

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**COURSE PLAN (June - November 2026)**

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 22, 2026 (Day Order 6)	1	1.1 Definition and Theories	K1	1	1	Lecture	Discussion
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.1.1 Meaning, importance, Scope and Trends 1.1.2 Publics – Internal and External 1.2 Models of Public Relations 1.2.1 Press Agency/ Publicity Model 1.2.2 Public Information Model	K1-K2	6	1-2	Lecture, Discussion	Discussions, application based tests, Concept knowledge testing
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.2.3 Two-way Asymmetric model 1.2.4 Two way symmetric model 1.3 Need for Public Relations today	K1-K2	6	1-2	Guest lectures, lectures	Case study discussion, group discussion
July 9 – 16, 2026 (Day Order 1- 6)	1,2	1.4 Qualities of a PR professional	K1-K3	6	1-3	Lecture, Flipped classroom, Storytelling	Case study discussion.

		1.5 Ethics in Public Relations 2.1 History of PR – World					Component: Interview a PR expert
July 17 – 24, 2026 (Day Order 1- 6)	2	2.2 PR in USA and UK 2.3 PR in India – Freedom struggle and post colonial revolution 2.4 PR in India – Post Industrial Revolution	K1-K3	6	1-3	Lecture, Flipped classroom, Storytelling	Poster making, MCQs
July 25 – 28, 2026 (Day Order 1- 3)	2,3	2.5 Introduction to in-house PR and PR consultancies 3.1 Advertising, Publicity, Propaganda and Public Relations – Similarities and Differences	K1-K3	3	1-3	Lectures, Inquiry based learning	Case study discussion

July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.2 Introduction to Relationship Management 3.3 Reputation Management	K2-K3	3	1-3	Lectures, Inquiry based learning, Storytelling	Case study discussion
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.4 Crisis Management 3.5 Media Relations	K2-K3	6	1-3	Lectures, Guest lectures	Case study discussion, concept knowledge testing
Aug 17 - 24, 2026 (Day Order 1- 6)	4	4.1 Conceptualization and Planning 4.2 Research and Setting Objectives 4.3 Target Audience and Publics	K3-K6	6	3-5	Lectures, Guest lectures	Case study discussion, concept knowledge testing
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.4 Resources and Budgeting	K3-K6	6	3-5	Lectures, Guest lectures	Case study discussion, concept

		4.5 Strategies, tactics and tools					knowledge testing
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.6 Communication and Media 4.7 Feedback and Evaluation	K3-K6	6	3-5	Lectures, Guest lectures	Case study discussion, concept knowledge testing Component: PR case study analysis
Sep 15-17, 2026 (Day Order 1 - 3)	5	5.1 In-house PR Department and PR agencies 5.2 Professional bodies of Public Relations	K1-K5	3	1-5	Lectures, Guest lecturers (hybrid mode as well)	Discussion
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.3 Recent trends in PR Career 5.3.3 Entertainment PR	K1-K5	3	1-5	Lectures, Guest lectures (hybrid mode as well)	Discussion

Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3.1 Product/Service PR 5.3.2 Celebrity PR	K1-K5	6	1-5	Lectures, Guest lectures (hybrid mode as well)	Discussion
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.3.4 PR for Non-Profits 5.3.5 Political PR	K1-K5	6	1-5	Lectures, Guest lectures (hybrid mode as well)	Discussion
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : Public Relation
Name/s of the Faculty : Srivaralaxmi V
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 22, 2026 (Day Order 6)	1	1.1 Community, community relations, community publics as important stakeholders	K1-K4	1	1-2	Lecture and discussion	Discussion on stakeholders and their role.
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.1 Community, community relations, community publics as important stakeholders 1.2 The concept of trusts and trusteeship	K1-K4	5	1-2	Lecture and discussion	Discussion on stakeholders and their role.
July 2 – July 8, 2026 (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 and discussion	Case study: Role of CR in a business setup

July 9 – 16, 2026 (Day Order 1- 6)	1	1.5 Importance and effectiveness of grassroots communication in building community relations	K1-K4	5	1-2	Lecture and discussion	Discussion : CSR attributes
	2	2.1 CSR: Definition, Purpose and Theories	K1-K3				
July 17 – 24, 2026 (Day Order 1- 6)	2	2.2 Business ethics and corporate citizenship 2.3 Sustainable Development Goals and their impact on the practices of businesses	K1 -K3	5	1-3	Participatory Learning	Discussion and Q/A: SDGs and their impact on business and how to hold ethics

July 25 – 28, 2026 (Day Order 1- 3)	2	2.4 Social, Political and environmental governance by corporate organisations 2.5 Corporate and NGO interfaces in CSR projects.	K1-K3	2	1-3	Participatory Learning	Case study presentation
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.1 Types of Sustainability Practices for a business	K2-K5	2	2-4	Lecture and demonstration	Discussion
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.2 Communicating Sustainability: Concept, Need and Importance 3.3 PR Strategies for effective internal and external Communication of CSR practices		5	2-4	Case study approach	Case study analysis

Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.4 Schemes and programs for the community by various organizations: case Studies 3.5 Communication and tie ups with Government agencies for the implementation of CSR programs	K2-K5	5	2-4	Lecture and discussion	Group Discussion
Aug 25 – Sep 2, 2026 (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	K4, K5	5	1-4	Lecture	Small group discussion on voluntarism

Sep 3 – 11, 2026 (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		5	1-4	Lecture and discussion	Debate session on Need for businesses to tie up with voluntary organizations for CSR programs
Sep 15-17, 2026 (Day Order 1 - 3)	4	4.5 Concept of Employee Voluntary Programs	K1 K4, K5	1	1-4	Lecture and discussion	Discussion
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.1 Knowledge, skill and attitude needed to work in a community	K1-K6	2	1-5	Lecture Discussion	Discussion

Sep 29 – Oct 7, 2026 (Day Order 1 - 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 Concept Learning testing through mentimeter	Create a concept with PR tools and use opinion polls
Oct 8 - 14, 2026 (Day Order 1 - 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	L	Case study analysis on current trends,
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : Public Relations

Name/s of the Faculty : Srivaralaxmi V and Soundarya Uppili

Course Title : INTERPERSONAL AND GROUP COMMUNICATION

Course Code : 23PR/PC/IG14

Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	define communication, its elements and the various levels at which effective communication takes place in various situations and recall the skills required to communicate ethically	K1
CO2	discuss the importance of communication and explain the barriers to effective communication and sensitively respond to a range of social and economic issues	K2
CO3	demonstrate an understanding of the importance of intrapersonal communication and the impact it creates within self and the perceptions others develop	K3
CO4	critique and analyse key points to negotiate, solve problems, influence behavior, make decisions and communicate strategically and sustainably at the internal and external levels	K4, K5

C05	develop skills required to work efficiently in groups of various capacities and create communication plans to provide business and social solutions	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 22, 2026 (Day Order 6)	1	1.1 Definition and Origin of Communication	K1-K2	1	1, 2	Lecture, Game	Timeline Presentation, Identifying different media
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 Elements and Process of Communication 1.3 Types, Levels and Functions of Communication	K1-K2	5	1, 2	Presentation, Role Play	Worksheet
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.4 Barriers to Effective Communication	K1-K2	5	1, 2	Presentation, Role Play	Worksheet
July 9 – 16, 2026 (Day Order 1- 6)	2	2.1 Intrapersonal Communication – Definition, types, advantages and forms 2.2 Concepts of intrapersonal communication – Self-concept, Self-reflection, Internal monologue, Self-Esteem, Self-Acceptance. Concept of Self – Johari Window Theory	K2-K5	5	2-5	Lecture and Discussion	Presentation (on Self-concept, Self-reflection, Internal monologue, Self- Esteem, Self-Acceptance. Concept of Self)

July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 Coping with Fear, Shyness and Anger 2.4 Four Factors that Influence Intra-Personal Communication – Perspective, Self-esteem, Self- assertion and Self- confidence	K2-K5	5	2-5	Lecture and Discussion	Group Discussion and debate on what role fear plays in a person's growth.
July 25 – 28, 2026 (Day Order 1- 3)	2	2.4 Four Factors that Influence Intra-Personal Communication – Perspective, Self-esteem, Self- assertion and Self- confidence	K2-K5	2	2-5	Lecture and Discussion	Group Discussion on self- confidence and its impact on growth.
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.1 Definition of Interpersonal Communication, Interpersonal Skills - Verbal Communication, NonVerbal Communication, Listening, Negotiation, Assertiveness, Decision-Making and Problem-Solving Skills	K1- K5	3	1, 5	Role Plays, Discussions	Self Reflection Talk, Just-A- Min

Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.2 Models of Interpersonal Communication: Lasswell Formula, Shannon and Weaver's, Osgood and Schramm's, David Berlo's SCMR Model 3.3 Communicating to Influence Behavior - Meaning, Effective and Ineffective Strategies, Development of Plan for Influencing Change	K1-K5	5	1, 5	Lecture, Case Study Examples	Quiz, Identifying Examples from daily life
Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.4 Forms of Interpersonal Communication - Conceptualizing presentations, Drafting e-mails and etiquettes, Writing reports, Writing minutes	K1-K5	5	1, 5	Presentations, Demonstrations	Checklist Assignments
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.1 Group – Definition and Types of Groups, Group Communication and its Importance 4.2 Group Lifecycle, Group Leadership, Group Dynamics	K1-K6	5	1-5	Lecture and Discussion	Concept understanding - Group Discussion

Sep 24 - 28, 2026 (Day 4 – 6)	5	5.1 Group Communication theory and its functions 5.2 Theoretical perspectives for small group communication - Systems theory, Social exchange theory, Symbolic convergence theory, Structuration theory, Functional theory	K4-K6	3	4, 6	Lecture	Case Study Analysis
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3 Models of group communication I - Tubbs systems model, Poole's model of small group communication 5.4 Models of group communication II – Katz and Lazarsfeld's Two Step Flow Model of Communication, Fisher's Decision emergence theory	K4-K6	5	4, 6	Lecture	Read a research paper and write a report
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.5 Virtual team communication – Definitions and Purpose. Virtual team meetings and management – Objectives, phases and challenges. 5.6 Virtual meeting etiquettes	K4-K6	5	4, 6	Mock Meetings, Role Play	Virtual Project
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : **Public Relations**
Name/s of the Faculty : **Dr. Shrinidhi S.**
Course Title : **Marketing Management in Public Relations**
Course Code : **23PR/PC/MG14**
Shift : **II**

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Recognize and define the core components of Marketing Management and its role in ethically promoting a brand and acquire the skills to draw an effective strategy	K1
CO2	Describe branding and its processes and differentiate between commercial and social marketing concepts	K2
CO3	Apply the marketing mix to the promotions of products and services and appreciate the use of research for effective marketing	K3
CO4	Analyse different marketing strategies adopted for profit and not-for profit organizations in the local, national and global level	K4
CO5	Evaluate and develop different marketing strategies and promotional tactics for digital and social media platforms for sustainable communication of any brand	K5, K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 22, 2026 (Day Order 6)	1	1.1 – Definition and Concepts 1.1.1 Principles and elements of Marketing 1.1.2 Scope of Marketing – Concepts of need, want and demand 1.1.3 Types of Marketing	K1	5	CO1	Lecture and use cases	Concept knowledge testing - in class activities
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 – Market Segment, Targeting and Positioning 1.3 – Types of Markets: Marketplace, Space and Meta Markets	K1	5	CO1	Lecture and case study discussions	Concept knowledge testing – case presentations by buddy groups
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.4 – Need for Market Research and Analytics	K1	5	CO1	Lecture and case study/ video discussions	Concept knowledge testing – case presentations

		1.5 – Integrated Marketing Communications					
July 9 – 16, 2026 (Day Order 1- 6)	2	2.1 – Brand – Meaning and Definition 2.2 – Brand Equity and Promotion Branding decisions – an introduction	K1 – K3	5	CO1 – CO3	Lecture	Concept knowledge testing – discussions enabling peer learning
July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 – Branding Decisions – positioning, repositioning, rejuvenation and relaunch 2.4 – Types of branding and brand building strategies 2.5 – Trends in Marketing Strategies	K1 – K3	5	CO1 – CO3	Lecture and case study discussions	Brand Quiz using Kahoot Component: Branding the Unbranded – a month-long branding assignment with outcomes

July 25 – 28, 2026 (Day Order 1- 3)	2	2.6 – Personal Branding – Emergence, Scope, Importance and Relevance to Corporate Branding	K1 – K3	2	CO1 – CO3	Lecture and case study discussions	Buddy group activity - Presentation of various personal branding cases
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.1 – Marketing for Non- profit Organizations 3.2- Concepts of Social Marketing and Cause- related Marketing – origin and purpose	K1-K3	3	CO1- CO3	Lecture and Video appreciation	Group discussion
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.3 – Differences between social and commercial Marketing 3.4 – Integrating Social cause with Marketing – Social Marketing mix	K1-K3	5	CO1- CO3	Lecture and Video appreciation	Group discussions, Evaluation of social campaigns of brands

Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.5 –Social Marketing Campaigns by various brands - types of social media campaigns	K1-K3	5	CO1- CO3	Lecture and case study analysis	Component: Creation of Public Service Advertisement OR Social Campaign video– for a brand
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.1 – Introducing to Digital Marketing 4.2 – Introduction to Big Data and Analytics for Market study	K1 – K4	5	CO1-CO4	Lecture/ guest lecture	Concept knowledge testing, Presentations, case study analysis and discussions
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.3 – Website planning and creation 4.4 – Search Engine Optimization	K1 – K4	5	CO1-CO4	Lecture/ guest lecture	Presentations, case study analysis and discussions

Sep 15-17, 2026 (Day Order 1 - 3)	4	4.5 – Content and affiliate marketing business 4.6 – Mobile Marketing	K1 – K4	2	CO1-CO4	Lecture/ guest lecture	Concept knowledge testing - in class activities; Presentations, case study analysis and discussions
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.1 – Social Media Marketing Strategies – Identifying the influencers and game changers 5.2 – Online brand and reputation management	K1- K5	3	CO1- CO5	Flipped classroom, peer learning	Discussions, analysis
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3 – Marketing strategies for e-Commerce Portals 5.4 – effective branding on Social Media Platforms – Facebook, Twitter, Instagram, LinkedIn, Pinterest, Snap Chat	K1- K6	5	CO1- CO5	Lecture, peer learning	Brand analysis and evaluation of communication tools – presentations

Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.5 – Creating video stories – Vlog, YouTube for promotion 5.6 – Effective Blog Writing: Planning, Creative and marketing	K1- K6	5	CO1- CO5	Guest lecture/ workshop	Development of informative blogs – creative activity
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI**COURSE PLAN (June - November 2026)**

Department : Public Relations
Name/s of the Faculty : Srivaralaxmi V
Course Title : Event Management
Course Code : 23PR/PE/EM15
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define event management and identify the role of events as a facet of Public Relations at a global level	K1
CO2	Discuss the importance of the event management as a career opportunity for entrepreneurship and the market demands that it has	K2
CO3	Apply the acquired knowledge and skills required to implement an event plan	K3
CO4	Categorize the event planning processes, analyse the strategies of communication and critically evaluate the crisis management process	K4,K5
CO5	Organize an event by formulating effective communication tactics and tools to market special events	K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 22, 2026 (Day Order 6)	1	1.1 Definitions, Types, 5Cs and 5Ws	K1-K3	1	1-3	Lecture and discussion	Identify the 5Cs and 5Ws in sample works.
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.2 Characteristics and Elements of events 1.3 Market and business demand for events	K1-K3	5	1-3	Lecture and discussion	Discussion and Q/A session
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.4 Event Component Mix 1.5 Role of critical thinking and creativity for event management	K1-K3	5	1-3	Lecture and discussion	Draft an event planner
July 9 – 16, 2026 (Day Order 1- 6)	2	2.1 Meaning, need and kinds of event marketing 2.2 Role and need of PR in event marketing	K1-K5	5	1-4	Lecture	Script a conversational agenda on how a PR should market a concept.

July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 Process of event marketing 2.4 Advertising and PR for event marketing	K1-K5	5	1-4	Lecture	Script a conversational agenda on how a PR should market a concept.
July 25 – 28, 2026 (Day Order 1- 3)	2	2.5 Target approach for event marketing among stakeholders	K1-K5	3	1-4	Lecture	Create a pitch deck for stakeholders
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.1 Planning: preparation and purpose	K3-K6	2	3-5	Lecture and discussion	Discussion
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.2 Implementation: execution and managing crisis 3.3 Communication: Media Relations and Social Media promotions	K3-K6	5	3-5	Lecture and discussion	Assignment: Create a promotional content

Sep 24 - 28, 2026 (Day 4 – 6)	5	5.1 Knowledge, attitude and skills required for an Event Manager	K3-K6	2	3-5	Lecture	Presentat ion : Event manager skills
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.2 Government and non-profit events – case studies 5.3 Corporate or business events– case studies	K3-K6	5	3-5	Lecture	Case study analysis
Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.4 Social and Media Events– case studies 5.5 Organizing an event – Practical	K3-K6	5	3-5	Lecture	Organise an event in the department.
Oct 15 - 21, 2026 (Day Order 1- 4)	REVISION						

