

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI

COURSE PLAN (June - November 2026)

Department : Public Relations
Name/s of the Faculty : Usha Nandini S.
Course Title : Digital Public Relations
Course Code : 23PR/PC/DP34
Shift : II

COURSE OUTCOMES (COs)

COs	Description	CL
CO1	Define key concepts of Digital Public Relations and recall the evolution of Public Relations and its integration into the Digital Media	K1
CO2	Understand the audience's consumption of Digital Media and how it would benefit the process of digital PR	K2
CO3	Apply the elements of Digital PR to effectively plan for Content and Influencer communication	K3
CO4	Analyse the role and importance of SEO for brands and identify effective strategies for organic leadership	K4
CO5	Evaluate long-term reputational impact of Digital PR decisions and Create innovative content ideas for a brand	K5, K6

Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods
Jun 15 – 22, 2026 (Day Order 1- 6)	1	1.1 – Introduction to Digital Media – Definition, Scope and Advantages 1.2 - Digital Transformation Trends – Information Age, Disruptive Innovation, Digital Revolution and trends in digital communication in organizations 1.3 – Digital Media Consumption	K1,K2	5	1,2	Participatory learning: Presentations, group discussions, lectures	Discussions, case study analysis
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3.1 Information, News, Education and Entertainment 1.3.2 Somoclolytic Era 1.3.3 Interaction and Engagement	K1,K2	5	1,2	Participatory learning: Presentations, group discussions, lectures	Self reflections, case study analysis

		1.3.4 Shaping Perceptions and Opinions 1.4 - Advantages of Digital Media – User Generated Content, Social Sharing, Personalization, Multi screen Presence,					
July 2 – July 8, 2026 (Day Order 1- 6)	1 & 2	1.5 – Challenges – Digital Divide, Digital Detox and Privacy and Safety of users 2.1 – Digital Public Relations – Definition, Concept, Evolution and Importance 2.2 – Traditional Vs. Digital Public Relations	K1,K2,K3	5	1,2,3	Participatory learning: Presentations, debate, guest lectures	Self reflections, case study analysis, quizzes
July 9 – 16, 2026 (Day Order 1- 6)	2	2.3 – Inbound PR – Concept and Elements	K1,K2,K3	5	1,2,3	Participatory learning:	Self reflections, case study

		2.4 – Trends in Digital Public Relations 2.4.1 – Multi – Media Communication – website, email, mobile, gaming, social media and convergent media 2.4.2- Lead Generation 2.4.3 – Engagement and Conversations				Presentations, debate, lectures	analysis, quizzes
July 17 – 24, 2026 (Day Order 1- 6)	2 & 3	2.4.4 - Audience Centric Approach 2.4.5 – Content -Driven Strategies 2.5 – Image and Reputation Building through Ethical Digital Public Relations 3.1 – Introduction to Content PR – Concept and Definition	K1,K2,K3	5	1,2,3	Participatory learning: Presentations, debate, lectures	Self reflections, case study analysis, quizzes
July 25 – 28, 2026 (Day Order 1- 3)	3	3.2 – Understanding the Audience – Audience Analysis, Pain Points,	K1-K6	2	1-5	Participatory learning:	Self reflections, case study

		Content Preferences, Social Listening, Localization and Segmentation				Presentations, guest lectures Experiential learning: demonstration of apps for digital marketing	analysis, content creation
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.3 – Content Curation and Mapping for different channels of digital media 3.4 – Content Marketing Strategies – Content Creation, Distribution, Calendar and Interaction	K1-K6	3	1-5	Participatory learning: Presentations, guest lectures Experiential learning: demonstration of apps for digital marketing	Self reflections, case study analysis, content creation Component: Digital PR campaign design
Aug 7 – 14, 2026 (Day Order 1- 6)	3 & 4	3.5 – Brand Consistency and Content – Content	K1-K6	5	1-5	Participatory learning:	Short term projects with digital

		Repurposing and Content Amplification 4.1 – Influencer Public Relations – Introduction 4.2 – Working with Influencers – Objectives, Roles and Pitch				Presentations, guest lectures Experiential learning: demonstration of apps for digital marketing	marketers or influencers, classroom discussions, flipped classroom
Aug 17 - 24, 2026 (Day Order 1- 6)	4	4.3 – Types of Influencers 4.4 – Elements of Influencer PR – Influencer Credibility, Relationship Goals, Audience reach and Engagement, Legal Considerations, Content Right and Usage	K1-K6	5	1-5	Participatory learning: Presentations, guest lectures Experiential learning: demonstration of apps for digital marketing	Short term projects with digital marketers or influencers, classroom discussions, flipped classroom
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.5 – Influencer Affiliations – Sponsored Content, Brand Ambassadors, Collaborations	K1-K6	5	1-5	Participatory learning:	Short term projects with digital marketers or influencers,

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

Department : Department of Public Relations
Name/s of the Faculty : Ms. Soundarya Uppili
Course Title : Mass Communication for Public Relations
Course Code : 25MA/EC/PL13
Shift : II

COURSE OUTCOMES (COs)

COs	Description						CL
CO1	define mass communication and understand the importance of mass media as instruments of disseminating pr messages						K1
CO2	explain the interface of pr and mass media and outline how each of the medium is optimized for opinion building						K2
CO3	apply the concept of media literacy to understand mass media text in the intended manner						K3
CO4	explain media laws and critically analyze the ethical issues faced by media and pr professionals						K4
CO5	explain persuasion and rhetoric techniques in the practice of pr and develop strategies to positively develop reputation through mass communication						K5, K6
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Jun 15 – 22, 2026 (Day Order 1- 6)	1	1.1 - Mass Media and Mass Communication- Definitions and Classification 1.2 - Characteristics of Mass Media	K1, K2	5	1,2	Lecture, Discussions	Short Quiz, Media Journal
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 - Functions of Mass Communication 1.4 - Mass Communication and PR Interface	K1, K2	5	1,2	Case Study Discussions, Lecture	Think-Pair-Share
July 2 – July 8, 2026 (Day Order 1- 6)	1	1.5 - Key Trends in Mass Communication	K1, K2	5	1,2	Lecture, Audio/Visual Media Analysis	Group Discussions
July 9 – 16, 2026 (Day Order 1- 6)	2	2.1 - The History of Print Media and Electronic Media - Radio and Television 2.2 -Newspaper, Radio and TV as tools of PR and the Tactics	K2, K3	5	1,2	Lecture, Field Visit	Timeline Assignment, Identifying PR Elements
July 17 – 24, 2026 (Day Order 1- 6)	2	2.3 - Opinion building in Print Media 2.4 - The Impact of Electronic Media on the Audience	K2, K3	5	1,2	Lecture	Opinion Essay, Community Interaction and Survey

July 25 – 28, 2026 (Day Order 1- 3)	2	2.5 - Ethics in Broadcasting and Print Media	K2, K3	3	1,2	Lecture	Presentation
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.1 - The Evolution of Films: World and India	K2, K4	3	2, 4	Lecture and Film Clip Analysis	Analyzing Film Reviews
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.2 - Films: Characteristics, Advantages and Types 3.3 -PR harnessing the power of Films: The Opportunities	K2, K4	5	2, 4	Film Screening and Analysis	Write a Film Review
Aug 17 - 24, 2026 (Day Order 1- 6)	3	3.4 - Impact of Films for Social and Economic 3.5 - Rhetoric in Films from a PR Perspective	K2, K4	5	2, 4	Documentary Screening	Film Analysis, Interview
Aug 25 – Sep 2, 2026 (Day Order 1- 6)	4	4.1 - Power and Influence of Mass Media 4.2 - Media Audience - Importance, Categories and Audience as Market for Journalism and PR	K1, K6	5	1, 6	Lecture, Seminar	Audience Profiling Activity
Sep 3 – 11, 2026 (Day Order 1- 6)	4	4.3 - Facets of Media Audience - Media Reach, Media Access, Media	K1, K6	5	1, 6	Lecture	Data Interpretation

		Exposure and Media Effects 4.4 - Media Literacy for PR 4.5 - Audience Effect Theories - Dissonance Theory, Spiral of Silence Theory					
Sep 15-17, 2026 (Day Order 1 - 3)	4	Uses and Gratifications Theory, Agenda Setting Theory	K1, K6	3	1, 6	Seminar, Theory	Case Study Analysis applying theory
Sep 18 –23, 2026	C.A. Test - II						
Sep 24 - 28, 2026 (Day 4 – 6)	5	5.1 - The History of Internet: World and India 5.2 - New Media as a tool of PR and the Benefits	K1, K6	3	1, 6	Lecture	Assignment
Sep 29 – Oct 7, 2026 (Day Order 1 - 6)	5	5.3 -PR Thought Leadership through New Media 5.4 - Reaching, Engaging and Influencing in the 5.4.1 - Storytelling for Interactive Communication 5.4.2 - Perception as Reality's Mirror Image 5.4.3 - Using Plain Language for Attention and Retention	K1, K6	5	1, 6	Lecture, Seminar, Social Media Demonstrations	New Media Article Review, Identifying Social Media Brands and writing a report

Oct 8 - 14, 2026 (Day Order 1 - 6)	5	5.5 New Media Ethics 5.5.1- Responsibilities in Using New Media 5.5.2-Cyber Safety	K1, K6	5	1, 6	Lecture	Quiz, Conduct an online campaign on cyber safety
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 : Digital Marketing****Course Code : 23PR/PE/DM23****Shift : II****COURSE OUTCOMES (COs)**

COs	Description						CL
CO1	Define key digital marketing terms and concepts, such as SEO, SEM, social media marketing, and email marketing						K1
CO2	Summarize the customer journey in the digital space and its impact on marketing strategies						K2
CO3	Develop a simple digital marketing plan for a fictional business, including the selection of appropriate digital channels and strategies						K3
CO4	Evaluate the effectiveness of different digital marketing channels and strategies for specific business objectives.						K4
Week	Unit No.	Content	Cognitive Level	Teaching Hours	COs	Teaching Learning Methodology	Assessment Methods

Jun 15 – 22, 2026 (Day Order 1- 6)	1	1.1 Meaning and Definition Marketing 1.2 Need, Scope and Functions of Marketing	K1	3	1	Lecture and presentation	Peer discussion
Jun 23 – July 1, 2026 (Day Order 1- 6)	1	1.3 Introduction to Digital Communication platforms 1.4 Meaning and Definition of Digital Marketing	K1	3	1	Lecture, Case study analysis	Concept knowledge testing – instant quiz, games
July 2 – July 8, 2026 (Day Order 1- 6)	2	2.1 Online Reputation - Definition and Functions 2.2 Online Reputation Building	K1 ,K2	3	1,2	Lecture and presentation	Group analysis of online brand reputation - Twitter
July 9 – 16, 2026 (Day Order 1- 6)	2	2.3 Video and Image Marketing	K1, K2	3	1,2	Case study analysis, Lecture	Peer discussion and class presentation
July 17 – 24, 2026 (Day Order 1- 6)	2	2.4 Online Campaigns	K1,K2	3	1,2	Lecture, discussion	Peer discussion

							and class presentation
July 25 – 28, 2026 (Day Order 1- 3)	2	2.5 Feedback, Tags and Mentions 2.6 Search Spiders and AI	K1, K2	1	1,2	Lecture, discussion	Case and examples
July 29 – Aug 3, 2026	C.A. Test - I						
Aug 4 - 6, 2026 (Day Order 4 - 6)	3	3.1 Search Engine Optimization - Meaning and Definition 3.2 Elements of SEO – keyword research, website analysis, content strategy, link building	K1,K2	2	1,2	Lectures, Guest lectures	practical assignments on keyword planning
Aug 7 – 14, 2026 (Day Order 1- 6)	3	3.3 Content Optimization and Image Optimization 3.4 Ethics of SEO - Organic Vs. Pay Per Click SEO	K1,K2	3	1,2	Lectures, Presentation, Case study analysis	Case study peer presentation on SEO ethics
Aug 17 - 24, 2026 (Day Order 1- 6)	3, 4	3.5 In-house SEO Vs. Outsourced SEO	K1,K2	3	1,2	Lectures, Presentation, Case study analysis	Component: Creation of Content for

