REFERENCE

Aswathappa. K; Sadhna Dash. *International Human Resource Management*. 2nd Ed. Mc.Graw Hill Education, 2017
Aswathappa. K; Ghuman, Karminder. *Management: Concepts and Cases*. 1st Ed. Mc.Graw Hill Education, 2017
Bevoc's, Louis. *Human Resource Management: a Basic Introduction* (e book). NutriNiche System LLC, 2016
Decenzo, David .A; Robbins, Stephen .R. *Human Resource Management*. 11th Ed. Wiley, 2015
Desseler, Gary. *Fundamentals of Human Resource Management*. 4th Ed. Pearson Education, 2017.
Desseler, Gary; Varrkey, Biju. *Human Resource Management*. 15th Ed. Pearson Education, 2017
Stredwick, John. *An introduction to Human Resource*. 3rd Ed. Routledge, 2014.
Sinha P.R.N, Shekhar S.P & Indu Bala. *Human Resource Management*. Cengage Learning India Pvt. Ltd, 2016
Sengupta, Amitabha. *Human Resource Management: Concepts, Practices, New Paradigms*. 1st Ed. Sage Publications Pvt. Ltd, 2018.
Thite, Mohan. *e-HRM: Digital Approaches, Directions & Applications*. Routledge, 2018.

JOURNALS

Human Resource Management Journal, online ISSN 1748-8583
Journal of Strategic Human Resource Management, ISSN 2277-2138
South Asian Journal of Human Resource Management, ISSN 2322-0937
The International journal of Human Resource management: Taylor & Francis
The journal of Human Resource: Sandra E. Black

PATTERN OF ASSESSMENT:

Continuous Assessment Test: Total Marks: 50 Duration: 90 Minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components: Total Marks: 50

Assignments/Seminars/Presentations/Case Studies/Group Discussions/Quiz

End-Semester Exam: Theory: Total Marks: 50 Duration: 90 Minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Practical Viva-Voce: Total Marks: 50

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

MEDIA MANAGEMENT

CODE:19PR/PE/MM15

CREDITS:5

L T P:4 0 2

TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE

- To enable the students to acquire knowledge on operating media organizations
- To enable students in handling the strategic situations in media enterprises
- To give the students an understanding on media economic factors of print, electronic and online medium

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Discuss the roles and responsibilities of media managers
- Apply the general principles of management to specific media businesses
- Analyze the economic structure of media business and industries
- Identify the ownership patterns of media organizations and how it reflects on the business operations
- Devise media planning in the appropriate content businesses for maximum reach and efficiency
- Analyze audience measurement and activity across media platforms, including broadcast ratings, readership figures and web traffic

Unit 1 (16 Hours)

Introduction to Media Management

- 1.1 Media as an Organization
- 1.2 Organizational Behavior and Factors affecting organizational behavior , Organizational Culture
- 1.3 Media Managers Roles and Responsibilities
- 1.4 Theories of Management and Management Skills
- 1.5 Principles of Media Law

Unit 2 (16 Hours)

Media Economics

- 2.1 Media Economics – Definition and Types
- 2.2 Media Markets, Types of Market Structures – Monopoly, Oligopoly, Perfect Competition
- 2.3 Media Ownership – Meaning, Types – Family Ownership, Chain Ownership, Cross Media Ownership, Conglomerate Ownership, Vertical Integration
- 2.4 Media Planning and Media Buying

2.5 Media Industry - a Booming Sector and the Opportunities

Unit 3 (16 Hours)

Newspaper and Magazine Organization and Management

3.1 Organization Structure, Economic and Financial Aspects

3.2 Popular Players in the Print Media Industry

3.3 Sales, Subscription and Circulation – Figures and Distribution

3.4 Advertisements and Promotions

Unit 4 (15 Hours)

Electronic Media Management

4.1 Organization Structure and Responsibilities – AIR, DD and Private Satellite Channels

4.2 Production Project Cycle (PPC)

4.3 Demands for Advertising, Marketing Vs Funded Programmes

4.4 Media Metrics – Audience Rating, Audience Analysis and Methods

Unit 5 (15 Hours)

Online Media Management

5.1 Converging Technologies, Media Convergence – Definition and Forms of Convergence – Ownership, Tactical, Structural, Information – gathering and Storytelling Convergence

5.2 Techniques of Information Management

5.3 Digital Economic Tools

5.4 Rating of Blogs, Cost per Impression, Click Thoughts

BOOKS FOR STUDY

Stephen, Robbins.P; Coulter Mary. *Management*. Pearson Education, 2017

Vanita Kohli- Khandekar. *The Indian Media Business*. Sage Publications India, 2017

BOOKS FOR REFERENCE

Arpita Menon. *Media Planning and Buying: Principles and Practice in the Indian Context*. Baron, Roger; Sissors, Jack. *Advertising Media Planning, Seventh Edition*. McGraw Hill Education, 2017

Chaturvedi B.K. *Media Management*. Global Vision Publishing House, 2014

Pavlik, John.V. McIntosh, John. *Converging Media*. Oxford University Press. New Delhi, 2018

Pringle, Peter; Starr, Michael.F; *Electronic Media Management*. Routledge, 2015

Paul, Sebastian. *Law, Ethics and The Media*. Lexis Nexis, 2015

Reddi, Narasimha. *Effective Public Relations and Media Strategy*. PHI learning, 2014

Robbins, Stephen.P; Judge, Timothy.A; Neharika Vohra. *Organizational Behavior*. Pearson Education, 2016

Rogers, Jason. *Building Newspaper Advertising: Selling the By-Product of the Newspaper, Printed Salesmanship; Management and Organization of the Selling Force--Development of New Lines of Business*. Arkose Press, 2015

Sunetra Sen Narayan. Shalini Narayanan. *India Connected: Mapping the Impact of New Media*, Sage Publications. New Delhi, 2016

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

GLOBAL PUBLIC RELATIONS

CODE:19PR/PI/GP24

CREDITS:4

OBJECTIVES OF THE COURSE

- To understand the basic premises and fundamental concepts of Public Relations
- To understand the Public Relations scenario worldwide

COURSE LEARNING OUTCOMES

On successful completion of the course, students will be able to

- Discuss how Public Relations is practiced in different continents of the world
- Give examples of the strategies and tools of Public Relations used in different countries of the world
- Discuss the perspectives and relationship between Global public relations and various cultures
- Explain the importance of media for Public Relations and the relationship shared by both at the global level
- Draw a comparison between the nature of Public Relations practices in different countries

Unit 1

Global Public Relations: Conceptual Framework

- 1.1 Theoretical Framework for Global Public Relations
- 1.2 Political Economy and Public Relations
- 1.3 Relationship Between Culture and Public Relations

Unit 2

Media and Public Relations: Global Scenario

- 2.1 Traditional Media and Public Relations
- 2.2 Mass Media and Public Relations
- 2.3 Digital Medium and Public Relations

Unit 3

Public Relations in the American Countries

- 3.1 Public Relations in the United States Of America
- 3.2 Public Relations in Canada
- 3.3 Public Relations in Mexico

Unit 4

Public Relations in Europe

- 4.1 Public Relations in UK
- 4.2 Public Relations in France
- 4.3 Public Relations in Germany

Unit 5

Public Relations in Asia – Pacific Region

- 5.1 Public Relations in China, Japan and Australia
- 5.2 Public relations in India
- 5.3 Public Relations in Thailand, Singapore

BOOKS FOR STUDY

- Bardhan, Nilanjana and C. Kay Weaver (Eds). *Public Relations in Global Cultural Contexts: Multi-Paradigmatic Perspectives*. New York and London: Routledge, 2011.
- Black, Sam. *Practical Public Relations*. New Delhi: Universal, 2005.
- Cutlip, S.M., A.H. Center and G.M. Broom. *Effective Public Relations*. New Jersey : Pearson Education, 2006.
- Darrow, R.W., D.J. Forrestal and A.D. Cookman. *The Dartnell Public Relations – Handbook* Chicago and London: Dartnell, 2007.
- McKee, Kathy .B and L.F. Lamb. *Applied Public Relations: Cases in Stakeholder Management*. New York and London: Routledge, 2009.
- Sriramesh K. *Public Relations in Asia-An Anthology*. USA: Thomson, 2006.
- Sriramesh K. and Dejan Vercic. *The Global Public Relations Handbook. Revised Ed.* New York and London: Routledge, 2009.
- Stephenson, H. *Handbook of Public Relations: The Standard Guide to Public Affairs and Communications*. New Jersey: McGraw Hill, 2011.
- Swann, Patricia. *Cases in Public Relations Management*. New York and London: Routledge, 2010.

BOOKS FOR REFERENCE

- Harrison, Shirley. *Public Relations: An Introduction*. U.K.: Thomson Learning, 2008.
- Black, Sam. *Practical Public Relations*. New Delhi: Universal, 2005.
- Moss, D and Santo De Barbara (Eds). *Public Relations Cases: International Perspectives*. London and New York: Routledge Taylor and Francis Group, 2009.
- Marconi, J. *Public Relations: The Complete Guide*. U.K.: Thomson and Racom Communications, 2006.
- Wilcox, D.L, P.H. Ault, and W.K.Agree. *Public Relations*. New York: Longman, 2007.
- Lesly, P. *Handbook of Public Relations & Communications*. Mumbai: Jaico, 2008.

JOURNALS

- Key messages in public relations campaigns: Melanie James
- Exploring the Concept of Mindfulness in Public Relations Practice: Douglas J. Swanson, Ed. D
- Asia Pacific Public Relations Journal: Public Relations Institute of Australia
- Public Relations Journal – Public Relations Society of America
- Public Relations Inquiry (online): SAGE Publications

PATTERN OF ASSESSMENT

End-Semester Examination:

Total Marks:100

Duration: 3 hours

Section A – 10x2=20 marks (Answer all the questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (Two out of four to be answered)

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

DIGITAL COMMUNICATIONS

CODE:19PR/PI/DC24

CREDITS:4

OBJECTIVES OF THE COURSE:

- To understand the basic premises and the fundamental concepts of digital communication
- To comprehend the effectiveness of digital communication
- To understand the Impact of Globalization on Communication

COURSE LEARNING OUTCOMES:

On successful completion of the course, the students will be able to

- Discuss the importance and scope of digital communication
- Make use of digital platforms to communicate with different stakeholders
- Exhibit skills required to blog efficiently
- Produce creative and specialized content for business websites
- Create effective social media content for business using various visual and text elements

Unit 1

Introduction

- 1.1 Introduction to digital communication
- 1.2 Need and importance of digital communication
- 1.3 Scope of digital communication
- 1.4 Growth of digital communication in India
- 1.5 Digital communication as a modern tool of PR

Unit 2

Blogs

- 2.1 Blog – Meaning and definition
- 2.2 Nature of blogging – characteristics and elements
- 2.3 Types of blogging
- 2.4 Skills set required for blogging
- 2.5 Effective communication through blogging

Unit 3

Websites

- 3.1 Websites – purpose of websites, characteristics and elements
- 3.2 Websites as an integral tool of communication for the organization/business
- 3.3 Importance of news emphasis and frequent updates on web portals
- 3.4 Importance and purpose of hyperlinks and keywords
- 3.5 Writing specialized content for websites

Unit 4

Social Media

- 4.1 Social media – Use and need of social media for communication and its types
- 4.2 A shift from traditional media to social media
- 4.3 Technical skill sets for social media communication
 - 4.3.1 Visual elements – cartoons, caricatures, pictures and infographics
 - 4.3.2 Text elements – buzz words, messages with limited characters and hashtag
- 4.4 Effectiveness of social media communication

Unit 5

E-commerce

- 5.1 Impact of globalization on e-commerce
- 5.2 USP of E-Commerce
 - 5.2.1 Design, color, features and layout
 - 5.2.2 Content – Headlines, taglines and body copy
 - 5.2.3 Advertisements and promotions
- 5.3 E-commerce through mobile applications
 - 5.3.1 Communication through mobile apps
 - 5.3.2 Effectiveness of notifications and push messages
- 5.4 Effective handling of complaints and grievance redressal

BOOKS FOR STUDY

- Gray, Kyle. *The Story Engine: An Entrepreneur's Guide to Content Strategy and Brand Storytelling Without Spending All Day Writing*. CreateSpace Independent Publishing Platform, 2017
- Nagpal, Amit, Hindustani, Prakash. *Personal Branding, Storytelling and beyond*. Story Mirror Infotech, India, 2017

BOOKS FOR REFERENCE

- Andrews, Adrian. *Website Marketing and Promotion (E-Book)*. 2014
- Bly, Robert. W. *The Digital Marketing Handbook*. Entrepreneur Press, 2018
- Dodson, Ian. *The Art of Digital Marketing*. John Wiley & Sons, New Jersey, 2016
- Emma Lopez. *Regulations for Blogging Business*. Creative Space Independent Pub, 2015
- Evans, Dave. *Social Media Marketing – An Hour a Day*. John Wiley & Sons, 2012
- Grami, Ali. *Introduction to Digital communications*. Elsevier Academic Press, 2016
- Nargundkar, Rajendra; Sainy, Romi. *Digital Marketing- Cases from India (E-book)*. Amazon Digital Services. 2018
- Singh, Shiv; Stephanie Diamond. *Social Marketing for Dummies*. John Wiley & Sons, India, 2013
- Susan Chritton. *Personal Branding for Dummies*. John Wiley & Sons, India, 2013
- Susanna Gardener, Birley, Shane. *Blogging for Dummies*. John Wiley & Sons Inc., New Jersey, USA, 2012

JOURNALS

- International Journal for Research in Marketing. Elsevier. ISSN 0167-8116
- Journal of Brand Strategy. Henry Stewart Publications. ISSN 2045-855x (p); ISSN 2045-8568 (e)
- Indian Journal of Marketing (Scopus). Associated Management Consultants Private Limited. ISSN 0973-8703
- Public Relations Review: A Global Journal of Research and Comment. Elsevier. ISSN: 0363-8111

PATTERN OF ASSESSMENT

End- Semester Exam:

Total Marks: 100

Duration: 3 hours

Part A: 10X2 = 20Marks (Answer All questions)

Part B: 5X 8 = 40 Marks (Answer any Five out of Eight questions)

Part C: 2X20= 40 Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

COMMUNITY RELATIONS

CODE:19PR/PC/CR14

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVE OF THE COURSE

- To understand the need of the community to practice Community Relations
- To learn the role of Public Relations in devising and executing CSR programs
- To know the role of PR in NGOs and NPOs in creating visibility

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to-

- Demonstrate an understanding on knowledge about the stakeholders
- Formulating effective communication strategies for community relations programmes
- Discuss the pressing need for creative and valuable CSR programmes for the benefit of both community and business
- Compare and discuss the different community relations activities undertaken by industries and businesses
- Execute community relations activities using different tools through the acquired PR skills

Unit 1 (15 Hours)

Community Relations and its importance in Public Relations

- 1.1 Community, community relations, community publics as important stakeholders
- 1.2 The concept of trusts and trusteeship
- 1.3 What are community relations programs?
- 1.4 Impact of community relations programs on businesses
- 1.5 Needs, purpose, objectives and benefits of community relations programs
- 1.6 Importance and effectiveness of communication and communication methods like grass root methods, mass media, etc in building community relations

Unit 2 (15 Hours)

Corporate Social Responsibility

- 2.1 CSR: Definition, Purpose and Theories
- 2.2 CSR tools: Business ethics, Sustainability and Corporate citizenship
- 2.3 Social, Political and environmental governance by corporate organizations
- 2.4 Globalization and revolution and its impact on CSR
- 2.5 Role of Public Relations in devising and initiating communication and CSR programs

Unit 3 (10 Hours)

Schemes and Programs for the Community

- 3.1 Schemes and programs for the community by Corporate organization: case Studies
- 3.2 Schemes and programs for the community by Industrial Organization: case studies
- 3.3 Schemes and programs for the community by Service Organization: case studies

Unit 4 (15 Hours)

Community Relations and Voluntary Organizations

- 4.1 Concept of Volunteerism and voluntary workers in a community
- 4.2 Voluntary Organizations and Agencies – An Overview
- 4.3 National Voluntary Organizations and community relations – case studies
- 4.4 International Voluntary Organizations and community relations – case studies

Unit 5 (10 Hours)

PR Professionals and Community Relations

- 5.1 Knowledge, skill and attitude needed to work in a community
- 5.2 Popular PR tools in community relations
 - 5.2.1 Opinion polling
 - 5.2.2 Working with opinion leaders
 - 5.2.3 Community events and gatherings
 - 5.2.4 Advertising and Fund-Raising activities

BOOKS FOR STUDY

Alison Theaker. *The Public Relations Handbook*. 5th Ed. Routledge, 2016.
 Litow, Stanley S. *The challenge for Business and Society: From Risk to Reward*. Wiley, 2018.

BOOKS FOR REFERENCE

Abira Choudhury. *Gandhi on Trusteeship: An Ethical Approach*. LAP LAMBERT Academic Publishing, 2016
 Anita Abraham. *Formation and Management of NGOs*. 4th Ed. Universal Law Publishing-An imprint of LexisNexis, 2015.
 Broom, Glen.M; Sha, Bey-Ling. *Cutlip & Center's Effective Public Relations*. 11th Ed. Pearson, 2013.
 Du Plessis, Jean .J ; Umakanth Varottil; Veldman Jeroen. *Globalization of Corporate Social Responsibility and its impact on Corporate Governance*. Springer, 2018.
 Hunter, Ronald .D; Barker, Thomas; De Guzman, Melchor C. *Police community Relations*. 9th Ed. Pearson, 2017
 Nayan Mitra; Schmidpeter, Rene. *Corporate Social Responsibilities in India*. Springer International Publishing AG, 2016
 Reddi, Narasimha C.V. *Effective Public Relations & Media Strategy*. 2nd Ed. Prentice-Hall of India Pvt. Ltd, 2014.
 Remund, David. L. *The art of responsible communication*. Business Expert Press, 2014.
 Seitel, Fraser.P. *The Practice of Public Relations*. 13th Ed. Pearson, 2016.
 Wilcox, Dennis. L; Cameron, Glen.T; Reber. Bryan.H. *Public Relations: Strategies and Tactics*. 11th Ed. Pearson, 2015.
 Wikipedia Contributors. *Focus on: Community Building*. Focus on, 2018.

JOURNAL

International Journal of Non-Governmental Organizations (NGOs) and Essays (IJNGOE).

Print ISSN: ISSN 2514-9237 and Online ISSN: ISSN 2514-9245

Public Relations Review, Elsevier, United Kingdom

Public Relations Journal -Public Relations Society of America

Social Responsibility Journal – Emerald Insight ISSN 1747-1117

International journal of Corporate Social Responsibility

PATTERN OF ASSESSMENT

Continuous Assessment Test:

Total Marks: 50

Duration: 90 minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components:

Total Marks:50

Assignments/Seminars/Presentations/Role Play/Case Studies/Group Discussions

End Semester Examination:

Total Marks: 100

Duration: 3 hours

Part A: 10X2 = 20Marks (Answer All questions)

Part B: 5X 8 = 40 Marks (Answer any Five out of Eight questions)

Part C: 2X20= 40 Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

FUNDAMENTALS OF PUBLIC RELATIONS

CODE:19PR/PC/FP14

CREDITS:4

L T P:4 2 0

TOTAL TEACHING HOURS:78

OBJECTIVES OF THE COURSE:

- To give students the knowledge of the basic concepts of Public Relations
- To enable an understanding of the functions of a PR Department in an organization
- To equip the students with a concrete understanding of how PR helps in maintaining stakeholder relations, campaign planning and management and measurement of communication

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Define Public Relations and identify internal and external publics for individual organizations
- Comprehend the distinction of Public Relations from Spin Publicity, Advertising and Propaganda
- Understand the theories of PR and its use in different capacities
- Understand how PR evolved and how it has been appreciated as an important management tool by various industries
- Conceive and draw an action plan for a Campaign – commercial or social
- Use the different metrics of evaluation to measure the communication reach and impact of PR in an organization

Unit 1

(16 Hours)

Introduction

1.23 Definitions and Theories

1.23.1 Meaning, Importance, Scope and Trends

1.23.2 Publics – Internal and External

1.24 Models of Public Relations

1.24.1 Press Agency/ Publicity Model

1.24.2 Public Information Model

1.24.3 Two-way Asymmetric Model

1.24.4 Two-way Symmetric Model

1.25 Need for Public Relations today

1.26 Qualities of PR a Professional

1.27 Ethics in Public Relations

Unit 2 (15 Hours)

Evolution of Public Relations

- 2.1 History of PR – World
- 2.2 PR in USA and UK
- 2.3 PR in India – Freedom struggle and post-colonial revolution
- 2.4 PR in India – Post Industrial Revolution
- 2.5 Introduction to In-house PR and PR Consultancies

Unit 3 (15 Hours)

Public Relations in Practice

- 3.1 Advertising, Publicity, Propaganda and Public Relations – Similarities and Differences
- 3.2 Introduction to Relationship Management
 - 3.2.1 Stakeholder Relations
 - 3.2.2 Working with the Media
- 3.3 Event Management
- 3.4 Reputation Management
- 3.5 Crisis Management

Unit 4 (16 Hours)

Public Relations Campaign

- 4.1 Conceptualization and Planning
- 4.2 Research and Setting Objectives
- 4.3 Target Audience and Publics
- 4.4 Resources and Budgeting
- 4.5 Strategies and Tactics
- 4.6 Communication and Media
- 4.7 Feedback and Evaluation

Unit 5 (16 Hours)

Career in Public Relations

- 5.1 In-house PR department and PR agencies
- 5.2 Professional bodies of Public Relations
- 5.3 Recent trends in PR career
 - 5.3.1 Product/Service PR
 - 5.3.2 Celebrity PR
 - 5.3.3 Entertainment PR
 - 5.3.4 PR for Non-Profits
 - 5.3.5 Political PR

BOOKS FOR STUDY

Rita Bhimari. *PR 2020: The Trending Practice of Public Relations*. Bee Books Pvt. Ltd., 2018

Sachdeva, Iqbal. *Public Relations – Principles and Practices*. Oxford University Press, India, 2015

BOOKS FOR REFERENCE

- Anne Gregory. *Planning and Managing Public Relations Campaign – A Strategic Approach*. Kogan Page, UK, 2015
- Bernays, Edward. L. *Public Relations*. Snowball Publishing, USA, 2012
- Jaishri Jethwani, Shankar. N.N. *Public Relations Management*. Sterling Publishers, 2015
- Jung Ki, Eyun; Nam Kim, Jeong; Ledingham. A. *Public Relations as a Relationship Management*. Routledge, UK, 2015
- Lloyd, John; Laura Toogood. *Journalism and Public Relations – News Media and PR in the Digital Age*. I.B. Tauris, London, 2015
- Morris, Trevor; Goldsworthy, Simon. *PR Today – The Authoritative Guide to Public Relations*. Macmillan Education, USA, 2016
- Parsons, Patricia. P. *Ethics in Public Relations – A Guide to Best Practice*. Kogan Page, London, 2016
- Reddi, Narasimma. C.V. *Effective Public Relations and Media Strategy*. Prentice Hall, India, 2014
- Rogers, Danny. *Campaigns that shook the world – Evolution of Public Relations*. Kogan Page Ltd., UK, 2015
- Stacks, Don. W; Michaelson, David. *Practitioner's Guide to Public Relations Research, Measurement and Evaluation*. Business Expert Press, New York, 2010
- Swann, Patricia. *Cases in Public Relations Management*. Routledge, London, 2010

JOURNALS

- Public Relations Review: A Global Journal for Research and Comment. Elsevier. ISSN 0363-8111
- Journal of Public Relations Research. Routledge (Taylor and Francis Online) ISSN 1062-726x (p); 1532-754x (e)
- Public Relations Inquiry. SAGE Journals. ISSN 2046-147x (p); 2046-1488 (e)
- Journal of Public Relations Education. Association for Education in Journalism and Mass Communication, USA. ISSN 2573-1742
- Asia Pacific Public Relations Journal. Public Relations Institute of Australia. ACN 85066451732
- Public Relations Journal. Public Relations Society of America.

PATTERN OF ASSESSMENT

Continuous Assessment Test: **Total Marks: 50** **Duration: 90 minutes**

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components: **Total Marks: 50**

Assignments/Seminars/Presentations/Role Play/Case Studies/Group Discussions/Quiz

End Semester Examination: **Total Marks: 100** **Duration: 3 hours**

Part A: 10X2 = 20Marks (Answer All questions)

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Part C: 2X20= 40 Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2019-2020)

INTERPERSONAL AND GROUP COMMUNICATION

CODE:19PR/PC/IG14

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE

- To acquire skills in using communication tools
- To enable an understanding of the functions of communication
- To understand the importance of effective communication at interpersonal and group communication levels
- To comprehend the usefulness of communication theories and models in understanding the process

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Understand the skills required to converse effectively at the interpersonal and group communication levels
- Identify the barriers to effective communication and take corrective measures
- Discuss the importance of communication of all types and levels
- Analyze the significance of communication within oneself and its impact
- Send and interpret verbal and nonverbal messages with accuracy
- Analyze and relate the communication models to real-life for better understanding of the process

Unit 1 (13 Hours)

Introduction

- 1.1 Definition and Origin of Communication
- 1.2 Elements and Process of Communication
- 1.3 Types, Levels and Functions of Communication
- 1.4 Barriers to Effective Communication

Unit 2 (13 Hours)

Intrapersonal Communication

- 2.1 Concept of Self – Johari Window Theory, Self-Esteem, Self-Acceptance and Personality Development
- 2.2 Coping with Fear, Shyness and Anger
- 2.3 Four Factors that Influence Intra-Personal Communication – Perspective, Self-esteem, Self-assertion and Self-confidence

Unit 3 (13 Hours)

Interpersonal Communication

- 3.1 Definition of Interpersonal Communication, Interpersonal Skills – Verbal Communication, Non-Verbal Communication, Listening, Negotiation, Assertiveness, Decision-Making and Problem-Solving Skills
- 3.2 Models of Interpersonal Communication: Lasswell Formula, Shannon and Weaver's, Osgood and Schramm's, David Berlo's SCMR Model
- 3.3 Communicating to Influence Behavior – Meaning, Effective and Ineffective Strategies, Development of Plan for Influencing Change
- 3.4 Forms of Interpersonal Communication – Oral Presentations, Telephone and Mic Techniques for Effective Communication, E-mail Communication – Etiquettes

Unit 4 (13 Hours)

Group Communication

- 4.1 Group – Definition and Types of Groups, Group Communication and its Importance
- 4.2 Group Lifecycle, Group Leadership, Group Dynamics
- 4.3 Working with Groups – Advantages and Disadvantages, Group Member Roles
- 4.4 Forms of Group Communication – Group Discussions, Symposiums, Seminars, Panel Discussion, Debates, Interviews, Conference, Meetings and Exhibition

Unit 5 (13 Hours)

Models and Theories of Group Communication

- 5.1 Riley and Riley's Sociological Model
- 5.2 Katz and Lazarsfeld's Two Step Flow Model of Communication
- 5.3 Fisher's Theory of Small Group Communication – Decision Emergence Theory
- 5.4 The Functional Theory, Structuration Theory

BOOKS FOR STUDY

Hargie, Owen. *The Handbook of Communication Skills*. Routledge, UK, 2018
Katherine.L.Adams; Gloria J Galanes. *Communicating in Groups: Applications and Skills*. Mc-Graw Hill Education, 2017

BOOKS FOR REFERENCE

Aniisu K Verghese. *Internal Communication: Insights, Practices and Models*. Sage Publications. New Delhi, 2012
Asha Kaul. *Effective Business Communication*. PHI Learning. New Delhi, 2015
Beebe, Steven. A. Masterson, John.T. *Communicating in Small Groups: Principles and Practices (11th Edition)*. Pearson. London, 2014
Bernays, Edward L. *Public Relations*. Snowball Publishing, 2016
Donna.R.Vocate. *Intrapersonal Communication*. Routledge, 2017
Kumar, Sanjay. Pushp, Lata. *Communication Skills*. Oxford University Press. New Delhi, 2015
Lewis, Hedwig. *Body Language: A Guide for Professionals*. Sage Publications. New Delhi, 2012

McKay, Matthew. Davis, Martha. Fanning, Patrick. *Communication Skills*. B.Jain Publishers. New Delhi, 2010
O.P Singh. *Art of Effective Communication in Group Discussion and Interview*. S Chand & Company, 2014
Sharma,Ashish. *Introduction to Mass Communication*. Evincepub Publishing. Chhattisgarh, 2018

JOURNALS

Communication Theory. Wiley-Blackwell. ISSN: 1050-3293 (p); 1468-2885 (e)
Communicator. Indian Institute of Mass Communication. ISSN: 0588-8093
International Journal of Communication. Bahri Publications. ISSN: 0975-640X
Journal of Advanced Research in Journalism and Mass Communication. ADR Publications. ISSN: 2395-3810
Journal of Creative Communication. SAGE Publishing. ISSN: 0973-2586 (p); 0973-2594 (e)

PATTERN OF ASSESSMENT

Continuous Assessment Test: Total Marks: 50 Duration: 90 minutes

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Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components: Total Marks: 50

Assignments/Seminars/Presentations/Role Play/Case Studies/Group Discussions

End-Semester Examination: Total Marks: 100 Duration: 3 hours

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Part C: 2X20= 40 Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**
(Effective from the academic year 2019-2020)

MARKETING MANAGEMENT IN PUBLIC RELATIONS

CODE:19PR/PC/MG14

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE:

- To give students the knowledge of the basic concepts and principles of Marketing Management
- To enable an understanding of the objectives of Marketing and its relevance in Public Relations
- To enable the students create their own marketing strategies – using the different tools and objectives
- To give an understanding of the different strategies used for marketing and brand promotion on digital platforms
- To enable an understanding oh how research and analytics prove to be useful in drawing marketing strategies

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Identify the core components of Marketing Management and its role in promoting a brand
- Display a clear understanding of marketing research and ethical marketing
- Define branding and show an understanding of the different branding decisions
- Ability to develop marketing strategies based using the marketing mix
- Understand and Analyse how marketing strategies work for non-profit organizations
- Identify and examine the advantages and disadvantages of various communication tools used for marketing
- Explore into the tactics used for marketing on digital platforms
- Understand and appreciate social media marketing as an important feature of the digital era.

Unit 1

(15 Hours)

Introduction

1.28 Definitions and Concepts

1.28.1 Principles and Elements of Marketing

1.28.2 Scope of Marketing – concepts of need, want and demand

1.28.3 Types of Marketing

1.29 Market Segmentation, Targeting and Positioning

1.30 Types of Markets: Market Place, Space and Meta-Markets

1.31 Marketing Ethics and Responsibilities

1.32 Need for Market Research and Analysis

1.33 Integrated Marketing Communications

Unit 2 (13 Hours)

Marketing Strategies

- 2.1 Brand – Meaning and definition
- 2.2 Brand Equity and Promotion
- 2.3 Branding Decisions -Positioning, Repositioning, Rejuvenation and Relaunch
- 2.4 Types of Branding and Brand Building Strategies
- 2.5 Personal Branding – Emergence, Scope, Importance & Relevance to Corporate Branding

Unit 3 (11 Hours)

Social Marketing

- 3.1 Marketing for Non-Profit Organizations
- 3.2 Concepts of Social Marketing and Cause-Related Marketing – Origin and purpose
- 3.3 Integrating Social cause with Marketing - Social Marketing Mix
- 3.4 Differences between Social and Commercial Marketing
- 3.5 Types Social Marketing Campaigns – Application of PR strategies

Unit 4 (13 Hours)

Digital Marketing

- 4.1 Introduction to Digital Marketing
- 4.2 Introduction to Data and Analytics (Google Analytics)
- 4.3 Website Planning and Creation
- 4.4 Search Engine Optimization
- 4.5 Content and Affiliate Marketing Business
- 4.6 Mobile Marketing

Unit 5 (13 Hours)

Social Media Marketing

- 5.1 Social Media Marketing Strategies: Identifying the Influencers and Game Changers
- 5.2 Online Brand and Reputation Management
- 5.3 Marketing strategies for E-Commerce Portals
- 5.4 Effective Branding on Social Media Platforms: Facebook, Twitter, Instagram, LinkedIn, Pinterest, Snap Chat
- 5.5 Creating Video Stories – Vlog, YouTube for promotion and feedback
- 5.6 Effective Blog Writing: Planning, Creating and Marketing

BOOKS FOR STUDY

Kotler, Philip; Kartajaya, Hermawan; Setiawan, Iwan. *Marketing 4.0: Moving from Traditional to Digital*. Wiley India Pvt. Ltd., 2017
Lancaster, Geoff; Massingham, Lester. *Essentials of Marketing Management*. Routledge Publications, UK, 2018

BOOKS FOR REFERENCE

Chernav, Alexander. *Strategic Marketing Management*. Cerebellum Press, 2018
Dodson, Ian. *The Art of Digital Marketing*. John Wiley & Sons, New Jersey, 2016
Hofacker, Charles. F. *Digital Marketing- Communicating, Selling and Connecting*. Edward Elger, UK, 2018
Kotler, Philip; Keller, Kevin Lane; Koshy Abraham; Jha, Mithileshwar. *Marketing Management – A South Asian Perspective* (13th Edition). Pearson Prentice Hall, India, 2009

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

PUBLIC RELATIONS AGENCY SERVICES

CODE:19PR/PC/AS 24

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE

- To give students the knowledge about the working of a Public Relations Agency
- To enable an understanding of the specialized nature of work of an agency professional
- To enable an understanding of the various collaterals created by an agency for communication with the stakeholders and the media
- To enable an understanding of the convergence of traditional and digital PR and the effective handling of it by the agency professionals

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Identify and appreciate the core roles and responsibilities of a PR professional working in an agency
- Display a clear understanding of agency tactics and strategies used for clients
- Analyse the importance of media relations and networking for the agency
- Analyse the various advantages of traditional and digital PR activities
- Display an understanding of the value- added services provided by a PR agency
- Create news-worthy stories and pitch with media houses for public communication

Unit 1

(13 Hours)

Introduction

1.34 PR Agency – Definition, Need and Scope

1.35 In-house Department and External PR Agency –Differences in the Roles and Requirements

1.36 Agency Landscape – Global PR Agencies

1.37 Leading PR Agencies in India

1.38 Market Trends in PR –

1.38.1 Specialized Agencies

1.38.2 Integration of Traditional and Digital PR

1.38.3 Inbound PR functions

Unit 2 (13 Hours)

Structure of a PR Agency

- 2.1 Structure and Hierarchy of a PR Agency
- 2.2 Stakeholders of an agency –roles and contributions
- 2.3 Departments in an agency – roles and responsibilities
- 2.4 Account Planning and Management
- 2.5 Business Development

Unit 3 (13 Hours)

Role of a PR Professional in an Agency

- 3.1 Client Services and Networking
- 3.2 Research on Clients
- 3.3 Getting a PR brief
- 3.4 Conception, Planning and Implementation of PR Strategies
- 3.5 B2B and B2C campaign development strategies
- 3.6 Measurement and Evaluation of PR – Structures and Metrics

Unit 4 (13 Hours)

Media Relations

- 4.1 Understanding the media landscape – people and service
- 4.2 Media Tracking – Industry, Company and Competitors
- 4.3 Building relationship with journalists
- 4.4 Storytelling – creative brand stories
- 4.5 Pitching stories to the media
- 4.6 Other Functions - News Conferences, News Releases/ VNR, development and production of media kits

Unit 5 (13 Hours)

Value-added Services

- 5.1 Content writing and planning
- 5.2 Digital PR complementing traditional efforts
- 5.3 Influencer outreach strategies
- 5.4 Media and networking Training
- 5.5 Executive Training

BOOKS FOR STUDY

Cappizo, Luke. W and Regina M. Luttrell. *PR Agency Handbook*. Sage Publications, 2018
Iliyana Stravera. *Inbound PR: The PR agency's Manual to Transforming your Business with Inbound*. John Wiley & Sons Inc., New Jersey, USA, 2018

BOOKS FOR REFERENCE:

Bernays, Edward. L. *Public Relations*. Snowball Publishing, USA, 2012
Howard, Carole. M; Wilma. K. Mathews. *On deadline – Managing Media Relations*. Wavelength Press Inc., Illinois, 2013
Jaishri Jethwani, Shankar. N.N. *Public Relations Management*. Sterling Publishers, 2015
Jane Johnston. *Media Relations- Issues and Strategies*. Allen &Unwin, Australia, 2013
Janis Teruggi Page; Lawrence. J Parnell. *Introduction to Strategic Public Relations*. SAGE Publications, USA, 2019
Morris, Trevor; Goldsworthy, Simon. *PR Today – The Authoritative Guide to Public Relations*. Macmillan Education, USA, 2016

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

CORPORATE PUBLIC RELATIONS

CODE:19PR/PC/CO24

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE

- To enable an understanding of the importance of PR as a management function for image building of an organization
- To discern the individual and departmental contributions of PR in business organizations
- To enable an understanding of how corporate communication works in an organization
- To encourage and nurture written and oral communication that Corporate PR demands
- To introduce the various facets of Corporate PR such as internal governance, Public Affairs and Stakeholder Management

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Appreciate the impact of PR in a corporate organization and its role in image building
- Distinguish brand identity and brand image and analyze their contributions to the overall market position of the organization
- Create a brand story
- Show proficiency in writing newsletters, press releases and press notes
- Analyze the effectiveness of internal and external communication through case studies
- Display a thorough understanding of stakeholder management and public affairs

Unit 1 (16 Hours)

Introduction

- 1.39 Major Social, Economic, Technological and Trends and their impact on the industry
- 1.40 Impact of Technology and Awareness on people's perception towards corporates
- 1.41 Corporates as Social Brands, Technical Brands and Employer Brands – an overview
- 1.42 Corporate Leadership - Handling public attitudes, political activism and pressure groups
- 1.43 Corporate Identity, Branding and Image Management
- 1.44 The importance of Storytelling in Organizational Branding

Unit 2 (13 Hours)

Corporate Communication

- 2.1 Definition, Need, Scope and Trends

- 2.2 Types and Drivers of Corporate Communication
- 2.3 Corporate Communication in a Changing Media Environment – Challenges and Opportunities
- 2.4 Corporate Meetings, Speeches, Visits, Conferences, Training Programmes and In-house Journals
- 2.5 Corporate Films: Planning, Creation and Influence
- 2.6 Media Relations: Facets, functions and Effective Relationship Management

Unit 3 (10 Hours)

Corporate Governance

- 3.1 Quality Control and Management
- 3.2 Corporate Policies and Regulations
- 3.3 R&D and Product Specifications
- 3.4 Intellectual Property Rights
- 3.5 Internal Complaints Committees and Redressal
- 3.6 Change Communication

Unit 4 (13 Hours)

Stakeholder Management

- 4.1 concept and Definition
- 4.2 Nature of Stakes and Stakeholders
- 4.3 Stakeholder Engagement
- 4.4 Stakeholder Communication
 - 4.4.1 Stakeholder Salience Model
 - 4.4.2 Power Matrix Model
 - 4.4.3 Organization Model
- 4.5 Tools of Stakeholder Communication – Annual Reports, Newsletters, Annual Meetings, Plant Tours and Web-based Communication.

Unit 5 (13 Hours)

Public Affairs

- 5.1 Business's Involvement with Government and Societal Issues
 - 5.1.1 Working with Legislators and Legislative Bodies
 - 5.1.2 Working with Government Departments, Directorates, Corporations, Bureaus and Agencies
 - 5.1.3 working with Interest Groups –handling protests and Demonstration
 - 5.1.4 Working with Civil Societies
- 5.2 Lobbying and Advocacy
 - 5.2.1 Definition, Similarities and Differences
 - 5.2.2 Nature and Types of Lobbying
 - 5.2.3 Professional and Specialist Lobbyists
 - 5.2.4 Nature and Types of Advocacy
 - 5.2.5 Case studies

BOOKS FOR STUDY:

Cornelissen, Joep. *Corporate Communication – A guide to Theory and Practice*. SAGE Publication, London, 2017

Sachdeva, Iqbal. *Public Relations – Principles and Practices*. Oxford University Press, India, 2015

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

CUSTOMER RELATIONS

CODE:19PR/PC/CU24

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE

- To understand the importance of a customer
- To learn the role of Public Relations in reaching out to customers
- To understand the PR skills needed to appeal to customers

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Explain the differences between customer and consumer and their relationship management
- Exhibit skills needed to handle customers in order to build loyalty
- Discuss the rights of consumers and their responsibilities
- Use the customer relationship management process and procedures for effective relationship management
- Apply PR knowledge for devising effective policies for businesses and grievance redressal

Unit 1 (15 Hours)

Customer and Consumer

- 1.1 Customer and consumer
- 1.2 Types of customers
- 1.3 Resource management to deliver customer needs and requirement
- 1.4 Customer: Expectations, satisfaction and delight
- 1.5 Customer loyalty building strategies
- 1.6 Concept of Globalization and consumerism in India

Unit 2 (15 Hours)

The customer is the king

- 2.1 Consumer awareness, Consumer rights and responsibilities
- 2.2 Consumer protection acts
- 2.3 Consumer courts and complains
- 2.4 Handling complaints and grievances of customers
- 2.5 Return and refund policies for customers

Unit 3 (15 Hours)

Customer relations Procedures and communication

- 3.1 Customer relations Policies and procedures for businesses
- 3.2 Customer Relationship Management and its need
- 3.3 Types of customer communication and the effective tools
- 3.4 Barrier to customer communication and effective handling of the break down

Unit 4 (10 Hours)

Practical Customer Relations: Case Studies

- 4.1 Customer relations and handling of customers: public sector
- 4.2 Customer relations and handling of customers: private sector

Unit 5 (10 Hours)

PR Professionals and Customer Relations

- 5.1 knowledge, skill and attitude needed to work with customers
- 5.2 PR tools for customer relations: surveys, campaigns, feedback systems and customer communication

BOOKS FOR STUDY

Alison Theaker. *The Public Relations Handbook*. 5th Ed. Routledge, 2016.
Seitel, Fraser.P. *The Practice of Public Relations*. 13th Ed. Pearson, 2016.

BOOKS FOR REFERENCE

Greenberg, Paul. *CRM at the speed of light*. 4th Ed. Tata McGraw Hill Education, 2017.
Gurpreet Kaur Chhbra. *Consumer Behavior*. Dreamtech press, 2015.
Francis, Jeremy. *Selling to Different Customer Types* (e book), 2018.
Mohammed Kamalun Nabi. *Consumer rights and Protection in India*, New Century Publications, 2015.
Mullick N.H. *Customer Relationship Management*. Oxford University Press, 2016.
Rajyalakshmi Rao. *Consumer is King!! Know your rights and remedies*. Universal Law Publishers, 2012.
Schiffman, Leon G; Wisenblit, Joseph ; Ramesh Kumar.S. *Consumer Behavior*. 11th Ed. Pearson Education India, 2015.
Sheth, Jagdish.N; Parvatiyar, Atul; Shainesh. G. *Customer Relationship Management: Emerging Concepts, Tools and Applications*. McGraw Hill Education, 2017.
Tom, Wanyakala. *Customer Service in the Public Sector*. VDM Verlag, 2011.
Younes, Ben. *Effective Sales Techniques*(e book), 2017.

JOURNAL

International Journal of Customer Relationship Marketing and Management (IJCRMM),
ISSN: 1947-9247
Ivey Business journal IOSR Journals, e-ISSN : 2278-487X, p-ISSN : 2319-7668
Public Relations Journal -Public Relations Society of America
Public Relations Review, Elsevier, United Kingdom

PATTERN OF ASSESSMENT

Continuous Assessment Test: Total Marks: 50 Duration: 90 Minutes

Part A: 3X2 = 6 Marks (Answer All questions)

Part B: 3X 8 = 24 Marks (Answer any Three out of Five questions)

Part C: 1X20= 20 Marks (Answer any One out of Two questions)

Other Components: Total Marks: 50

Assignments/Seminars/Presentations/Role Play/Case Studies/Group Discussions/Quiz

End-Semester Exam:

Total Marks: 100

Duration: 3 hours

Part A: 10X2 = 20Marks (Answer All questions)

Part B: 5X 8 = 40 Marks (Answer any Five out of Eight questions)

Part C: 2X20= 40 Marks (Answer any Two out of Four questions)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

EMPLOYEE RELATIONS

CODE:19PR/PC/ER34

CREDITS:4

L T P: 4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE:

- To enable an understanding of the importance of employees as an important stakeholder in an organization
- To give an understanding of the responsibilities of employers and employees
- To enable an understanding of the need for good employment relationship
- To give an understanding of the different tools used for internal communication in an organization
- To equip with the knowledge of the different laws of employment in the country
- To enable an understanding of the need for smooth labour relations and its impact on an organization

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Identify their personal goals and their contribution as a productive employee to an organization
- Display an understanding of the different laws of employment and labour relations
- Design an internal communication brochure, putting the different tools to use
- Conceive and plan an employee engagement programme – based on a social or environmental cause
- Be able to resolve employer-employee disputes based on real-time case studies
- Display a skill of effectively using social media platforms for effective and ethical workplace communication

Unit 1

(13 Hours)

Introduction

- 1.45 Employee Relations – Concepts and Definitions
- 1.46 Need for effective Employee Relations
- 1.47 Expectations of Employers and Employees in an Organization
- 1.48 Aligning Corporate and Individual Goals
- 1.49 Challenges in Employer-Employee Relationship
- 1.50 Laws pertaining to Employment – Pay, Safety, Compensation and Termination

Unit 2 (13 Hours)

Employment Relationship

- 2.1 Perspectives of Employment – Economic, Legal and Social
- 2.2 Employment as a Psychological Contract
- 2.3 Employee Involvement and participation
 - 2.3.1 EIP and Employee Performance
 - 2.3.2 EIP and Organizational Performance
- 2.4 Employee Burnout – Causes, Symptoms and Treatment
- 2.5 The end of employment relationship in an organization

Unit 3 (13 Hours)

Employee Communication

- 3.1 Introduction to Organizational Communication – Needs, Trends and Phases
- 3.2 Internal Marketing – Concept, Need and Scope
- 3.3 Upward, Downward, Lateral and Grapevine Communication
- 3.4 Tools of Internal Communication – House Journals, Bulletin boards (digital and manual), Mails, Intranet, Plant Newspapers and other publications
- 3.5 Technology Driven Internal Communication – Information, Employee Participation and Performance Motivation
- 3.6 Workplace Social Media Platforms – Slack, Yammer, Facebook Workplace, Message Boards and Work Blogs
- 3.7 Ethics of Internal Communication

Unit 4 (13 Hours)

Employee Engagement

- 4.1 Concept of Employee Engagement – Commitment, Trust, Team-work and Excellence
- 4.2 Employee Engagement Strategies
- 4.3 Recreational Activities and Engagement
- 4.3 Employee Volunteerism and Engagement
- 4.4 Challenges in Employee Engagement
- 4.5 Personal and Health Issues
- 4.6 Drug Abuse and Alcoholism
- 4.7 Safety and other social issues

Unit 5 (13 Hours)

Industrial Relations

- 3.1 Objectives of Industrial Relations
- 3.2 Labour Relations: Role of Trade Unions and Labour Associations
- 3.3 International Labour Organization and Standards
- 3.4 Industrial Disputes and Conflicts
- 3.5 Types and forms of disputes
- 3.6 Collective Bargaining
 - 3.6.1 Meetings and Negotiations
 - 3.6.2 Negotiation Skills
- 3.7 Dispute Resolution and types

BOOKS FOR STUDY

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2019-2020)

MASS COMMUNICATION

CODE:19PR/PC/MC34

CREDITS:4

L T P:4 1 0

TOTAL TEACHING HOURS:65

OBJECTIVES OF THE COURSE:

- To enable the students to trace the origin and development of print, electronic and new media
- To comprehend the nature and working of the mass media
- To understand how to maximize the potential of mass media in serving the needs of PR practices
- To equip the students with the knowledge of interactive communication technologies

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Explain the vital functions of mass media communication as opposed to interpersonal communication
- Comprehend the concept of media audience as active consumers of mass media content
- Discuss the roles played by mass media with respect to special audience like women and children
- Discuss the laws in journalism and the analyze ethical issues faced by media with respect to paid journalism
- Understand how PR can use electronic media for effective communication of messages
- Discuss the merits and demerits of new media in mass communication along with the laws of cyber safety
- Interpret the scope of cinema as a persuasive medium of mass communication

Unit 1

(13 Hours)

Introduction to Mass Media

1.1 Definitions and Classifications of Mass Media

1.2 Functions of Mass Media – News or Information, Education, Entertainment, Commerce, Integration, Development, Persuasion

1.3 Popular players in the Mass Media Industry – World and India

1.4 The Four normative theories of press

1.5 Models and theories of Mass Media:

Comstock's Psychological Model of Television Effects in Individual Behavior;
Ball-Rokeach's Media Dependency model of Mass Communication Effects;
Maletzke's Model of Mass Communication Process

Unit 2 (15 Hours)

Media, Culture and Society

- 2.1 Media audience – Meaning and the audience as market
- 2.2 Media text and Media rhetoric – Rhetoric Techniques of Media
Audience Effect Theories – Uses and Gratifications Theory, Dissonance Theory,
Reception Analysis Theory, Spiral of Silence Theory
- 2.3 Mass Media as a Tool of Development Communication
- 2.4 Media and Women & Children
- 2.5 Media and Popular Culture

Unit 3 (13 Hours)

Traditional Media – Print and Electronic Media

3.1 Print Media

- 3.1.1 History of Print Media – World and India
- 3.1.2 Major techniques Involved in Printing
- 3.1.3 Ethics in Journalism – Overview of Major Laws
- 3.1.4 Opinion Building in Print media and Paid Journalism

3.2 Electronic Media – TV and Radio

- 3.2.1 History of Electronic Media – World and India
- 3.2.2 Introduction to Radio programming concepts
- 3.2.3 Public Relations and Electronic Media
- 3.2.4 Ethics of Broadcasting

Unit 4 (13 Hours)

Cinema

- 4.1 Evolution of Cinema – World and India
- 4.2 Cinema as a Tool of Communication, Influence of Cinema
- 4.3 Categories and Genres of Cinema
- 4.4 Components of Cinema and Film Promotions
- 4.5 Film Appreciation - Practical

Unit 5 (11 Hours)

New Media

- 5.1 Evolution of New Media – World and India
- 5.2 ICT and Development – Case Studies in India
- 5.3 Application of Interactive Communication – Video Conferencing, Streaming
Media: Internet TV, Internet Radio, Podcast
- 5.4 Ethics and Responsibilities in Using the New Media
- 5.5 Cyber Safety and Laws

BOOKS FOR STUDY

Baran, Stanley.J. *Loose Leaf for Introduction to Mass Communication: Media literacy and Culture*. Mc-Graw Hill Education. 2018
Calvert, Clay. Kozlowski, Dan.V. Silver, Derigan. *Mass Media Laws*. Mc-Graw Hill Education. 2017

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2019-2020)

RESEARCH METHODOLOGY FOR PUBLIC RELATIONS

CODE:19PR/PC/RM 34

CREDITS:4

L T P:4 2 0

TOTAL TEACHING HOURS: 78

OBJECTIVES

- To train the students in basics of Social Science Research in general and Communication/Media in particular
- To enable them to put forward a research proposal in a field of study
- To enable the students to understand and practice academic/scientific writing

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Identify the core research problem based on substantial study in a specific subject
- Evaluate literature from a variety sources pertinent to the objectives of the study
- Utilize the various sources of methods of data collection to obtain information and narratives
- Analyse the collected data to infer or find a different perspective to the given study
- Scientifically substantiate the study undertaken with relevant findings as a report

Unit 1 (16 Hours)

Introduction

- 1.51 Meaning and definition of Research
- 1.52 Nature, Scope and elements of Research
- 1.53 Pre – research studies and Types of Research
- 1.54 Defining a Research Problem
- 1.55 Identifying and Defining variables
- 1.56 Types of Variables

Unit 2 (15 Hours)

Research Methodology

- 2.1 Research Approach – Qualitative, Quantitative, Mixed Methods
- 2.2 Research Hypothesis - Meaning
- 2.3 Types of Hypothesis
- 2.4 Functions of Literature
- 2.5 Steps in Conducting Literature Review

Unit 3 (15 Hours)

Literature Review

- 3.1 Meaning and Definition

- 3.2 Importance and Objectives of Literature Review
- 3.3 Sources of literature
- 3.4 Functions of Literature
- 3.5 referencing and Types

Unit 4 (16 Hours)

Research Strategies and Data Collection

- 4.1 Ground Study/ Base-line surveys
- 4.2 Case Studies
- 4.2 Ethnography
- 4.4 Observation
- 4.3 Informants
- 4.4 Survey techniques
- 4.5 Opinion Polling
- 4.6 Interviews and Types
- 4.7 Focus Groups

Unit 5 (16 Hours)

Techniques of Analysis

- 5.1 Analysis of Quantitative Data
 - 5.1.1 Sampling Techniques
 - 5.1.2 Statistical Methods of Testing
- 5.2 Analysis of Qualitative Data
 - 5.2.1 Discourse and Narrative Analysis
 - 5.2.2 Content Analysis
 - 5.2.3 Textual Analysis
 - 5.2.4 Performance Analysis
- 5.3 Tabulation and presentation of Findings
- 5.4 Research Report Writing

BOOKS FOR STUDY

- Best, John. W; Kahn, James. V; Jha, Arbind. K. *Research in Education* (tenth edition). Pearson Education, India, 2016
- Kothari C.R; Garg, Gaurav. *Research Methodology : Methods And Techniques (Multi Colour Edition)*. New Age International Publishers (Fourth Edition), 2019

BOOKS FOR REFERENCE

- Brennen, Bonnie S. *Qualitative Research Methods For Media Studies 2nd Edition*. T&F/India, 2018
- Creswell, John W; Creswell, David J. *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications, 2018
- Dayal, Manoj. *Media Metrics: An Introduction to Quantitative Research in Mass Communication*. Sage Publications India, 2017
- Jankowski, Nicholas.W; Jensen, Bruhn Klaus. *A Handbook of Qualitative Methodologies for Mass Communication Research*. Routledge, 2015
- Jugenheimer, Donald. W; Bradley, Samuel. D; Kelly, Larry. D; Hudson, Jerry. C. *Advertising and Public Relations Research*. PHI Learning Pvt. Ltd., 2010
- Kate Turabian. *A Manual for Writers of Research Papers, Theses, and Dissertations 9e*. University of Chicago Press, 2018

Lindlof, Thomas R; Taylor, Bryan C. *Qualitative Communication Research Methods*. SAGE Publications, Inc, 2017

Lucinda Becker. *Writing Successful Reports and Dissertations*. Sage Publications, 2014

Machi, Lawrence A; Brenda T. McEvoy. *The Literature Review: Six Steps to Success*. Corwin, 2016

Napoleon. D; Sathya Narayanan, Balaji. *Research Methodology- A Theoretical Approach*. Lakshmi Publications, India, 2014

Vinod, Chandra; Anand, Hareendran. *Research Methodology*. Pearson, 2017

JOURNALS

Journal of Mixed Methods Research. SAGE Publishing. ISSN: 1558-6898 (p); 1558-6901 (e)

International Journal of Quantitative and Qualitative Research Methods. European-American Journals. ISSN: 2056-3620 (p); 2056-3639 (e)

International Journal of Social Research Methodology. Taylor & Francis. ISSN: 1364-5579 (p); 1464-5300 (e)

International Journal of Qualitative Methods. Sage Publishing. ISSN: 1609-4069 (p); 1609-4069 (e)

Organizational Research Methods. Sage Publishing. ISSN: 1094-4281 (p); 1552-7425 (e)

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Part A: 3X2 = 6 Marks (Answer All questions)

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