

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : Public Relations
Name/s of the Faculty : Dr. Shrinidhi S.
Course Title : Public Outreach and Political Communication
Course Code : 23PR/PC/PP44
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL					
CO1	Define the key concepts of Public Outreach Communication and its key role in building awareness among the audiences	K1					
CO2	Describe the role of culture, context and power dynamics in shaping communication plans for outreach and political communication	K2					
CO3	Apply the theories and strategies of outreach/ political communication to the real-world campaigns to discuss how specific goals are achieved	K3					
CO4	Critically analyse the strengths and weaknesses of various media channels used for development, health, environmental and public communication	K4					
CO5	Design and Develop a Campaign for developmental, health, environmental and political communication and evaluate the long term sustainability solutions	K5, K6					
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Nov 18 – 25, 2024 (Day Order 1-6)	1	1.1 – Introduction to Outreach Communication 1.2 – Public Communicators – Roles and Impact 1.2.1 – Government 1.2.2 – Leaders	K1-K4	5	1-4	Lecture	Games/ role play concept knowledge testing through Mentimeter/ Kahoot
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.2.3 – Activist and Interest groups 1.2.4 – Other Influencers 1.3 - Public Outreach Communication for Information, Persuasion and Action	K1-K4	5	1-4	Lecture	concept knowledge testing through Mentimeter/ Kahoot
Dec 4-11, 2024 (Day Order 1 to 6)	1	1.4 – Public Outreach and PR: Media Strategies and Planning 1.5 - Conflict Resolution and Ethical Parameters	K1-K4	5	1-4	Lecture & discussion	Group discussion
Dec 12-19, 2024 (Day Order 1 to 6)	2	2.1 – Development Communication: Definition, Importance and theories 2.2 – Understanding Participatory	K2- K6	5	2-6	Lecture and Video presentation	Concept knowledge testing through class Presentations

		Communication approach 2.3 – Media and Technologies: The use of traditional and new media in development campaigns					
Dec 20, 2024 (Day Order 1)	2	2.4 – Looking at Social and Behavioural Change through effective communication	K2- K6	1	2-6	Lecture & discussion	Case study analysis and discussion among peers
Jan 3 – 7, 2025 (Day Order 3 to 6)	2	2.5 – Understanding Grassroots Communication 2.5.1 – Audience Analysis – Needs, Awareness, communication preferences and attitudes 2.5.2 - Bottom -up Influence 2.5.3 - Working with Non – Profits, Government agencies, local communities and community-based organizations	K2- K6	4	2-6	Lecture and Video presentation Guest Lecture	Concept knowledge testing through quiz/Mentimeter. Field visit and analysis

Jan 8 – 17, 2024 (Day Order 1 to 6)	2	2.5.4 – Grassroots lobbying and advocacy training 2.5.5 – Channels of communication – community meetings, storytelling, community radio, local media channels, street canvassing, collaborations, digital communication and social media communication	K2- K6	5	2-6	Lecture & discussion Guest Lecture	Case study analysis; presentations
Jan 18 - 23, 2025	C.A. Test - I						
Jan 24 -31, 2025 (Day Order 1 to 6)	3	3.1 - Environmental Communication: Meaning, need, objectives and functions 3.2 – Public Awareness about various Environmental Issues: biodiversity and eco systems, climate change, conservation of natural resources	K1 – K6	5	1-6	Lectures, video presentations and analysis	Content analysis Eco – Destination Marketing presentation and pitch III Component

Feb 3-8, 2025 (Day Order 1 to 6)	3	3.3 – Environmental Outreach Programs of Government and Non-Profit Organizations: Planning for campaigns and other communication forms 3.4 – Understanding Environmental Journalism and its importance	K1 – K6	5	1-6	Use -cases and analysis	Peer learning - Infographic creation
Feb 10– 18, 2025 (Day Order 1 to 4)	3 4	3.5 – Increasing PR trends of Eco- Tourism, Nature and Wildlife recreation and Photography 4.1 – Health Communication: Meaning, Importance and features	K1 – K6	4	1-6		Peer learning - Infographic creation
Feb 19- 26, 2025 (Day Order 1-6)	4	4.2 – Importance of Health Literacy 4.3 – Understanding Health behaviours and Expectations of the Public 4.4 – Public Health Outreach Campaigns in Urban and Rural areas:	K1 – K6	5	1-6	Lecture & discussion	Podcast Creation on an important health topic – as part of the Department’s channel

		Planning and Messaging Strategies					
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4	4.5 – Global Health Communication: Trends 4.5.1 – Digital Communication 4.5.2 – Cultural Implications 4.5.3 – Global Health Organizations and their Efforts in Healthcare Outreach Programs	K1 – K6	5	1-6	Lecture & discussion	Group discussion on SDG 3 – Global Health initiatives
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	5.1 – Political Communication: Introduction and Evolution 5.2 – Strategies for Political Messages: Target Audiences, Advertisements and Campaigns	K1 – K6	2	1-6	Lecture & discussion	Content analysis of newspaper reporting on Election campaigns
Mar 12 –17, 2025	C.A. Test - II						
Mar 18 – 20, 2025 (Day 4 to 6)		5.3 – News Media and Politics and its impact on Opinion Building 5.4 – Challenges in Political Communication: Dealing	K1 – K6	3	1-6	Lecture Workshop/ guest lecture	III Component Public Speaking – on a policy

		with Public Apathy, Misinformation, Disinformation and Partisanship					or a social cause for 3 minutes
Mar 21 - 28, 2025 (Day Order 1 to 6)		<p>5.5 – Changing Political Communication Landscape</p> <p>5.5.1 – Social Media for Political Campaigns</p> <p>5.5.2 – Music for Communicating Politics</p> <p>5.5.3 – The role of Entertainment Media and Films in Political Communication</p> <p>5.5.4 – Political Satire and Humour</p>	K1 – K6	5	1-6	Lecture film screening and video screening + discussions	Peer discussion, content analysis
Mar 29- April 2, 2025 (Day Order 1 to 3)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : **Public Relations**
Name/s of the Faculty : **Usha Nandini.S**
Course Title : **Writing for Media**
Course Code : **23PR/PC/WM44**
Shift : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Identify different writing styles and formats used in various media platforms, including news, blogs, social media, and scripts	K1
CO2	Explain the role of media writing in journalism, public relations, advertising, and digital content creation	K2
CO3	Apply the principles of effective media writing and craft persuasive and well-structured press releases, features, ads, blog posts, and social media updates suitable for specific media channel	K3
CO4	Deconstruct media articles and advertisements to identify writing techniques, rhetorical strategies, and persuasive elements	K4
CO5	Recommend improvements to media writing strategies based on critical analysis and ethical considerations and develop creative and persuasive headlines, slogans, content and other promotional copy for pr and marketing purposes	K5, K6

CL– Cognitive Level

K1 – Remember | K2 – Understand | K3 – Apply | K4 – Analyze | K5 – Evaluate | K6 – Create

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Nov 18 – 25, 2024 (Day Order 1-6)	1	1.1 PR and print media – the working relationship, tasks of PR, contents of newspaper 1.2 Types of news, News values and the inverted pyramid structure	K1	5	1	Learning by doing , Group discussions, News content analysis	Class discussions, Writing news reports, Deconstructing news articles
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.3 News stories, Features, Editorials, Info graphics	K1, K2	5	1	Presentations, Analysis of newspaper contents	Peer evaluation, writing news reports,
Dec 4-11, 2024 (Day Order 1 to 6)	1	1.4 News headlines – importance and the types 1.5 Beat Reporting	K1,K2	5	1,2	Expert interviews, Expert lectures, Analysis based learning	Report writing exercises, knowledge based testing, Headlines writing worksheets
Dec 12-19, 2024	2	2.1 Audio visual communication –	K2,K3	5	2,3	Expert interviews, Expert lectures,	Report writing

(Day Order 1 to 6)		features and importance 2.2 Styles of writing for radio, Genres of radio programs and radio announcements 2.3 Scripting radio talks and programmes				Analysis based learning	exercises, knowledge based testing
Dec 20, 2024 (Day Order 1)	2	2.4 Genres of Video programmes	K2,K3	5	2,3	Presentations	Knowledge based testing
Jan 3 – 7, 2025 (Day Order 3 to 6)	2,3	2.5 TV programming – Conceptualization, scripting production process 3.1 Introduction to new media – characteristics and advantages	K2,K3	5	2,3	Presentations	Knowledge based testing
Jan 8 – 17, 2024 (Day Order 1 to 6)	3	3.2 Types of social media 3.3 Social media strategies	K2-K4	5	2-4	Presentations, Expert lectures	Brand analysis
Jan 18 - 23, 2025	C.A. Test - I						
Jan 24 -31, 2025 (Day Order 1 to 6)	3	3.4 Task based writing for social media – FB, Twitter, LinkdIn	K2-K4	5	2-4	Presentations, Expert lectures, Learning by doing	Brand analysis, Games
Feb 3-8, 2025	3	3.5 Creative blog writing and websites content	K2-K4	5	2-4	Learning by doing, Presentations	Blog writing, Games.

(Day Order 1 to 6)		creation					Component: Creative blogs creation/ Transmedia writing project
Feb 10– 18, 2025 (Day Order 1 to 4)	4	4.1 Copywriting – Meaning, rules and features 4.2 Steps involved in Copywriting	K1-K6	5	1-5	Presentations, Learning by doing	Knowledge based testing, Activities
Feb 19- 26, 2025 (Day Order 1-6)	4	4.3 Understanding your audience: audience analysis, writing for different audiences 4.4 Copy writing elements, visual elements and text elements	K1-K6	5	1-5	Presentations, Learning by doing, Project based learning	Knowledge based testing, Activities – writing ad copies
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4	4.5 Creating impactful ads. Visualization process – thumbnail sketch, rough, comprehensive copy, paste up or mechanical, copy final	K1-K6	5	1-5	Learning by doing, Project based learning, Collaborative learning	Activities – writing ad copies, Designing ads.
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	5.1 Golden guidelines for effective PR writing 5.2 Key PR writing and	K1-K6	5	1-5	Flipped classroom, Problem based learning	Knowledge based testing, Activities

		styles					
Mar 12 –17, 2025	C.A. Test - II						
Mar 18 – 20, 2025 (Day 4 to 6)	5	5.3 Press releases and types, media pitches, preparing talk points, speeches for PR	K1-K6	5	1-5	Problem based learning , Expert lectures, Direct instruction, AI enabled teaching	Knowledge based testing, Activities – writing press releases, speech writing, drafting pitch mails Component: DASTAK - travel magazine
Mar 21 - 28, 2025 (Day Order 1 to 6)	5	5.4 Crafting internal memos and announcements, company profiles, content calendars for PR campaigns 5.5 Writing for journals	K1-K6	5	1-5	Direct instruction, AI enabled teaching	Knowledge based testing, Activities – content calendar creation, magazine development
Mar 29- April 2, 2025 (Day Order 1 to 3)	REVISION						

Third Components:

1. Dastak – Creation of destination magazine: 30 marks

2. Writing authored article: 20 marks

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI
COURSE PLAN (November 2024 – April 2025)

Department : **Public Relations**
Name/s of the Faculty : **Ms. Najwa**
Course Title : **Social Media Management**
Course Code : **23PR/PC/SM44**
Shift : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	define fundamentals of social media management and identify the role of social media in effective public relations	K1
CO2	explain how different social media platforms function and their unique strengths and weaknesses	K2
CO3	utilise social media scheduling tools and advertising platforms to execute and promote content effectively	K3
CO4	analyse and evaluate the performance of social media advertising campaigns, including return on investment	K4, K5
CO5	generate innovative and data-driven recommendations for social media community building and reputation-building for brands	K6

Week	Unit No	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Nov 18 – 25, 2024 (Day Order 1-6)	1	1.1 Social Media: Definition, Need and Types 1.2 Evolution of Social Networking Sites	K1	5	CO1	Lecture and discussion	Concept testing through mentimeter
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.3 Social Media Theories: Social Identity Theory, Network Effects theory, Cultivation Theory	K1	5	CO1	Lecture	III Component: Brand Watch - Monitoring the performance of any brand over a period of a month (December)
Dec 4-11, 2024 (Day Order 1 to 6)	2	1.4 Role of Social Media for effective Public Relations 1.5 Social Media Management: An overview	K2	5	CO2	Lecture and presentation	Concept testing using Kahoot
Dec 12-19, 2024 (Day Order 1 to 6)	2	2.1 Employer Branding through Social Media 2.2 Social Branding through Social Media	K2	5	CO2	Lecture and discussion	Group Activity: Strategic Social Media Plan for Startup
Dec 20, 2024 (Day Order 1)	2	2.3 Social Media for Startups	K2	1	CO2	Lecture	Using AI tool Prezi to create a mock social media plan

Jan 3 – 7, 2025 (Day Order 3 to 6)	2	2.4 Market Research and strategy for brands	K2	2	CO2	Lecture	Real-time market research using tools like Google Analytics
Jan 8 – 17, 2024 (Day Order 1 to 6)	2	2.5 Online Reputation Management: Google My Business	K2	5	CO2	Google Digital Garage Course	Google Digital Garage Course - Certification
Jan 18 - 23, 2025	C.A. Test - I						
Jan 24 -31, 2025 (Day Order 1 to 6)	3	3.1. Social Networking Sites: Definition, Types 3.2 Facebook, Instagram: Memes, Social Listening, Paid advertising, analytics	K3	5	CO3	Lecture and demonstration	Group Activity: Tracking meme trends across social media
Feb 3-8, 2025 (Day Order 1 to 6)	3	3.3 Youtube: Video content creation, shorts and live streaming, paid advertising and analytics 3.4 X(Twitter): Short form content creation, conversation marketing	K3	5	CO3	Lecture	Group Discussion
Feb 10– 18, 2025 (Day Order 1 to 4)	3	3.5 LinkedIn: Thought Leadership, B2B Lead generation, Networking, Content creation and analytics	K3	5	CO3	Lecture	Activity: LinkedIn for personal branding

Feb 19- 26, 2025 (Day Order 1-6)	4	4.1 Social Media team - Roles and responsibilities 4.2 Planning: Strategy, Media selection, content calendar, creatives and visual planning and ads budgeting	K4, K5	5	CO4	Lecture	Role Play: Social Media Team
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4	4.3 Tools: Hootsuite, Zoho Social, CoSchedule, Semrush and Sprout Social 4.3.1 Built-In Tools: Web Chats, Chatbots, Tags, Forums, Podcasts and broadcast channels	K4, K5	5	CO4	Lecture	III Component: Social Media Plan to increase followers and engagement- Month long (Department Account)
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	4.4 Implementation: Scheduling of posts - topical, moment marketing, ad-hoc posts, event promotions, content amplification, audience engagement 4.5 Evaluation: Analysing the performance, metrics, measuring success, report generation	K5, K6	5	CO5	Lecture	Ad-hoc post creation activity
Mar 12 –17, 2025	C.A. Test - II						

<p>Mar 18 – 20, 2025 (Day 4 to 6)</p>	<p>5</p>	<p>5.1 Social Media - Community building and Audience retention</p> <p>5.2 Social Media Activism, Campaigns, User- generated Content, Consumer-generated content, Employee- generated content</p>	<p>K6</p>	<p>5</p>	<p>CO5</p>	<p>Lecture</p>	<p>Debate on User- generated content leading to misinformation</p>
<p>Mar 21 - 28, 2025 (Day Order 1 to 6)</p>		<p>5.3 Cyber laws and cyber crimes</p> <p>5.4 Ethical issues and challenges - Data Protection, Digital Privacy, controlling misinformation</p> <p>5.5 Social Media for PR: Reputation-building</p>	<p>K6</p>	<p>5</p>	<p>CO5</p>	<p>Lecture</p>	<p>Case Study Discussion: Ethical issues pertaining to social media</p>
<p>Mar 29- April 2, 2025 (Day Order 1 to 3)</p>	<p>REVISION</p>						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (November 2024 – April 2025)

Department : **Public Relations**
Name/s of the Faculty : **Dr. Shrinidhi S.**
Course Title : **Entertainment Public Relations**
Course Code : **23PR/PC/ET15**
Shift : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define Entertainment PR and identify the needs and requirements for PR in the Entertainment industry	K1
CO2	Analyse and interpret PR case studies within the entertainment industry to understand the context, challenges, and outcomes of PR campaigns.	K2
CO3	Develop strategic media plans for the Entertainment industry considering media buys, content partnerships, and distribution channels.	K3
CO4	Analyze the effectiveness of PR strategies and tactics used in the entertainment industry, considering their impact on audience engagement and brand image and Critique crisis management responses in entertainment PR scenarios	K4
CO5	Develop and propose strategic PR recommendations for real-world entertainment PR challenges, demonstrating creativity and critical thinking.	K5, K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Nov 18 – 25, 2024 (Day Order 1-6)	1	1.1 - Entertainment Public Relations – Meaning, Overview of the Entertainment Industry 1.2 - Essential Elements of Entertainment PR 1.3 - Types of Entertainment PR	K1, K2	6	1,2	Lecture & discussion	Discussion and games – Mentimeter/ Kahoot
Nov 26- Dec 3, 2024 (Day Order 1 to 6)	1	1.4 - Skills Required to be Entertainment PR Professionals 1.5 – Trends in Entertainment PR. Entertainment Advertising Vs Entertainment PR	K1, K2	6	1,2	Lecture & discussion	Concept knowledge testing through peer discussions
Dec 4-11, 2024 (Day Order 1 to 6)	2	2.1 - Celebrity Public Relations – Definition and an Overview of the Area 2.2 – Key Reasons Why Celebrities need PR	K2, K3	6	1,2	Lecture & discussion; video/ social media presentation and analysis	Group discussion and trend analysis

		2.3 – Impact of Celebrities: Opinion Leaders, Third Party Endorsers, and Socio-economic Issues Discourse.					
Dec 12-19, 2024 (Day Order 1 to 6)	2	2.4 – Stakeholders of Celebrities. Advantages of Celebrity PR 2.5 – Celebrity PR Strategy and Management: the Key Components. Case Studies 2.6 – Managing Celebrity PR Crisis: The Elements, Process and Case Studies	K2, K3	6	1,2	Lecture & discussion; video/ social media presentation and analysis	Quick crisis management activity – applying a real case
Dec 20, 2024 (Day Order 1)	3	3.1 – Arts Management – Meaning, Need and an Overview of the Industry	K2- K5	1	2-5	Lecture; Guest lecture	Knowledge testing using Mentimeter
Jan 3 – 7, 2025 (Day Order 3 to 6)	3	3.2 – Branches of Arts Management: Arts Management, Arts Marketing, Fundraising and Development, Event Management, Arts Education and Outreach, Arts Consulting, Arts Entrepreneurship, Arts	K2- K5	4	2-5	Lecture; Guest lecture	Interviewing an expert - artist or Arts Management Specialist III Component

		Technology and Digital Media					
Jan 8 – 17, 2024 (Day Order 1 to 6)	3	3.3 – PR for Arts Management 3.3.1 – Key Stakeholders 3.3.2 – PR Services: Understanding Clients’ Goals, Mission and Values Communication, Financial Management, Event Management, Marketing, Opportunities seeking, Audience Development, Ethical Considerations	K2- K5	6	2-5	Lecture & discussion	Group presentation
Jan 18 - 23, 2025	C.A. Test - I						
Jan 24 -31, 2025 (Day Order 1 to 6)	3, 4	3.4 – PR Strategies for Arts Management 3.5 – Marketing Tools 4.1 – Sports PR – Meaning, Need and Objectives	K1-K6	6	1-5	Lecture & discussion	popularity of Sports in India - debate
Feb 3-8, 2025 (Day Order 1 to 6)	4	4.2 – Sports Management	K1-K6	6	1-5	Lecture & discussion	Analysis of popular Sporting

		4.2.1 – Types of Sports Marketing					events – IPL/ Olympics
Feb 10– 18, 2025 (Day Order 1 to 4)		4.2.2 - Types of Sports Marketing Sponsorships 4.3 – Strategies and Best Practices in Sports PR	K1-K6	4	1-5	Lecture & discussion	III Component Presentation
Feb 19- 26, 2025 (Day Order 1-6)		4.3.1 – Crisis Management 4.3.2 – Managing Reputation through Online and Offline Platforms	K1-K6	6	1-5	Lecture & discussion	III Component presentation
Feb 27- Mar 6, 2025 (Day Order 1 to 6)	4	4.4 – The Dynamic Relationship between Sports and Audience 4.5 – Important Tools and Key Trends in Sports PR	K1-K6	6	1-5	Lecture & video; discussions	Presentation on Sports in popular Culture – Films
Mar 7 – 11, 2025 (Day Order 1 to 3)	5	5.1 – PR for Films, TV and OTT – Need and Objectives 5.2 – Key Stakeholders for Films, TV and OTT	K1-K6	3	1-5	Lecture & video; discussions	Group discussion/ debate
Mar 12 –17, 2025	C.A. Test - II						

Mar 18 – 20, 2025 (Day 4 to 6)		5.3 - PR Strategies and Tools	K1-K6	3	1-5	Lecture & discussion	Buddy group activity – group presentations
Mar 21 - 28, 2025 (Day Order 1 to 6)		5.4 - Importance of Audience and Engaging with them 5.5 – Key Trends and Challenges	K1-K6	6	1-5	Lecture & discussion	Buddy group activity – group presentations
Mar 29- April 2, 2025 (Day Order 1 to 3)	REVISION						

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