

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

Department : PUBLIC RELATIONS
Name/s of the Faculty : DR. SARANYA BALAN
Course Title : COMMUNICATION TOOLS FOR PUBLIC RELATIONS
Course Code : 23PR/PE/CT15
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define the facets of communication in Public Relations and describe the significance of communication skills required for a range of social, cultural, economic and environmental issues	K1
CO2	Express one's ideas and visions boldly in the fast-paced innovative world efficiently through communication tools including public speaking, presentations, visual media and the internet	K2
CO3	Assess powerfully resonating stories of organizations across the world through vivid photographs and videos and apply the strategies for real world solutions	K3
CO4	Analyze and present tactful communication through persuasion and influence as corporate leaders in an ethical manner	K4
CO5	Evaluate the need for digital communication for PR and create content for the digital platforms for image building, business as well as to provide solutions to the larger community	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 Overview of the importance of communication in Public Relations 1.2 Impact of communication – information, persuasion and influence	K1-K3	3	1-3	Lecture/case studies	Quiz / Discussions
Jun 27 – July 4, 2024 (Day Order 1 - 6)	1	1.3 Learning audience needs and specifications 1.4 Skills for communication: 1.4.1 Written Communication: Feature, content, descriptions and taglines	K1-K3	6	1-3	Learning by Doing	Writing content, articles and reports.
July 5 – 12, 2024 (Day Order 1 - 6)	1	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	K1-K3	6	1-3	Learning by Doing	Group discussions, Role-play, and project creations. Write scripts and create podcasts, jingles and advertisements.
July 15 – 23, 2024	2	2.1 Public Speaking and Conversations – similarities	K2-K6	6	2-5	Learning by Doing	Presentations

(Day Order 1 - 6)		and differences 2.2 Selection of topic, organization and research, techniques of delivery (gesture, posture, expressions and eye contact)					
July 24 – 31, 2024 (Day Order 1 - 6)	2	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	K2-K6	6	2-5	Learning by Doing	Presentations
Aug 1 – 5, 2024 (Day Order 1 - 3)	2	2.5 Techniques of speech: Voice modulation, supportive aids and creativity 2.6 Tips for making effective presentations 2.7 Practical Workshop	K2-K6	3	2-5	Observations	Listening, Speaking, Reading exercises/presentations. Write dialogues and do dubbing for the films.
Aug 6 – 10, 2024	C.A. Test - I						
Aug 12 – 14, 2024 (Day Order 4-6)	3	3.1 Basics of photography 3.1.1 Understanding Camera – SLR and DSLR	K2-K6	3	2-5	Lecture/learning by doing	Quiz
Aug 16 – 23, 2024	3	3.1.2 Controls – Shutter speed,	K2-K6	6	2-5	Experimental	Creating Portfolio

(Day Order 1-6)		<p>Aperture, ISO and other camera settings</p> <p>3.1.3 Controls – Shutter speed, Aperture, ISO and other camera settings</p> <p>1.4 Compositions - Subject, Rule of Thirds, Line and Frame</p>					Click images using the camera controls and create a photo album.
Aug 27 – Sep 3, 2024 (Day Order 1-6)	3	<p>3.1.5 Lighting – Exposure, Flash and Fixing common problems</p> <p>3.2 Types of Photography</p> <p>3.3 Photography for News, Features, Blogs and Web Content</p> <p>3.5 Practical Workshop</p>	K2-K6	6	2-5	Experimental	<p>Creating Portfolio</p> <p>Click images using the lighting techniques and create a photo album.</p>
Sep 4 – 11, 2024 (Day Order 1-6)	4	<p>4.1 Introduction to Short Films and Documentaries</p> <p>4.2 Setting the objectives</p> <p>4.3 Stages of film-making – Pre-Production</p> <p>4.3.1 Conceptualization</p> <p>4.2.2 Budgeting</p> <p>4.3.3 Scripting and Story Board</p>	K1-K6	6	1-5	Lecture / Experimental	<p>Creating Portfolio</p> <p>Write scripts and create story boards (includes digital story boarding)</p>
Sep 12 - 20, 2024 (Day Order 1-6)	4	<p>4.4 Stages of film-making – Production</p> <p>4.4.1 Costumes and Lighting</p> <p>4.4.2 Shooting – techniques and angles</p> <p>4.4.3 Camera Movement</p>	K1-K6	6	1-5	Lecture / Experimental	<p>Creating Portfolio</p> <p>Create a montage video</p>

Sep 23 - 26, 2024 (Day Order 1-4)	4	4.5 Stages of film-making – Post-Production 4.5.1 Editing and Sound Techniques 4.5.2 Distribution	K1-K6	3	1-5	Lecture / Experimental	Creating Portfolio Edit the film, mix sounds and final output
Sep 27 – Oct 3, 2024	C.A. Test - II						
Oct 4 – 5, 2024 (Day 5 & 6)	5	5.1 Digital communication and its relevance today	K1-K6	2	1-5	Observation/experimental	Comparison of the Digital communication tools used to promote films.
Oct 7 - 15, 2024 (Day Order 1 to 6)	5	5.2 The application of Digital communication to PR 5.3 Use of digital communication – Information, Education and Entertainment	K1-K6	6	1-5	Case studies	Presentations Analyze the case studies on how digital communication tools aid PR and its communication aspects.
Oct 16 - 22, 2024 (Day Order 1 to 6)	5	5.4 Tools of Digital communication - Blogs, Websites, Social media, SEO, Digital newsrooms, Inbound PR 5.5 Digital communication – Case studies	K1-K6	6	1-5	Observations and case studies	Presentations Summative Assessment – End Semester Project (Shortfilms / Documentary) (50 marks)
Oct 23 - 24, 2024 (Day Order 1 to 2)	REVISION						