

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

Department : Public Relations
Name/s of the Faculty : Usha Nandini S
Course Title : Fundamentals of Public Relations
Course Code : 23PR/PC/FP14
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define Public Relations and identify internal and external publics for individual organizations and recall the theories of PR and its ethical use in different capacities	K1
CO2	Differentiate Public Relations from Spin Publicity, Advertising and Propaganda and discuss how PR evolved through the years globally	K2
CO3	Display an awareness about various opportunities and avenues where PR is being consistently used as an important facet of management and communication and apply the different skill sets as needed	K3
CO4	Analyse how PR is appreciated as an important management function by various industries and carefully appraise the different career choices that the field of PR offers	K4
CO5	Conceive and draw an action plan for a Campaign – commercial or social and evaluate its effectiveness as a successful outreach to the audience	K5, 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 Definition and Theories 1.1.1 Meaning, importance, Scope and Trends 1.1.2 Publics – Internal and External	K1, K2	3	CO1, CO2	Participatory learning: Case analysis, lectures, presentations	Discussions, Concept knowledge testing, classroom reflections
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.2 Models of Public Relations 1.2.1 Press Agency/ Publicity Model 1.2.2 Public Information Model 1.2.3 Two-way Asymmetric model 1.2.4 Two way symmetric model	K1, K2	6	CO1, CO2, CO3	Participatory learning: Case analysis, lectures, presentations	Short quizzes, Concept knowledge testing, classroom reflections .
July 5 – 12, 2024 (Day Order 1 - 6)	1	1.3 Need for Public Relations today 1.4 Qualities of a PR professional 1.5 Ethics in Public Relations	K1, K2	6	CO1, CO3	Participatory learning: Case analysis, Flipped classroom, presentations Experiential learning: Storytelling,	Case study discussions, Concept knowledge testing, classroom reflections .
July 15 – 23, 2024 (Day Order 1 - 6)	2	2.1 History of PR – World 2.2 PR in USA and UK 2.3 PR in India –	K1, K3	6	CO1, CO2	Participatory learning: Flipped classroom, presentations	Poster making, short quizzes

		Freedom struggle and post colonial revolution				Experiential learning: Storytelling	
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July 24 – 31, 2024 (Day Order 1 - 6)	2	2.4 PR in India – Post Industrial Revolution 2.5 Introduction to in-house PR and PR consultancies	K1, K3	6	CO1, CO2	Participatory learning: Flipped classroom, presentations.	Student reflections, discussions
Aug 1 – 5, 2024 (Day Order 1 - 3)	3	3.1 Advertising, Publicity, Propaganda and Public Relations – Similarities and Differences 3.2 Introduction to Relationship Management	K2 - K4	3	CO2	Participatory learning: Guest lecture, Video explainers, inquiry based learning	MCQs, Flashcards, Concept knowledge testing, classroom activities
Aug 6 – 10, 2024	C.A. Test – I						
Aug 12 – 14, 2024 (Day Order 4-6)	3	3.3 Reputation Management 3.4 Crisis Management	K2 - K4	3	CO2		MCQs, Flashcards, Concept knowledge testing, classroom activities
Aug 16 – 23, 2024 (Day Order 1-6)	3	3.4 Crisis Management 3.5 Media Relations	K2 - K4	6	CO2, CO3	Participatory learning: workshops, Video explainers, mock press conference Experiential learning: Storytelling, attending conferences	Case study discussion, pitching ideas to the media
Aug 27 – Sep 3, 2024 (Day Order 1-6)	4	4.1 Conceptualization and Planning 4.2 Research and Setting Objectives 4.3 Target Audience and Publics	K3 -K5	6	CO3 - CO5	Participatory learning: Case analysis, Flipped classroom, presentations Experiential learning: Storytelling, working on real time campaigns	Case study discussions, Concept knowledge testing, classroom reflections.

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Sep 4 – 11, 2024 (Day Order 1-6)	4	4.4 Resources and Budgeting 4.5 Strategies, tactics and tools	K3 - K5	6	CO3 - CO5	Participatory learning: Case analysis, Flipped classroom, presentations Experiential learning: Storytelling, working on real time campaigns	Case study discussions, Concept knowledge testing, classroom reflections.
Sep 12 - 20, 2024 (Day Order 1-6)	4	4.6 Communication and Media 4.7 Feedback and Evaluation	K3 -K5	6	CO3 - CO5	Participatory learning: Case analysis, Flipped classroom, presentations Experiential learning: Storytelling, working on real time campaigns	Case study discussions, Concept knowledge testing, classroom reflections. Component: Group presentation of PR campaigns and plans of popular brands
Sep 23 - 26, 2024 (Day Order 1-4)	5	5.1 In-house PR Department and PR agencies 5.2 Professional bodies of Public Relations	K1 - K3	4	CO3, CO4	Lectures, Guest lectures	Case study discussion, concept knowledge testing
Sep 27 – Oct 3, 2024	C.A. Test – II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	5.3 Recent trends in PR Career 5.3.1 Product/Service PR Case studies	K2 - K4	2	CO3, CO4	Participatory learning: Case analysis, Flipped classroom, presentations Experiential learning: Storytelling, working on real time campaigns	Case study discussions, Concept knowledge testing, classroom reflections. Component: Interview the expert

Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.3.2 Celebrity PR 5.3.3 Entertainment PR Case studies	K2 -K4	6	CO3, CO4	Participatory learning: Case analysis, Flipped classroom, presentations Experiential learning: Storytelling, working on real time campaigns	Case study discussions, Concept knowledge testing, classroom reflections.
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.3.4 PR for Non-Profits 5.3.5 Political PR Case studies	K2 - K4	6	CO3, CO4	Participatory learning: Case analysis, presentations, guest lectures	Case study discussions, Concept knowledge testing, classroom reflections.
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						