

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI 600 086**

**M.A. DEGREE : PUBLIC RELATIONS**

**COURSES OF STUDY**

**(Effective from the academic year 2019-2020)**

**CHOICE BASED CREDIT SYSTEM**

C-Credit, L-Lecture Hours, T-Tutorial Hours, P- Practical Hours, Ex-Exam Hours, CA- Continous Assessment Marks, ES-End Semester Marks, M-Maximum Marks										
Subject Code	Title of Course	C	L	T	P	Ex	CA	ES	M	
<b>SEMESTER-I</b>										
19PR/PC/FP14	Fundamentals of Public Relations	4	4	2	0	3	50	50	100	
19PR/PC/CR14	Community Relations	4	4	1	0	3	50	50	100	
19PR/PC/IG14	Inter-personal and Group Communication	4	4	1	0	3	50	50	100	
19PR/PC/MG14	Marketing Management in Public Relations	4	4	1	0	3	50	50	100	
	Department Elective I									
	SAP / SL	2	2	0	0	-	-	50	100	
<b>SEMESTER-II</b>										
19PR/PC/CO24	Corporate Public Relations	4	4	1	0	3	50	50	100	
19PR/PC/CU24	Customer Relations	4	4	1	0	3	50	50	100	
19PR/PC/AS24	Public Relations Agency Services	4	4	1	0	3	50	50	100	
	Department Elective II									
	Common Elective I									
CD / ET	Value Education	2	2	0	0	-	-	50	100	
19PR/PK/SS22	Soft Skills	2	2	0	0	0	50	0	100	
<b>SEMESTER-III</b>										
19PR/PC/SS34	Public Relations in the Service Sector	4	4	1	0	3	50	50	100	
19PR/PC/ER34	Employee Relations	4	4	1	0	3	50	50	100	
19PR/PC/MC34	Mass Communication	4	4	1	0	3	50	50	100	
19PR/PC/RM34	Research Methodology for Public Relations	4	4	2	0	3	50	50	100	
	Common Elective II									
CD / ET	Value Education	2	2	0	0	-	-	50	100	
19PR/PN/SI32	Summer Internship	2	0	0	0	0	50	0	100	
<b>SEMESTER-IV</b>										
19PR/PC/PG44	Public Relations in the Government Sector	4	4	1	0	3	50	50	100	
19PR/PC/WM44	Writing for Media	4	4	1	0	3	50	50	100	
19PR/PC/CM44	Public Relations Campaign Management	4	1	0	5	3	50	50	100	
19PR/PC/DS47	Dissertation	7	0	0	8	-	50	50	100	
	Department Elective III									
<b>Postgraduate Elective Courses Offered to Parent Department</b>										
19PR/PE/EM15	Event Management	5	4	0	2	3	50	50	100	
19PR/PE/AP15	Advertising in Public Relations	5	4	0	2	3	50	50	100	
19PR/PE/MM15	Media Management	5	4	0	2	3	50	50	100	
19PR/PE/HR15	Human Resource Perspectives in Public Relations	5	4	0	2	3	50	50	100	
19PR/PE/DP15	Digital Public Relations	5	4	0	2	3	50	50	100	
19PR/PE/CT15	Communication Tools for Public Relations	5	4	0	2	3	50	50	100	
19PR/PE/CP15	Creative Public Relations	5	4	0	2	3	50	50	100	

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<b>Postgraduate Elective Courses Offered to Other Departments</b>										
19PR/PE/IP23	Introduction to Public Relations	3	2	0	1	3	50	50	100	
19PR/PE/DM23	Digital Marketing	3	2	0	1	3	50	50	100	
19PR/PE/PS23	Public Relations Skills	3	2	0	1	3	50	50	100	
<b>Independent Elective Courses</b>										
19PR/PI/DC24	Digital Communications	4	0	0	0	3	0	100	100	
19PR/PI/GP24	Global Public Relations	4	0	0	0	3	0	100	100	