

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN June - November 2024

Department : Public Relations
Name/s of the Faculty : Najwa
Course Title : Community Relations
Course Code : 23PR/PC/CR14
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define community relations and recognize the need for a systematic practice in the organizations in India, specifically with respect to caring for various marginalized communities	K1
CO2	Distinguish between commercial and social purposes of a business and express the pressing need for creative and valuable CSR programs for the benefit of both the community and the business	K2
CO3	Apply the various Public Relations tools to present a strategy for building and promoting CSR programs	K3
CO4	Examine and critique the various voluntary and sustainability practices of organizations at local and national and global levels	K4, K5
CO5	Develop effective community relations programme by integrating various communication tools and tactics	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 24 – 26, 2024 (Day Order 4 - 6)	1	1.1 Community, community relations, community publics as important stakeholders 1.2 The concept of trusts and trusteeship	K1-K4	3	1-2	Lecture	Discussion
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.3 Concept of diversity and inclusivity for community relations 1.4 Needs, purpose, objectives, benefits and impact of community relations programs for a business	K1-K4	5	1-2	Lecture	Discussion
July 5 – 12, 2024 (Day Order 1 - 6)	1	1.5 Importance and effectiveness of grassroots communication in building community relations	K1-K4	5	1-2	Case study approach	Presentation
July 15 – 23, 2024 (Day Order 1 - 6)	2	2.1 CSR: Definition, Purpose and Theories 2.2 Business ethics and corporate citizenship	K1-K3	5	1-3	Lecture	Discussion

July 24 – 31, 2024 (Day Order 1 - 6)	2	2.3 Sustainable Development Goals and their impact on the practices of businesses 2.4 Social, Political and environmental governance by corporate organisations	K1- K3	5	1-3	Participatory Learning	Group discussion
Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.5 Corporates and NGO interface in CSR Projects	K1- K3	2	1-3	Case study approach	Component: Real-time case study presentation on various ESG/ CSR initiatives of organizations in India and abroad
Aug 6 – 10, 2024	C.A. Test - I						
Aug 12 – 14, 2024 (Day Order 4-6)	3	3.1 Types of Sustainability Practices for a business 3.2 Communicating Sustainability: Concept, Need and Importance	K2- K5	3	2-4	Lecture	Discussion
Aug 16 – 23, 2024 (Day Order 1-6)	3	3.3 PR Strategies for effective internal and external Communication of CSR practices 3.4 Schemes and programs for the community by various organizations: case Studies	K2- K5	5	2-4	Case study approach	Component: Industry internship

Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	3.5 Communication and tie ups with Government agencies for the implementation of CSR programs	K2- K5	5	2-4	Lecture	Discussion
Sep 4 – 11, 2024 (Day Order 1-6)	4	4.1 Concept of Voluntarism and voluntary workers in a community 4.2 National Voluntary Organizations and community relations – case studies	K1 K4, K5	5	1-4	Case study approach	Case Analysis
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.3 International Voluntary Organizations and community relations – case studies 4.4 Need for businesses to tie up with voluntary organizations for CSR programs	K1 K4, K5	5	1-4	Case study approach	Case Analysis
Sep 23 - 26, 2024 (Day Order 1-4)	4	4.5 Concept of Employee Voluntary Programs	K1 K4, K5	3	1-4	Lecture	Discussion
Sep 27 – Oct 3, 2024	C.A. Test - II						

Oct 4 – 5, 2024 (Day 5 & 6)	5	5.1 Knowledge, skill and attitude needed to work in a community	K1-K6	2	1-5	Lecture	Discussion
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.2 Popular PR tools in community relations 5.2.1 Opinion polling 5.2.2 Working with opinion leaders	K1-K6	5	1-5	Participatory Learning	Flipped classroom
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.2.3 Community events and gatherings 5.2.4 Advertising and events, sponsorships and other fund-raising activities 5.2.5 Media and Social Media relations	K1-K6	5	1-5	Case study approach	Group Discussion
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						