

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

M.A. DEGREE - PUBLIC RELATIONS

COURSES OF STUDY

(Effective from the academic year 2011 - 2012)

CREDIT BASED SYSTEM

Subject Code	Title of Course	Credits	Teaching Hours				Exam Hours	Continuous Assessment	End Semester	Maximum Marks
			Lecture Hours	Tutorial Hours	Practical Hours / Self Study					
Semester - I										
11PR/PC/BP14	Basics Of Public Relations	4	4	1	0	3	50	50	100	
11PR/PC/CR14	Community Relations	4	4	1	0	3	50	50	100	
11PR/PC/CS14	Interpersonal Communication	4	4	1	0	3	50	50	100	
11PR/PE/AR14	Advertising Management	4	4	0	0	3	50	50	100	
OR										
11PR/PE/MK14	Marketing Management	4	4	0	0	3	50	50	100	
11PR/PA/LC12	Social Awareness Programme - Learning from the Community	2	1	0	2	-	50	-	100	
11PR/PC/NG14	Internship: Non Governmental Organizations (NGO's)	4	0	0	16	1	Placement 50	Report & Viva Voce 50	100	
Semester - II										
11PR/PC/CO24	Public Relations in the Corporate Sector	4	4	1	0	3	50	50	100	
11PR/PC/CU24	Customer Relations	4	4	1	0	3	50	50	100	
11PR/PC/CS24	Group Communication	4	4	1	0	3	50	50	100	
11PR/PK/SS22	Soft Skills	2	2	0	0	-	50	-	100	
11PR/PN/CP22	Summer Internship :Corporate Sector	2	0	0	8	1	Placement 50	Report & Viva Voce 50	100	
Semester - III										
11PR/PC/SS34	Public Relations in the Service Sector	4	4	1	0	3	50	50	100	
11PR/PC/ER34	Employee Relations	4	4	1	0	3	50	50	100	
11PR/PC/CS34	Mass Communication	4	4	1	0	3	50	50	100	
11PR/PC/SR34	Internship : Service Sector	4	0	0	16	1	Placement 50	Report & Viva Voce 50	100	

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Subject Code	Title of Course	Credits	Teaching Hours				Exam Hours	Continuous Assessment	End Semester	Maximum Marks
			Lecture Hours	Tutorial Hours	Practical Hours / Self Study					
Semester - IV										
11PR/PC/PG44	Public Relations in the Government	4	4	1	0	3	50	50	100	
11PR/PC/CM44	PR Campaign on an issue using PR tools	4	1	0	6	1	Campaign 50	Report & Viva Voce 50	100	
11PR/PC/DI44	Dissertation on a PR topic & Viva Voce	4	1	0	12	1	50	Report & Viva Voce 50	100	
11PR/PE/GR44	Government Relations	4	4	0	0	3	50	50	100	
11PR/PE/GP44	Global Public Relations	4	4	0	0	3	50	50	100	
OR										
11PR/PE/HM44	Human Resource Management	4	4	0	0	3	50	50	100	
11PR/PC/GO44	Internship: Government Organisation	4	0	0	16	1	Place ment 50	Report & Viva Voce 50	100	
Offered to Other Departments										
11PR/PE/IP24	Introduction to Public Relations	4	4	0	0	3	50	50	100	
11PR/PE/PP34	Public Relations for Professionalism	4	4	0	0	3	50	50	100	

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M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 – 2012 onwards)

LEARNING FROM THE COMMUNITY

CODE: 11PR/PA/LC 12

CREDITS: 2

L T S : 1 0 2

TOTAL HOURS : 36

The Philosophy

Nuclear families in an urban setting, offer the typical student, a life style, unique in its own way. The Social Awareness Programme (S.A.P) offers an avenue to open new vistas of learning to the student.

Objectives

- To understand the various aspects of structure, functions, process and mechanism in a tribal / village / urban community
- To make students aware of the strengths of a community
- To learn from the experiences of a field camp in a community

The Method

- To provide a camp setting in a tribal / village / urban community for students to explore and comprehend community life and to internalize and practice lessons learnt from the community.
- To carry out an observational study using questionnaire/survey/case study or any other appropriate tool
- To hand over the report to an NGO/ grass root level organization/Government department or program for further action

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**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year June 2011 – 2012 onwards)

BASICS OF PUBLIC RELATIONS

CODE: 11PR/PC/BP 14

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To understand the basic premises and fundamental concepts of Public Relations
- To comprehend the distinction of Public Relations from advertising, marketing, event management etc.

Unit 1 (13 hrs)

Definitions

1.1 Public Relations

1.2 Publics

1.2.1 Internal publics and External publics

1.2.2 Two-way communications

1.3 Internal and External Public Relations :

1.3.1 Employee Relations

1.3.2 Customer Relations

1.3.3 Community Relations and

1.3.4 Government Relations

1.4 Organization of a PR Department

1.4.1. Qualities of a PR person

1.4.2. Ethics in PR

1.4.3 Outsourcing of PR- use of PR agencies

1.4.4 Need for Public Relations

Unit 2 (15 hrs)
Public Relations – Highlights and Differences

2.1 Advertising and Public Relations

2.2 Publicity, Propaganda and Public Relations

2.3 Marketing and Public Relations

2.3.1 Public Relations' support to Marketing

2.3.2 Integrated Marketing Communication

2.4 Vendor and Dealer Relations

2.4.1 Vendors' Expectations and Vendor Relations Objectives

2.4.2 Public Relations for Vendors

2.5 Lobbying and Public Relations

Unit 3 (12 hrs)

Corporate Image and Corporate Identity Management

- 3.1 Corporate Image Defined and the Image Management Process
- 3.2 Image Makers
- 3.3 Stock Market and the Image
- 3.4 Corporate Identity Mix and developing a Corporate Identity

Unit 4 (13 hrs)

Event Management

- 4.1 Event Management Industry – A Historical Perspective
- 4.2 Events – Classification and Types
- 4.3 Special Events
- 4.4 Organizing an Event
- 4.5 Public Relations and Event Management

Unit 5 (12 hrs)

Crisis Management

- 5.1 Kinds of Crises
- 5.2 Public Relations in Crisis Management
- 5.3 Ten Commandments of Crisis Management

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

- Part I: Chapter 1: Public Relations Today, pp 3-17
- Chapter 2: Practice of Public Relations, pp 18- 28

Cutlip, S.M., A.H Center and G.M Broom. Effective Public Relations. 1st Ed. New Jersey: Pearson Education, 2000.

- Part I: Chapter 1: Introduction to Contemporary Public Relations, pp 1- 28
- Chapter 2: Practitioners of Public Relations, pp 29-57
- Chapter 3: Organizational Settings, pp 59– 99
- Part II: Chapters 6: Legal Considerations, pp 179– 260

Darrow, R.W., D.J Forrestal, and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.

- Part – 1 Chapter 1: Public Relations Today, pp 28 – 41
- Chapter 2: Public Relations Man-What He Is and What He Does, pp 42 – 52
- Chapter 3: What management thinks and expects of Public Relations, pp 61 – 78
- Chapter 4: The Role of Public Relations Council, pp 79 – 90
- Chapter 5: From Policy to Problem, pp 91 – 107
- Chapter 6: Staffing and Budgeting for Public Relations, pp 108 – 124
- Chapter 7: The Program at Work, pp 125 – 145

Heath, Robert L., Elizabeth Toth and D. Waymer (Eds). Rhetorical and Critical Approaches to Public Relations II. New York and London: Routledge, 2009

- Section 2 - Chapter 7: Creating Shared Meaning through Ethical public Relations Promotion and Publicity, pp 125 - 232

- Chapter 16: Character, Ethics and Legitimacy in the practice of Public Relations, pp 311- 374

Lesly, P. Handbook of Public Relations& Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section I: Chapter 1: Nature and Role of Public Relations, pp 3 – 19

Chapter 2: Policy Issues Crises and Opportunities, pp 22– 38

Appendix: Code of Ethics, pp 367 - 641

McKee, Kathy .B and L.F. Lamb. Applied Public Relations: Cases in Stakeholder Management. 2ndEd. New York and London: Routledge, 2009.

Chapter 3: Professional Insight: A Lesson – Advertising and Public Relations can work in Harmony, pp 64-67

Sachdeva, I.S. Public Relations: Principles and Practices. New Delhi: Oxford University Press. 2009.

Chapter 1: Public Relations Fundamentals, pp 3 – 18

Chapter 8: Communication and Public Relations, pp 139 – 158

Chapter 9: Negotiating skills and Public Relations, pp 159 – 176

Chapter 12: Dealer Relations, pp 226 – 249

Chapter 13: Vendor Relations, pp 250 - 267

Chapter 19: Corporate Identity Management and Public Relations, pp 372 – 393

Chapter 20: Event Management and Public Relations, pp 394 – 416

Chapter 21: Public Relations and Crisis Management, pp 417 – 435

Chapter 26: Ethics and Public Relations

Stephenson, H. Handbook of Public Relations : The Standard Guide to Public Affairs and Communications. New Jersey: McGraw Hill Book Co., 1971.

Section I: Chapter 1: Principles and Practice, pp 3-34

Chapter 2: The Profession, pp 35-42

Chapter 4: Careers, pp 61-80

Chapter 5: Counseling, pp 81-104

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.

Chapter 4: Ethics and the Public Interest, pp 40-76

BOOKS FOR REFERENCE

Dunn, J. Successful Public Relations: The Insider's Way to get Successful Media Coverage. New Delhi: Viva Books Pvt. Ltd., 2005.

Datta. K.B. Fundamentals of Public Relations. New Delhi: Akansha Publishing House, 2005.

Harrison, Shirley. Public Relations: An Introduction. 2nd Ed. U.K.: Thomson Learning, 2000.

Jefkins, F. Public Relations for your Business. Mumbai: Jaico Publishing House, 2004.

Kasor, Shrutika. Public Relations. New Delhi: Mohit Publications, 2003.

Kaul, J.M. Public Relations in India. Calcutta: Naya Prokash, 1976.

Mehta, D.S. Handbook of Public Relations in India. 4th Ed. New Delhi: Allied Publishers, 1980.

Marconi, J. Public Relations: The Complete Guide. U.K.: Thomson and Racom Communications, 2004.

Moss, D and Santo De Barbara (Eds). Public Relations Cases: International Perspectives. London and New York: Routledge Taylor and Francis Group, 2002.

Wilcox, D.L, P.H. Ault, and W.K. Agree. Public Relations. New York: Longman, 1997.

SUGGESTED ACTIVITIES:

- Students can observe different organizations in their own neighborhoods. They can identify the internal and external publics of these organizations and study the two way communication – all of the above can be documented.
- Students have to identify, differentiate the concepts and substantiate the answers with respect to advertising, marketing, publicity, propaganda and Public Relations with examples from the world at large.
- Students can track businesses and focus on internal and external factors that influence the image and reputation of businesses.
- Students can develop a plan to organize a special event and go through the various phases involved in event management.
- Students can track crisis events in society through the media. The use of Public Relations to handle the crisis and its resolution can be studied and reported.

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SYLLABUS**
(Effective from the academic year June 2011 – 2012)

COMMUNITY RELATIONS

CODE: 11PR/PC/CR 14

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To understand the needs of the community to practice Community Relations.
- To know the community relations programs of industrial and service organizations
- To learn the working of Public Relations in non – profit organizations

Unit 1 (10 hrs)

Community Relations and its importance in Public Relations

- 1.1 The community public: An important stakeholder in Public Relations
- 1.2 The concept of trusteeship and its application to industries
- 1.3 Industry as an important stakeholder in the community
- 1.4 Corporate Social Responsibility: Definition, nature and scope.

Unit 2 (10 hrs)

Community Relations in Corporate and Service organizations

- 2.1 Schemes and programs for the community by industrial organizations : Case Studies
- 2.2 Role of Banks in Community Programs
- 2.3 Role of Insurance in Community Programs
- 2.4 Role of Police in Community Programs
- 2.5 Community's links with service organizations eg. Hospitals.

Unit 3 (10 hrs)

Voluntary Organizations and Community

- 3.1 Volunteerism and Voluntary workers in a community
- 3.2 Programs of Voluntary organizations for the community e.g. Lions, Rotary.
- 3.3 Local, regional and national voluntary organizations – Case Studies
- 3.4 Community's and voluntary organization's interface

Unit 4 (10 hrs)

Community Relations in International Organizations

- 4.1 United Nations' Organizations e.g. UNESCO, UNIDO etc.
- 4.2 World Health Organization
- 4.3 Role of other international organizations in Third World countries e.g. India

Unit 5 (25 hrs)

Public Relations' Professional and Community Relations

- 5.1 Knowledge, Skills and Attitudes required to work in Community Relations
- 5.2 Public Relations' tools in Community Relations
 - 5.2.1 Community opinion polling
 - 5.2.2 Working with opinion leaders

- 5.2.3 Organizing an Open House
- 5.2.4 Special Events
- 5.2.5 Local Advertising and Fund Raising

BOOKS FOR STUDY

Cutlip, S.M., and A.H.Center. Effective Public Relations. 5th Ed. New Jersey: Englewood Cliffs, 1978. Part I - Chapter 14: The Community Public, pp 310 – 330

Cutlip, S.M., A.H. Center, and G.M.Broom. Effective Public Relations. 8th Ed. New Jersey: Pearson Education, 2000.

Chapter 16: Non-profit Organizations, Healthcare and Education, pp 519 – 528

Davis, K and W.C. Frederick. Business and Society : Management, Public Policy, Ethics. USA: McGraw Hill International Book Co, 1984.

Darrow, R.W, D.J. Forrestal, and Aubrey D. Cookman (Eds). The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.

Part 3 - Chapter 2: Community Relations, pp 364 – 379

Chapter 3: Working With Youth Organizations, pp 380 – 395

Chapter 6: Public Service Projects, pp 424 – 442

Chapter 9: Service Clubs, pp 466 – 473

Kotler, Philip and Nancy Lee. Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause. New Delhi: Wiley India Pvt Ltd, Inc. 2008.

Lesly, P., Handbook of Public Relations& Communications, 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section II – Chapter 8: Community Relations, pp 116-139

Section V-Chapter 38: Public Relations for Charities and Other Non Profit Organizations, pp 609-631

McKee, Kathy .B and L.F. Lamb. Applied Public Relations: Cases in Stakeholder Management. 2nd Ed. New York and London: Routledge, 2009.

Chapter 3: Stakeholders: Community, pp 37 – 63

Stephenson, H, (Ed). Handbook of Public Relations : The Standard Guide to Public Affairs and Communications, 2nd Ed. New York: McGraw Hill Book Co, 1971.

Section II Chapter 13: Philanthropy, pp 293 – 380

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.

Chapter 9: Community Relations, pp 206 - 233

BOOKS FOR REFERENCE

Drucker, Peter F. Managing in Turbulent Times. Reprinted ed. U.K.: Butterworth Heinemann, 2003.

Drucker, Peter F. The Frontiers of Management. Reprinted ed. U.K.: Butterwoth Heinemann, 1986.

Goel, O.P. Strategic Management and Policy of N.G.O's. New Delhi: Isha Books, 2004.

Lall, Robin. The Dynamics of NGO's. New Delhi: Dominant Publishers and Distributors, 2004.

Mowli, V. Chandra, (ed). Role of Voluntary Organizations in Social Development. New Delhi: Sterling Publishers Pvt. Ltd., 1990.

Narasimhan, C.V. The United Nations An Inside View. New Delhi: Vikas Publishing House, 1988.

United Nations Publications on Development Programs in the Third World.

SUGGESTED ACTIVITIES:

- Observation of community relations activity in the neighborhood in which the student lives for understanding the diversity of community relations efforts by different organizations.
- Students can enumerate the NGOs in their neighborhood or surrounding areas.
- Students can visit a neighborhood NGO and identify the structure and functioning of the NGO.
- A detailed report on how the community is an important stakeholder in the society can be analyzed by the students on the field trip to the village during S.A.P and it can be documented. The report can encompass different aspects of community relations and the Public Relations tools used to reach out to the community.

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SYLLABUS**

(Effective from the academic year June 2011 – 2012)

INTERPERSONAL COMMUNICATION

CODE :11PR/PC/CS 14

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To comprehend the variety of communication theory and practices.
- To acquire skills in using communication tools.

Unit 1 (13 hrs)

Introduction

- 1.1 Homo communis : the human being as a communicating animal – definitions of communication
- 1.2 Models of Communication : Lasswell Formula, Shannon and Weaver's, Osgood and Schramm's, Gerbner's General Model Dance, Newcomb's ABX model and Schramm model of mass communication

Unit 2 (13 hrs)

Oral / Verbal Communication

- 2.1 Public Speaking: Posture, eye contact, voice modulation, content and delivery.
- 2.2 Preparation, planning and practice of oral presentations.
- 2.3 Using a mike: techniques of communication.
- 2.4 Telephone: How to use a telephone for effective communication.

Unit 3 (13 hrs)

Written Communications

- 3.1 Letter writing: styles for different occasions.
- 3.2 Printed word : Knowledge of style, design, paper and typography
- 3.3 Memo: Drafting and circulating memos and notice/bulletin boards
- 3.4 News Release, Media Alerts and Media Pitches
- 3.5 Backgrounders and Features

Unit 4 (13 hrs)

Audio – Visual Communication

- 4.1 Importance of the visual medium
- 4.2 Photography as an important tools of visual communication
- 4.3 Preparation and use of slides
- 4.4 Design and use of flip charts and flip books.

Unit 5 (13 hrs)

Information Communication Technology

- 5.1 Marshall McLuhan – the world as a global village
- 5.2 Internet : e-gateway to the world
 - 5.2.1 Some popular search engines
 - 5.2.2 Use and misuse of Internet.
 - 5.2.3 Email : effective usage

5.2.4 Chat groups

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

Part II Chapter 4: The Printed Word, pp 50 – 59

Chapter 5: Photography as an aid to Public Relations, pp 60 – 65

Chapter 9: The Use and Abuse of the spoken word, pp 103 – 107

Cutlip, S.M., A.H. Center and G.M. Broom. Effective Public Relations. 1st Ed. New Jersey: Pearson Education, 2000.

Part II Chapter 9: Printed Word, pp 289-295

Spoken Word, pp 297-298

Working with the Media, pp 323-330

Darrow, R.W., D.J. Forrestal and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.

Part IV: Chapter 1: Working with the Media, pp 536-569

Chapter 2: Getting Photographs used, pp 570-594

Chapter 3: The Camera as a PR Tool, pp 595-601

Chapter 5: The Speech in Public Relations, pp 635-645

Chapter 8: Conducting an Open House, pp 664-687

Chapter 9: Preliminary Production Process, pp 688-721

Chapter 10: The Printing Processes, pp 722-737

Chapter 11: Paper and Envelop Guide, pp 738-763

Chapter 13: Duplicating Methods, pp 769 – 772

Chapter 14: Addressing and Mailing, pp 773 - 778

Lesly, P. Handbook of Public Relations & Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section IV: Chapter 20 Preparations for Communicating, pp 319 – 345

Chapter 21: Relations with Publicity Media, pp 346– 366

Chapter 30: Direct Communication Method, pp 471 – 493

Chapter 32: How to use Graphics and Printing, pp 503 – 526

Chapter 42: Public Relations for the Professional Firm, pp 679 – 693

Stephenson, H. Handbook of Public Relations : The Standard Guide to Public Affairs and Communications. New Jersey: McGraw Hill Book Co, 1971.

Section IV: Chapter 23: Communication by design, pp 591 – 614

Chapter 24: External Publications, pp 615-620

Chapter 29: Public Speaking, pp 715-750

Chapter 30: Audio Visual, pp 751-786

McQuail, D and S.Windahl. Communication Models for the Study of Mass Communications. 5th Ed. U.K: Longman House, 1987.

Chapter 2: Basic Models, pp 10 – 32

Wakhlu, Savita. Managing Presentations. New Delhi: Response Books, 2000.

Zappala, J.M. and Ann R. Carden. Public Relations Writing Worktext: A Practical Guide for the Profession. 3rd Ed. New York and London: Routledge – Taylor & Francis Group. 2010.
Part I: An Introduction to the basics, pp 1- 52
Part IV: Execution, pp 89 - 151

BOOKS FOR REFERENCE

Adair, J. Training for Communication. U.K: Gower Press, 1973.

Bivins, T.H. Public Relations Writing: The Essentials of Style and Format. 7th Ed. McGraw Hill, 2011.
Chapter 6: News Releases and backgrounders, pp 84 – 124
Chapter 10: Speeches and Presentations, pp 264 - 276

Figgins, R., S.P. Golen and C.G. Pearce. Business Communication Basics : Application and Technology. New York: John Wiley and Sons, 1984.

Gould Marks, L. Management Communication through Audio – Visual Aids. London: Leonard Hill, 1966.

Pace, R.W., R.R. Boren and B.D.Peterson. Communication Behaviour and Experiments: A Scientific Approach. California: Wadsworth Publishing Co, 1975.

Pace, R.W., B.D. Peterson and M.D. Burnett. Techniques for Effective Communication. California: Addison Wesley Publishing Company, 1979.

Peterson, B.D., G.M. Goldhaber and R.W.Pace. Communication Probes. Chicago: Science Research Associates Inc, 1977.

Peterson, B.D., N.D. White and E.G. Stephan. Speak Easy: An Introduction to Public Speaking. 2nd Ed. St Paul: West Publishing Company, 1984.

Phillips, Bonnie. D. Effective Business Communications. New York: Van Nostrand Reinhold Co, 1977.

Pool, Ithiel de Sola, Maccoby W.N. Schramm and E.B. Parker, eds. Handbook of Communication. Chicago: Rand McNally College Publishing Co, 1973.

Singhal, A and E.M. Rogers. India's Information Revolution: From Bullock Carts to Cyber Cafes. New Delhi: Sage Publications, 2001.

Srinivas, M.R. Communication for Development in the Third World: Theory and Practice. New Delhi: Sage Publication, 1991.

Turk, C and Kirkmann. Effective Writing. Reprinted ed. London: E and FN Spoon, 1996.

Williams, Beryl. Communicating Effectively: A Manager's Guide to getting through to People. U.K.: Thomson Publishing Ltd, 1977.

SUGGESTED WORKSHOPS

- **Folk Theatre:** *Music, Dance and Theatre in the Folk Style
*Can be used as an Ice-breaker and for group dynamics
*Performance during SAP for assessment
- **Public Speaking** with Video feedback for assessment
- **Photography workshop** with Exhibition for assessment
- **Visual Communication:** Fonts and color with exhibition for assessment
- **Visit** to American Library and hands-on **training** in the use of different search engines, data mining and learning to effectively use the Internet.

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SYLLABUS

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INTERNSHIP: NON-GOVERNMENTAL ORGANIZATION

CODE : 11PR/PC/NG 14

CREDITS: 4

L T S : 0 0 16

TOTAL PRACTICAL HOURS : 120

OBJECTIVES OF THE INTERNSHIP

- To work in an NGO setting for 15 working days or 3 weeks.
- To understand the structure of the NGO
- To document observations, perceptions and work experiences into a report
- To present the internship report in a Viva Voce and face questioning

PLAN OF ACTION FOR FACULTY:

- This internship is usually in November after the student has completed
 - a) the first semester with papers in: Introduction to Public Relations, Community Relations, Communication Skills and two electives – one from the PR department and the second from another department.
 - b) case studies through guest lectures by professionals from different organizations
 - c) workshops in communications which include practicals and demonstrations
 - d) seminars/conferences/workshops
 - e) field trip for Social Awareness Program (SAP)
 - f) data analysis and made presentations at Viva Voce.

Hence the internship should provide facilities for the student to transform all the above learning experiences into practical applications and provide a platform for experiential learning.

- The faculty should provide the Sahaya Directory of NGO's in the city of Chennai or encourage students to look up list of NGO's in Google in August i.e. after a month or so of joining the college
- The Students should be encouraged to select an NGO either in their neighborhood or in an area of interest e.g special children e.g. C.R.Y or health related e.g. CANSTOP. This is because the student is encouraged to volunteer in these organizations even after the period of internship as an educated person's contribution to civic society.
- After the first CA exam, a list can be drawn up matching students with NGO's and official letters sent to the NGO's requesting them to accept two students per NGO for 15 working days or 3 weeks in November immediately after the end semester examination

- Attendance and assessment sheets – two sets – one for the organization and one for the department is to be prepared and sealed in appropriate covers for each student
- The attendance and assessment sheet should be collected at the end of the internship and internship assessment marks is to be entered - as internal marks - in the yellow register
- Report and Viva Voce marks – external marks - are to be also entered and consolidated
- When the NGO's sends an acceptance letter agreeing to the internship of the students one photocopy is to be given to the student and the original filed in the department.
- When the student is doing the internship, the NGO's should be visited in rotation by the faculty and students should give information daily on their work to the supervising faculty in the NGO and in the department.
- When the student submits internship report, Viva Voce examination is to be conducted, with one internal and external examiner, and the consolidated mark sheet to be handed over to the Controller of Examinations.
- A thank you letter from the department is to be sent to the NGO along with the copy of the student internship report.

FOR STUDENTS:

- Obtain good theoretical knowledge in all subjects through lectures and reading in the library
- Listen to all case studies and attempt to understand the practical applications in Community Relations
- Participate actively in all practical sessions and acquire skills in communication and PR
- Acquire the proper knowledge, attitude and skills in field study
- Cultivate good listening, speaking, reading, writing and interpersonal communication skills
- SMS supervising faculty daily on work done
- During the 15 days (3 weeks) of internship, plan and use the time effectively as follows:
 - a) for the first five days, learn: the mission, vision, objectives, structure and programs of the NGO
 - b) for the next five days, obtain information from the personnel in the NGO the PR tools used like (i) open house (ii) special events (iii) extended house publications (iv) voluntary activities (v) local advertising (vi) fund raising (vii) press release and (viii) press meeting.
 - c) for the last five days, document all the work done and show it to the supervisor at the NGO and obtain the necessary documentation
- Prepare three copies of the internship report and a soft copy (DVD) and submit to the department. One report is for the department, one for the NGO which has to be handed over with a thank you letter from the department and one is for the student

- Make a good presentation at the Viva Voce and answer questions; obtain one copy of the report for yourself.

SUGGESTED READING

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge. 2010.

Chapter 14: Internships and Early Career, pp 320 - 341

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SYLLABUS**

(Effective from the academic year June 2011 – 2012)

ADVERTISING MANAGEMENT

CODE : 11PR/PE/AR 14

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To understand the different types of advertising and their uses.
- To understand the concepts related to Social Advertising and its usage by organizations.

Unit 1 (13 hrs)

Advertising – basics

- 1.1 Definition of Advertising
- 1.2 Introduction to advertising creativity and advertising strategy
- 1.3 Basics of Copy and Art
- 1.4 Writing / Understanding an advertising brief
- 1.5 Advertising campaigns across press and outdoor, media
Electronic media and interactive media – case studies.

Unit 2 (14 hrs)

Advertising for Corporate Organizations

- 2.1 Brand – definition and attributes
- 2.2 Brand building: corporate brand, corporate identity, product brand and employee branding
- 2.3 Multi media campaigns for brand promotion

Unit 3 (13 hrs)

Advertising for Non – Profit Organizations

- 3.1 On ground advertising, use of ambient and alternative media, creativity
- 3.2 Rural advertising – addressing critical grass root concerns
- 3.3 Understanding ground realities, working with limited media access and approachability

Unit 4 (13 hrs)

Social advertising

- 4.1 Cause – related marketing – concepts and basics
- 4.2 Social brands – dimensions and limitations
- 4.3 Strategy decisions for cause – related marketing
- 4.4 Ethics in advertising

Unit 5 (12 hrs)

Public Relations and Advertising

- 5.1 Uses of Advertising in Public Relations activity

- 5.2 Integration of advertising and public relations for effective brand communication
- 5.3 Image and reputation management through advertising and public relations
- 5.4 Knowledge and skills required to create advertising

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.
Part II: Chapter 10: Advertising and Public Relations, pp 108-111

Batra, R., J.G. Myers and D.A. Aaker. Advertising Management. 5th Ed. New Delhi: Prentice Hall of India, 1996.

Chapter 10: Brand Equity, Image and Personality, pp 316 – 343

Chapter 12: Creative Approaches, pp. 389 – 411

Chapter 13: Art of Copy Writing, pp 414 – 459

Chapter 19: Advertising and Society, pp 668 – 704

Gupta, D. Handbook of Advertising Media and Public Relations. 1st Ed. New Delhi: Mittal Publications, 2005.

Chapter 9: Techniques and Procedures of Public Relations Campaigns, pp 137 – 146

Chapter 25: Techniques of Communication with Rural Community, pp 475 – 484

Chapter 27: Functions of Advertising, pp 491 – 508

Lesly, P. Handbook of Public Relations& Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section IV: Chapter 29: Using Advertising for Public Relations Communications, pp 452-470.

Mohan, M. Advertising Management: Concepts and Cases. New Delhi: Tata McGraw-Hill Publishing Company Ltd., 2007.

Chapter 1: Advertising: Its Purpose and Function, pp 1 – 15

Chapter 4: Advertising Process, pp 64 – 73

Chapter 7: Creative Strategy, pp 122 – 127

Chapter 8: Creative Execution and Judgment, pp 139 – 152

Sachdeva, I.S. Public Relations: Principles and Practices. New Delhi: Oxford University Press, 2009.

Part IV: Chapter 24: Corporate Advertising, pp 485 - 506

BOOKS FOR REFERENCE

Aaker, D. A. Building Strong Brands. New York : The Free Press, 1996.

Aaker, D. A., R. Batia and J. Meyer. Advertising Management. New Delhi : Prentice Hall of India Pvt., Ltd, 1996.

Bovee, J., L.G. Courtland, P. Dovel, and B. Marian Wood. Advertising Excellence. New Delhi: Tata McGraw Hill Inc, 1995.

Chauhan, R.K. Advertising Management. Jaipur : Book Enclave, 1999.

Chernatony, Leslie de and M. McDonald. Creating Powerful Brands in Consumer, Service and Industrial Markets. 2nd Ed. U.K : Butterwork Heone Marin, 1999.

Farbery, A.D. Handbook of Successful Advertising. New Delhi: Crest Publishing Co, 2004.

Gupta, D. Handbook of Advertising Media and Public Relations. New Delhi: Mittal Publications, 2005.

Kapferer, Jean – Noel. Strategic Brand Management. Asian Ed. New Delhi.: Kogan Page, 2000.

Parente, D. Advertising Campaign Strategy : A Guide to Marketing Communications. U.K.: South Western Thomson Learning, 2000.

Moore, R.L., Carmen Maye and E.L. Collins. Advertising and Public Relations Law. 2nd Ed. New York and London: Routledge, 2011.

Norris, J.S. Advertising. New Delhi: Reston Prentice Hall Publications, 1987.

Mohan, M. Advertising Management – Concepts Cases. New Delhi: McGraw Hill Publications, 1990.

Roman, K. and Jane Maas. How to Advertise : What Work, What Doesn't and Why. 3rd Ed. U.S.A.: Kogan's Page, 1979.

Valladares, June A. The Craft of Copy Writing. New Delhi: Response Books, 2000.

Parkinson, M.G and Marie.L Parkinson. Law For Advertising, Broadcasting, Journalism, And Public Relations: A comprehensive Text for Students and Practitioners. New Jersey: Lawrence Erlbaum Associates. 2006.

SUGGESTED ACTIVITIES:

Students can scan newspapers and magazines to track advertisements of products, services and organizations and make a scrap book with 5 advertisements for each of the above. They should analyze the strengths and weaknesses of the advertisements and substantiate their reasoning.

Students can design an advertisement incorporating all the elements of an advertisement: caption., copy, visual, signature and logo. The theme of the advertisement can be a product, service or organization. The layout, content and visual impact will be assessed.

A current social issue should be selected as the basis of a social advertising campaign. Students can be divided into groups and each group will select a social issue. All the members of each group will design individual posters on the social issue. An exhibition will be put up and double evaluation will be done with an external expert and course teacher.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year June 2011 - 2012 onwards)

MARKETING MANAGEMENT

CODE: 11PR/PE/MK14

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To understand basic concepts and practices in marketing
- To appreciate the linkages between marketing and Public Relations

Unit 1 (13 hrs)

Basics of Marketing

- 1.1 Definition, Elements and Principles of Marketing
- 1.2 Types of Marketing, Scope of Marketing
- 1.3 Emerging domination of marketing in corporate and non corporate sectors.

Unit 2 (14 hrs)

Marketing Strategies

- 2.1 Evolution and launch of a brand concept
 - 2.1.1 Market research and analysis
 - 2.1.2 Market segmentation and positioning
 - 2.1.3 Initiating marketing activity through advertising and Public Relations campaigns
- 2.2 Integration of Marketing and Public Relations to manage a brand

Unit 3 (13 hrs)

Social Marketing

- 3.1 Concept, Origin, Purpose and Goals of Social Marketing
- 3.2 Difference between social and commercial marketing
- 3.3 Integrating social cause with social marketing
- 3.4 Media usage under social marketing

Unit 4 (13 hrs)

Public Relations in Social Marketing

- 4.1 Application of Public Relation in various areas of Social Marketing :
- 4.2 Poverty and Standard of living
 - 4.2.1 Role of Public Relations in credit access, access to empowering technologies
- 4.3 Health and Hygiene
 - 4.3.1 Disease Control, tobacco usage, hygiene practices
- 4.4 Environment
 - 4.4.1 Protecting Nature , conservation of resources
- 4.5 Women and Child – related issues
 - 4.5.1 Protection of the girl child, empowerment of women
- 4.6 Crisis Management
 - 4.6.1 How Public Relations can help in coordinating relief efforts.

Unit 5 (12 hrs)

Public Relations – Social Marketing Skills

- 5.1 Knowledge and skills needed to organise social marketing event.
- 5.2 Public Relations campaign for a social cause
- 5.3 Public Relations event for a social cause
- 5.4 Fund raisers

BOOKS FOR STUDY

Batra, R., J.G. Myers and D.A. Aaker. Advertising Management. 5th Ed. New Delhi: Prentice Hall of India. 1996.

Part II: Chapter 6: Segmentation and Positioning, pp 173 – 218
Chapter 10: Brand Equity, Image, and Personality, pp 316 – 344

Hunt, S.D. Foundations of Marketing theory : Towards a General Theory of Marketing. New Delhi : Prentice Hall of India, 2003.

Kotler, P. Marketing Management. 10th Ed. New Delhi: Prentice Hall of India Pvt. Ltd, 2000.

Part I: Chapter 1: Marketing in the 21st Century, pp 1 – 32
Chapter 2: Building Customer Satisfaction, Value and Retention, pp 33 – 62
Chapter: Winning markets: Market Oriented Strategic Planning, pp 63 – 98
Part III: Chapter 10: Positioning the Market Offering through the Product Life Cycle, pp 285 – 326

Kotler, P and K.L. Keller. Marketing Management. 13th Ed. New Delhi: Prentice Hall of India Pvt. Ltd. 2009.

Part IV: Building Strong Brands
Chapter 9: Creating Brand Equity, pp 235 -266
Chapter 10: Crafting the Brand Positioning, pp 267 – 292
Chapter 11: Dealing with Competition, pp 293 -315
Chapter 22: Managing a Holistic Marketing Organization for the Long run
Social Marketing, pp 644 – 648

Kotler, P and Nancy Lee. Corporate Social Responsibility: Doing the Most Good for your Company and your Cause. New Delhi: Wiley India Pvt Ltd., 2005.

Chapter 5: Corporate Social Marketing, pp 114 – 143
Chapter 10: A Marketing Approach to Winning Corporate Funding and Support for Social Initiatives: 10 Recommendations, pp 262 - 276

Loudon, D., R Stevens and Wrenn. Marketing Management :Text and Cases. New Delhi: Best Business Books, 2004.

Lesly, P. Handbook of Public Relations& Communications, 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section II: Chapter 14: Public Relations and Marketing pp, 255-268

Nargundkar, R, Services Marketing : Text and Cases, New Delhi : Tata McGraw Hill Publishing Co. Ltd, 2004.

Sachdeva, I.S. Public Relations: Principles and Practices. New Delhi: Oxford University Press, 2009.

Part IV: Applications Chapter 10: Marketing PR and Integrated Marketing Communications, pp 177 - 201

Stephenson, H. Handbook of Public Relations : The Standard Guide to Public Affairs and Communications. New Jersey: McGraw Hill Book Co, 1971.
Section III: Chapter 20: Marketing, pp 491-528

BOOKS FOR REFERENCE

Nargundkar, R and T.K. Panda (Eds.). Marketing Strategies for Emerging Markets. New Delhi: Excel Books, 2005.

Pelsmacker, P.de, Maggie Geunns and Vanden J. Bergh. Marketing Communications. London: Financial Times, Prentice Hall, 2001.

Rajagopal. Marketing : Strategy, Implementation and Control. Jaipur : Rawat Publication, 2004.

Saxena, H.M. Marketing Behaviour: A Regional Analysis. Jaipur : RBSA Publishers, 2003.

Srinivasan. R. Case Studies in Marketing : the Indian Context. 3rd Ed. New Delhi: Prentice Hall of India Pvt. Ltd., 2005.

Warner, C and Buchmann. Media Selling : Broadcast, Cable, Print and Interactive. 3rd Ed. New Delhi: Surjeet Publication, 2004.

Xavier, M.J. Marketing in the New Millenium. Bombay : Vikas Publication House Pvt. Ltd, 2000.

SUGGESTED ACTIVITIES:

Students can be encouraged to study a business organization in their own neighborhoods, and compile a profile of the marketing activities. Students can analyze the ‘need, want and demand’ of customers in that neighborhood.

Students can be given a project to design a marketing strategy consisting of marketing mix and segmentation, targeting and positioning for a social issue. A report can be prepared and presented.

The fund raising activity of a business organization for a cause or a social issue can be studied and documented.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year June 2011 – 2012 onwards)

PUBLIC RELATIONS IN THE CORPORATE SECTOR

CODE :11PR/PC/CO 24

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To understand the importance of Public Relations as an important management function in the corporate world.
- To discern the individual and departmental contributions of Public Relations in business organizations

Unit 1 (13 hrs)

The Current Scenario

- 1.1 Major social, economic, technological and political trends and their impact on industry.
- 1.2 Public interest in environment, urban affairs, race relations, political activism, consumerism, attitudes of young people and impact of technology
- 1.3 Pressures on corporate sector and multinationals by consumerism, attitudes of people and impact of technology.

Unit 2 (13 hrs)

The Corporate World and Public Relations

- 2.1 Speeches, visits, personal calls,
- 2.2 Tours, conventions, conferences, meetings
- 2.3 Educational courses and training programs
- 2.4 Community and corporate social responsibility projects and special events.

Unit 3 (13 hrs)

Organizing to cope with corporate environment

- 3.1 Employee communications: employee magazine / newspaper, employee meetings, plant visits for employees' families, employees attitude surveys, suggestion system, portals and other e-based communications.
- 3.2 Exports : International contacts with industrial houses and association
 - 3.2.1 Rules and regulations
 - 3.2.2 Product specification
 - 3.2.3 Quality specification
- 3.3 Associations : Different types of trade, professional and R & D Associations

Unit 4 (13 hrs)

Stockholder and Investor Relations

- 4.1 Welcome letters / offers to new shareholders and investors
- 4.2 Answering shareholder and investors letters
- 4.3 Preparation and distribution of quarterly / annual reports
- 4.4 Annual meetings
- 4.5 Maintaining liaison with security analysts
- 4.6 Web-based shareholder and investor relations

Unit 5 (13 hrs)

Media Relations of Corporate Organizations

- 5.1 Interpret Company policies, actions and positions to members of the media

- 5.2 Preparation and distribution of news releases, press statements, news pictures, TV footage and other materials
- 5.3 Conducting press conferences and other special programs
- 5.4 Maintaining effective relationship with writers, editors and other representatives of the mass media.

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

Part II: Chapter 13: Finance and Industry, Trade and Professional Institutions, pp 139 - 152
 Chapter 17: Public Relations in Exports, pp 163-167

Carroll, C.E. (Ed). Corporate Reputation and the News Media: Agenda-setting within Business News Coverage in Developed, Emerging, and Frontier Market. New York: Routledge, 2011.

Part II: Corporate Reputation and the News Media in Developed Markets, pp 15 – 240

Part III: Corporate Reputation and the News Media in Emerging and Frontier Markets, pp 241 – 420

Cutlip, S.M. and A.H. Center and G.M. Broom. Effective Public Relations. 1st Ed. New Jersey: Pearson Education, 2000.

Part IV: Chapter 14: Business and Industry, pp 457-486

Chapter 17: Trade Associations and Professional Societies, pp 555-562

Darrow, R.W., D.J. Forrestal and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.

Part III Chapter 10: Stockholder and financial relations, pp 474 – 496

Part IV Chapter 6: Producing annual Reports, pp 646- 656

Chapter 7: Business Histories, pp 657 - 663

Lesly, P. Handbook of Public Relations& Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section II Chapter 11: Investor Relations, pp 164 - 213

Section V Chapter 34: Public Relations for the Business and Professional Association, pp 550-568

Chapter 37: Public Relations for the small to mid sized companies, pp 596– 608

McKee, Kathy .B and L.F. Lamb. Applied Public Relations: Cases in Stakeholder Management. 2nd Ed. New York and London: Routledge, 2009.

Chapter 6: Stakeholders: Investors, pp 133 - 154

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.

Chapter 13: Financial Relations, pp 308 - 322

BOOKS FOR REFERENCE

Angenti, P.A. and Jains Forman. The Power of Corporate Communication : Crafting the Voice and Image of your Business. New Delhi: Tata McGraw Hill Publications Co. Ltd, 2002.

Clampitt, P.G. Communicating for Managerial Effectiveness. New Delhi: Sage Publications, 1991.

Ellis, D.S. Management and Administrative Communication. New York: Macmillan Pub. Co, 1978.

Hawamdeh, Suliman, Al. Knowledge Management : Cultivating Knowledge Professionals. England : Chandos Publishing, 2005.

Marting, Elizabeth. Effective Communication on the Job : A Guide for Supervisors and Executives. Bombay: Taraponerala Pub. Industries Pvt. Ltd., 1977.

McGregor, Douglas. The Professional Manager. Indian Ed. Calcutta: Scientific Boom Agency, 1967.

Timm, P.R. and B.D. Peterson. People at Work : Human Relations in Organization. St. Paul: West Publishing Co, 1986.

Pace, R.W. and R.R. Boren. The Human Transaction : Facets, Functions and Forms of Interpersonal Communication. England: Scott, Foresman and Company, 1973.

SUGGESTED ACTIVITIES:

Visit to Larsen & Toubro to study the Corporate Museum- Holck-Larsen Center. Students can observe and study:

- the tools of internal communication
- tools of external communication
- exhibition and films as a tool of corporate communication
- ICT as a tool of internal and external communication

Students can observe and study different businesses through newspapers and other media. An assessment can be made of the analysis and presentation of finding.

A study of ‘Corporate Sustainability Report’ of different corporate organizations can be done by students. This is to increase their understanding of the importance given to environment by businesses.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 – 2012 onwards)

GROUP COMMUNICATION

CODE :11PR/PC/CS 24

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To comprehend the impact of personality and group variables on communication processes and practices.
- To develop skills in utilizing communication tools in intra group and inter group levels.

Unit 1 (13 hrs)

Communication Theory

- 1.1 Group processes, group leadership and group dynamics
- 1.2 Model of communication : Riley and Riley's Sociological model
- 1.3 Roger's and Shoemaker's model of Innovation Diffusion
- 1.4 Katz and Lazarsfeld's two step flow model, Stimulus and Response models
- 1.5 News diffusion: the J curve model and The Spiral of Silence.

Unit 2 (13 hrs)

Oral / Verbal Communication

- 2.1 Intra group and Inter – Group Communication techniques and methodologies
- 2.2 Organizing and conducting a meeting
- 2.3 Organizing and conducting a conference and exhibition
- 2.4 Organizing and conducting a Press Conference

Unit 3 (13 hrs)

Written Communication

- 3.1 Design of posters of varying sizes and types
- 3.2 Preparation of a Newsletter
- 3.3 Design, layout and preparation of a Wall Newspaper
- 3.4 Hoardings and their use as communication media

Unit 4 (13 hrs)

Audio Visual Communication

- 4.1 Use of Over Head Projector and Slide Projector for group presentations : Techniques
- 4.2 Preparation and use of Power Point for effective group communications
- 4.3 Use of games, simulation, exercises and activities for effective group interaction

Unit 5 (13 hrs)

Information Communication Technology

- 5.1 Use of Notice Board in Computers
- 5.2 Use of Internet Booths by Community

5.3 Use of e-connectivity for socio-economic – political empowerment by groups

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

Part II: Chapter 6: Exhibitions and Trade Fair, pp 66– 81

Chapter 12: Conferences in Hospitality, pp 119– 124

Black, Sam. How to Plan Exhibitions and Conferences From A to Z. New Delhi: Universal Book Stall, 1996.

McQuail, D and S. Windahl. Communication Models for the Study of Mass Communications. 5th Ed. U.K: Longman House, 1987.

Chapter 2.7, 3.1, 3.3, 3.4, 3.5 and 4.4.

Melkote, S.R and H.L. Steeves. Communication for Development in the Third World: Theory and Practice for Empowerment. New Delhi: Sage Publications, 2001.

Pace, R.W. Organizational Communication: Foundation for Human Resource Development. New Jersey: Englewood Cliffs, 1983.

Singhal, A and E.M. Rogers. Indias Communication Revolution: From Bullock Carts to Cyber Marts. New Delhi: Sage Publications, 2001.

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.

Chapter 5: Media Relations, pp 78 - 110

BOOKS FOR REFERENCE

Ahuja, B.N. Audio – Visual Journalism. New Delhi: Sujeet Publications, 2005.

Bieber, Marion. How to Run a Conference. London: George, Allen and Unwin, 1968.

Drain, R.H. and N.Oakley. Successful Conference and Convention Planning. New Delhi: Sterling Publishers Pvt Ltd, 1978.

Dun and Broadstreet Business Series No.9. How to Conduct a Meeting. New York : Dun and Broadstreet, 1969.

Krupar, Karen. Communication Games : Participant’s Manual. New York and London : The Free Press and Collier Macmillan Publishers, 1973.

Orlik, P.B. The Electronic Media. New Delhi: Surjeet Publications, 2003.

Pace, R.W., B.D. Peterson, and Terrence Radcliffe. Communicating Interpersonally : A Reader. Ohio: Charles A Merrill Publishing Co., 1973.

Srinivas, M.R. and Sandhya Rao. Critical Issues in Communication : Looking Inward for Answers. New Delhi: Sage Publications, 2001.

Seekings, D. and J. Farrer. The Handbook of How to Organize Effective Conferences and Meetings. 7th Ed. New Delhi: Kogan Page, 2003.

Valdina, A.N. A Companion to Media Studies. New Delhi: Blackwell Publishing, 2003.

Wofford, J.C., E.A. Gerloff and R.C. Commins. Organizational Communication : The Keystone to Managerial Effectiveness. U.S.A.: McGraw Hill International Student Edition, 1977.

Wood, Julia T. Communication Mosaics : An Introduction to the Field of Communication. U.K.: Thomson Wadsworth, 2004.

SUGGESTED ACTIVITIES:

Visit to Village Knowledge Centers (VKC) and Village Resource Centers of MSSRF in and around Pondicherry. A report can be submitted and a presentation made in groups.

Posters can be designed on a current issue pertaining to either business organizations / marketing / customer relations or any other topical issue. Students can work in groups on an issue and produce individual posters which can be assessed.

Event Management: Since the department organizes a series of events every semester – seminar / workshop / exhibition / meeting and so on, students can organize any of the above and be assessed for planning , execution and evaluation.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 – 2012 onwards)

CUSTOMER RELATIONS

CODE: 11PR/PC/CU 24

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To understand the importance of customers
- To comprehend all aspects of reaching out to customers

Unit 1 (10 hrs)

The Customer is Always Right

- 1.1 Conversion of Materials, Money, Manpower and other resources to a product / service for customers in the market places.
- 1.2 Healthy balance of input and output in organizations and importance of the customer.
- 1.3 Rise of consumerism and consumer relations.

Unit 2 (10 hrs)

The Customer is King / Queen

- 2.1 Changing environment : legislations, growing awareness of public
- 2.2 Mass Media : public education, information dissemination, debate and discussion
- 2.3 Grievances, handling complaints, return – refund policies in organization.

Unit 3 (10 hrs)

Customer Relations' policy, procedures and strategies: Case Studies from Industry

- 3.1 Large industries
- 3.2 Medium industries
- 3.3 Small industries

Unit 4 (10 hrs)

Customer Relations Programs: Case Studies from Service Organization

- 4.1 Hospitals
- 4.2 Insurance
- 4.3 Airlines
- 4.4 Banks
- 4.5 Tourism

Unit 5 (25 hrs)

The Public Relations' professional and customer relations

- 5.1 Knowledge, attitude and skills required in a Public Relations Professional
 - 5.1.1 Surveys to gauge customer "delight"
 - 5.1.2 Campaigns for customer outreach
 - 5.1.3 Obtaining feedback from customers
 - 5.1.4 Organizing Customer meet.
- 5.2 Customer care and Customer Outreach efforts in organizations

BOOKS FOR STUDY

Darrow, R.W., D.J. Forrestal and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.
Part III - Chapter 8: Customer Relations, pp 453 – 465

Lesly, P. Handbook of Public Relations and Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.
Section II: Chapter 16: Consumer Affairs and Consumerism, pp 278-286

McKee, Kathy .B and L.F. Lamb. Applied Public Relations: Cases in Stakeholder Management. 2ndEd. New York and London: Routledge, 2009.
Chapter 4: Stakeholders: Consumers, pp 67 – 100

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.
Chapter 7: Consumer Relations, pp 152 - 180

BOOKS FOR REFERENCE

Anderson, Knistin and Carol Kerr. Customer Relationship Management. New Delhi: Tata McGraw Hill Co. Ltd, 2002.

Balachandran, S. Customer Driven Services Management. 2nd Ed. New Delhi: Response Books, 2004.

Batra, Promod. Service Customers : Service Management Ideas. New Delhi: Think Inc., 1999.

Cook, Sarah. Customer Care Excellence : How to Create An Effective Customer Focus. 4th Ed. Indian Ed. New Delhi: Kogan Page, 2004.

Duchessi, P. Crafting Customer Value: The Art and Science. Mumbai: Jaico Publishing House, 2002.

De Vrye, Catherine. The Customer Service Zoo : Create Customers for Life and a Life for Yourself. India Ed. Chennai: Allen and Unwin 1999.

Hasouneh, Abdel. B. Consumer Behaviour. Jaipur: Subline Publications, 2003.

Jain, P.C. and Monica Bhatt. Consumer Behaviour in Indian Context. New Delhi: S.Chand and Co, 2003.

Nair, Suja. Consumer Behaviour : Texts and Cases. Mumbai: Himalaya Publishing Company, 1999.

Naik, C.N. K. and L.V.Reddy. Consumer Behaviour. New Delhi: Discovery Publishing Co., 1999.

NargundKar, R and T.K. Panda (Eds.). Managing Customer Relationship in Service Industries. New Delhi: Excel Books, 2005.

Pankar, P.K. Consumer Behaviour and Consumption Patterns. New Delhi: Deep and Deep Publications, 1998.

Sheth. J.N. and B. Mittal. Customer Behaviour : A Managerial Perspective. U.K.: Thomson South – Western, 2003.

Solomon, M.R. Consumer Behaviour : Buying, Having and Being. 5th Ed. New Delhi: Prentice Hall of India, 2002.

SUGGESTED ACTIVITIES:

- Students can be given a ‘Customer Survey’ in order to understand the customer delight and customer loyalty parameters in retail industry by visiting a supermarket or departmental store and obtaining information from customers. The findings can be analyzed and presented which can be assessed.
- Students can be encouraged to survey in their own neighborhoods, shops; retail outlets; branded stores; and other businesses to compile a profile of customers. Students can analyze the ‘need, want and demand’ of customers in that neighborhood.
- A study can be made on the working of customer care policy and center of different businesses with respect to customer grievances, and handling of their complaints. Analysis and reporting is done for assessment.

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2011 – 2012)

SOFT SKILLS

CODE : PR/PK/SS 22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS : 26

OBJECTIVES OF THE COURSE

- To empower and create opportunities for self development
- To instill confidence and face challenges.

Unit 1 (6 hrs)

Behavioural Traits

- 1.1 Self Awareness
- 1.2 Communication Skills – Verbal and Non Verbal
- 1.3 Leadership Qualities
- 1.4 Etiquette and mannerisms
- 1.5 Experiential Learning – Based on activities

Unit 2 (5 hrs)

Team Work

- 2.1 Interpersonal Skills
- 2.2 People Management
- 2.3 Creative Thinking
- 2.4 Critical Thinking
- 2.5 Experiential Learning – Based on activities

Unit 3 (5 hrs)

Time Management

- 3.1 Importance of time management
- 3.2 Planning and Prioritizing
- 3.3 Organizing skills
- 3.4 Action Plan
- 3.5 Experiential Learning – Based on activities

Unit 4 (5 hrs)

Conflict Resolution

- 4.1 Reasons for conflict
- 4.2 Consequences of conflict
- 4.3 Managing emotions
- 4.4 Methods of resolving conflicts
- 4.5 Experiential Learning – Based on activities

Unit 5

(5 hrs)

Career Mapping

5.1 Goal setting

5.2 Career Planning

5.3 Resume writing

5.4 Handling Interviews

5.5 Experiential Learning – Based on activities

BOOKS FOR REFERENCE

Khera, Shiv, (2002), **You Can Win**, Macmillan India Ltd., Delhi.

Mishra, Rajiv K., (2004), **Personality Development : Transform Yourself**, Rupa and Co., New Delhi.

Newstrom, John W. and Scannell, Edward E., (1980), **Games Trainers Play: Experiential Learning**, Tata McGraw Hill, New Delhi.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS

(Effective from the academic year 2011 – 2012 onwards)

INTRODUCTION TO PUBLIC RELATIONS

CODE: 11PR/PE/IP24

Credit : 4

L T S : 4 1 0

TOTAL TEACHING HOURS: 65

Objective of the Course

- To understand the fundamental concepts in Public Relations
- To understand the use of communication tools to reach the publics or stakeholders

Unit 1

Introduction to Public Relations

(13 Hrs)

- 1.1 Meaning and Definition of Public Relations
- 1.2 Publics: Internal and External
- 1.3 Publicity, Propaganda, Advertising and Marketing
- 1.4 Definitions and Difference between Publicity, Propaganda, Advertising and Marketing and Public Relations

Unit 2

Community and Government

(13 Hrs)

- 2.1 Meaning and Importance of Community Relations
- 2.2 Community Expectations: Employment, Education, Housing, Health and Medical Care, Safety and Security, Municipality and Environment
- 2.3 Tools of Community Relations: Open House, Special Events, Local Advertising, External House Publications, Fundraising, Volunteerism and Media
- 2.4 Government: Right to Information and Citizen Initiatives

Unit 3

Employees and Customers

(13 Hrs)

- 3.1 Meaning and Definition: Employee Relations and Customer Relations
- 3.2 Employee Expectations
- 3.3 Characteristics of Good Employee Communication
- 3.4 Customer Relations Programme and Maintaining Good Customer Relations
- 3.5 Public Relations and Customer Satisfaction

Unit 4

Communication Tools

(13 Hrs)

- 4.1 Public Speaking and presentational skills
- 4.2 Press Relations and Media Relations
- 4.3 Photography and films as an aid to Public Relations
- 4.4 Internet and its use in Public Relations
- 4.5 Exhibitions and Trade Fairs

Unit 5
Event Management

(13 Hrs)

- 5.1 Events – a Powerful Communication tool
- 5.2 Objectives of special events
- 5.3 Events – Types
- 5.4 Organizing an Event

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

Part I: Chapter 1: Public Relations Theory, pp 3 – 17

Part II: Methods of Public relations

Chapter 3: Press Relations, pp 31- 53

Chapter 5: Photography as an Aid to Public Relations, pp 66 - 72

Chapter 6: Exhibitions and Trade fairs, pp 73 – 90

Chapter 7: Film in Public Relations, pp 91 – 109

Lesly, P. Handbook of Public Relations & Communications 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section II – Chapter 8: Community Relations, pp 116 – 139

Chapter 12: Employee Relations, pp 214 – 241

Chapter 16: Consumer Affairs and Consumerism, pp 278 - 286

Sachdeva, I. Public Relations Principles and Practices. New Delhi: Oxford University Press, 2009.

Part IV: Applications:

Chapter 11: Customer Relations, pp 202 – 218

Chapter 14: Employee Public Relations, pp 268 – 287

Chapter 16: Media Relations, pp 312 - 329

Chapter 17: Corporate Social Responsibility and Community Relations, pp 333 – 351

Chapter 20: Event Management, pp 394 - 407

SUGGESTED ACTIVITIES

- Students have to differentiate the concepts, identify and validate which is Advertising, Marketing, Publicity, Propaganda and Public Relations.
- Study of the different ways by which a retail outlet or departmental store establishes and maintains Public Relations with its stakeholders.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 – 2012 onwards)

SUMMER INTERNSHIP: CORPORATE SECTOR

CODE : 11PR/PN/CP22

CREDITS : 2

L T S : 0 0 8

TOTAL PRACTICAL HOURS : 75

OBJECTIVES OF THE INTERNSHIP

- To work in a Corporate organization for 15 working days (3 weeks) in summer between First year and Second year
- To understand the structure of the Corporate organization
- To document observations, perceptions and work experiences into a report
- To present the internship report in a Viva Voce and face questioning

PLAN OF ACTION

FOR FACULTY:

- This internship is usually in April-May after the student has completed
 - g) a semester of theory in: Public Relations in the Corporate sector , Customer Relations, Communication Skills II and Electives.
 - h) case studies through guest lectures by professionals from different organizations
 - i) workshops in communications which include practicals and demonstrations
 - j) attended seminars/conferences/workshops
 - k) analyzed data and made presentations during practical work in theory papers

Hence the internship should provide facilities for the student to transform all the above learning experiences into practical applications and provide a platform for experiential learning.

- The faculty should contact different corporate organizations- small, medium and large in both the private and government sector in August i.e. after a month or so after the semester has started. This is because though the internship is only in April – May, this is the financial year ending and normally all personnel in corporate organization are extremely busy. It is also been seen that most corporate organizations decide on internships for students in MBA, Engineering etc. in September-October itself and hence it is wise to start the process in August itself.
- The Students should be given a Corporate organization according to her academic performance and participation in departmental, collegiate and inter-collegiate activities.

- After the first CA exam a list can be drawn up matching students with Corporate organizations and official letters sent to the Corporate organizations requesting them to accept two students per Corporate organizations for 15 working days in April-May immediately after the end semester examination
- Attendance and assessment sheets – two sets – one for the organization and one for the department is to be prepared and sealed in appropriate covers for each student
- The attendance and assessment sheet should be collected at the end of the internship and internship assessment marks (internal marks) is to be entered in the yellow register. Report and Viva Voce marks (external marks) are to be also entered and consolidated
- When the Corporate organization sends an acceptance letter agreeing to the internship of the students one photocopy is to be given to the student and the original filed in the department.
- When the student is doing the internship, the Corporate organizations should be visited in rotation and students should give information daily on their work
- When the student submits internship reports Viva Voce examination is to be conducted with one internal and external examiner and the consolidated mark sheet to be handed over to the Controller of Examination office
- A thank you letter from the department is to be sent to the Corporate organization along with the copy of the student internship report

FOR STUDENTS:

- Obtain good theoretical knowledge in all subjects through lectures and reading in the library
- Listen to all case studies and attempt to understand the practical applications in corporate sector.
- Participate actively in all practical sessions and acquire skills in communication and PR
- Acquire the proper knowledge, attitude and skills in any field study or visit
- Cultivate good listening, speaking, reading, writing and interpersonal communication skills
- SMS supervising faculty daily on work done
- During the 15 days (3 weeks) of internship plan and use the time effectively as follows:
 - a) For the first five days learn: the mission, vision, objectives, structure and programs of the Corporate organizations
 - b) For the next five days obtain information from the personnel in the Corporate organization the PR tools used for (i) employees (ii) customers (iii) community (iv) government (v) stockholders (vi) financial institutions (vii) press and other media and (viii) all communication and PR media used to communicate with all the publics of the Corporate organization.

- c) For the last five days document all the work done and show it to the supervisor at the Corporate organization and obtain the necessary documentation
- Prepare three copies of the internship report and a soft copy (DVD) and submit to the department. One report is for the department, one for the Corporate organization which has to be handed over with a thank you letter from the department and one is for the student
- Make a good presentation at the Viva Voce and answer questions; obtain one copy of the report.

SUGGESTED READING

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge. 2010.

Chapter 14: Internships and Early Career, pp 320 - 341

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M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS

(Effective from the academic year 2011 – 2012 onwards)
PUBLIC RELATIONS FOR PROFESSIONALISM

CODE: 11PR/PE/PP34

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS: 65

Objective of the Course

- To understand the importance of presenting oneself
- To learn how to present oneself professionally

Unit 1

Physical Presentation: Importance of Grooming and Posture (13Hrs)

- 1.5 Dress and Accessories
- 1.6 Face Hands and Feet
- 1.7 Hair Styling
- 1.8 Standing, Sitting and Walking
- 1.9 Gestures

Unit 2

Mental Presentation: Listening and Speech (13 Hrs)

- 2.1 Types of Listening: Active, Passive and Retention
- 2.2 Listening for Communicating
- 2.3 Voice: Tone, Pitch and modulation
- 2.4 Telephone Techniques
- 2.5 Mike Techniques

Unit 3

Applying for a Job: Preparation of Bio-data and Job Application (13 Hrs)

- 3.1 Searching for Job Opportunities
- 3.2 Basics of Bio-data: demographics, personal and professional data
- 3.3 Preparation of Job Application
- 3.4 Post Interview

Unit 4

Interview and Group Discussion (13 Hrs)

- 4.1 Interview: How to prepare for an interview
- 4.2 How to behave and face an interview
- 4.3 Group Discussion: Meaning and Elements
- 4.4 How to start and participate in a group discussion

Unit 5

Communication (13 Hrs)

- 5.1 Written: Writing a statement of Purpose
- 5.2 Oral: Speaking with confidence
- 5.3 Electronic Media: Preparing a web page or other material

BOOKS FOR STUDY

- Ball, W. Fredrick and Barbara Ball. Killer Interviews. New York: McGraw – Hill, 1996.
- Beatty, H. Richard. The Interview Kit. New York: John Wiley & Sons Ltd., 1995.
- Beatty, H. Richard. 175High – Impact Cover Letters. 2nd Ed. New York: John Wiley & Sons Ltd, 1995
- Fry, Ron. How to Ace Any Test. New Delhi: Vision Books, 1996.
- Fry, Ron. Your First Resume. 3rd Ed. New Jersey: Career Press, 1992.
- Michelozzi, Neville Betty. Coming Alive Nine to Five. California: Mayfield Publishing Company, 1996.
- Post, Emily. Etiquette. New York : Funk and Wagnalls Co., Inc., 1960.
- Sara Dorothy. The Collier Quick and Easy guide to Etiquette. New York: Collier Books, 1963.
- Corporate Etiquette, SitaGita.com series, New Delhi: Rupa and Co., 2002
- Robinson, D. Business Etiquette : Your Complete Guide to Correct Behaviour in Business. New Delhi: Kogan Page, 1996.

SUGGESTED ACTIVITIES

Students can be video graphed when they present a topic given to them on the spot. This is subjected to triple assessment: self-assessment, peer assessment and expert assessment on deportment, voice and presentation.

A radio play or a TV play is screened for students and a on-the-spot questionnaire given to assess their listening skills.

A hypothetical interview is conducted over a telephone to different groups of students which is recorded. This is played back, analyzed and assessed.

Mock interview and group discussion is conducted and students are graded on performance.

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**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year 2011 – 2012 onwards)

MASS COMMUNICATION

CODE: 11PR/PC/CS 34

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To comprehend the nature and workings of the mass media
- To understand how to maximize the potential of mass media in serving the needs of PR practices.

Unit 1 (13 hrs)

Introduction to Mass Media

1.4 Definitions and classifications of Mass Media

1.5 Models of Mass Media – Maletzke’s model of Mass Communication Process, Comstock’s Psychological Model of Television Effects in Individual Behavior, Ball-Rokeach’s Dependency Model of Mass Communication Effects, Comparative Media Systems: The Free Market Model

1.6 Mass Media as an industry:

1.6.1 Major players in the Mass Media industry

1.6.2 Economics of Mass Media

1.7 Functions of Mass Media – News or Information, Education, Entertainment, Commerce, Integration, Development

Unit 2 (13 hrs)

Oral/Verbal Communications – Radio

2.5 Radio News Bulletin: content and delivery

2.6 Radio Play and listener-interactive programmes

2.7 Writing for Radio: Rural Development shows, Outreach programmes

Unit 3 (13 hrs)

Written Communications - Print

2.5 Newspaper writing: styles of writing, types or articles and formats

2.6 Magazine writing: Basics of feature writing, editing and presentation

2.7 Planning, formatting and executing a home newspaper layout

2.8 Printing techniques and technologies

Unit 4 (13 hrs)

Audio-visual Communications – TV, Film and Indigenous Media

4.5 Writing for Television: Scripting, Scheduling and Execution

4.6 Film production: Producing and directing films

4.7 Production: Pre-production, Shoot and Post-production for TV and Film

4.8 Indigenous Media: Puppetry, Folk Theatre, Folk Music

Unit 5 (13 hrs)

New Media and Information Communication Technology

5.3 Satellite Communication

5.4 Video Conferencing

5.5 Streaming Media: Internet TV, Internet Radio

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

- Part II: Chapter 3 – Press Relations, pp 29 – 49
- Chapter 7 – The Film in PR, pp 82 – 98
- Chapter 8– Radio and Television, pp 99 – 102

Cutlip, S.M., A.H Center and G.M. Broom. Effective Public Relations. 1st Ed. New Jersey: Pearson Education, 2000.

- Part II: Chapter 9- Images and Words, pp 299-303
- Chapter 9- Media for external publics, pp 304-322

Darrow, R.W., D.J. Forrestal and A.D.Cookman. The Dartnell Public Relations – Handbook. Chicago and London : The Dartnell Corporation, 1967.

- Part II: Chapter 12 – Film for employees, pp316 – 323
- Part IV: Chapter 1 – Working with the Media, pp 536 – 569
- Chapter 10 – Printing Process, pp 722 – 737

Lesly, P. Handbook of Public Relations& Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

- Section IV: Chapter 22- Publicity in Newspapers, pp 367-392
- Chapter 23 – Publicity in Magazines, pp 393 – 404
- Chapter 24 – Books and other Publications, pp 405 - 411
- Chapter 25– Publicity in T.V. and radio, pp 412-426
- Chapter 26– Publicity in Movies, pp 427-433
- Chapter 27- Sponsored Films, Videos and other Audio Visual Media, pp 434-442
- Chapter 28- Controlled Electronic Communications, pp 443-451

McQuail, D and S. Windahl. Communication Models for the Study of Mass Communications. 5th Ed. U.K : Longman House, 1987.

- Chapter 2.8 - pp 36 – 41, Chapter 3.2 - pp 45- 48, Chapter 4.3 - pp 65- 67, Chapter 6.1 – pp 88-92

Stephenson, H. Handbook of Public Relations : The Standard Guide to Public Affairs and Communications. New Jersey: McGraw hill Book Co., 1971

- Section IV: Chapter 21 – Television and Radio, pp 621– 646
- Chapter 27 – Newspapers, pp 671 – 704
- Chapters 28 – Magazines, pp 705 – 714

BOOKS FOR REFERENCE

Astbury, A.K. Freelance Journalism. London: Bell and Sons Ltd., 1963.

Batchelder, Margaret. The Puppet Theatre Handbook. London: Herbert Jenkins Ltd., 1990.

Butcher, Melissa. Transnational Television, Cultural Identity and Change. London: Sage Publications, 2003.

- Chapman, Jane. Comparative Media History: An Introduction: 1789 to the present. Cambridge and Malden: Polity press, 2005.
- Crisell, A. Understanding Radio. London: Methuen, 1986.
- Crisell, A. A Study of Modern Television: Thinking inside the box. London: Palgrave Macmillan, 2006.
- Desai, A. Journalism and Mass Communication. New Delhi: Reference Press, 2003.
- Glover, S. (Ed.). The Penguin Book of Journalism. London: Penguin Book, 1999.
- Joshi, Uma (Ed.). Media Research: Cross-Sectional Analysis. New Delhi: Authors Press, 2002.
- Keniston, K. and D.Kumar. (Ed.). IT Experience in India: Bridging the Digital Divide. New Delhi: Sage Publications, 2004.
- Kohli – Khandekar, Vanita. The Indian Media Business. 2nd Ed. London: Sage Publications, 2003.
- Kumar, A. Trends in Modern Journalism. New Delhi: Sarup and Sons, 2002.
- Kumar, A. Information Technology and Social Change. New Delhi: Sarup and Sons, 2006.
- McQuail, D. Mass Communication Theory. 5th Ed. New Delhi: Vistaar Publications, 2005.
- Meyer, T and L .Hinchmann. Media Democracy. Cambridge: Polity Press, 2002.
- Meschke, M and Margareta Sorenson. In search of Aesthetics for the Puppet Theatre. New Delhi: Sterling Publications Pvt. Ltd., 1992.
- Morley, D. Media, Modernity and Technology. London and New York: Routledge, Taylor and Francis Group, 2007.
- Potter. W. J. Media Literacy. 3rd Ed. London: Sage Publications, 2005.
- Rantanen, T. The Media and Globalization. London: Sage Publications, 2005.
- Roy, S. Globalization, ICT and Developing Nations. New Delhi: Sage Publications, 2005.
- Schmurl, R. (Ed.). The Responsibilities of Journalism. New Delhi: Affiliated East West Press Pvt. Ltd., 1984.
- Shah, Anupama and Uma Joshi. Puppetry and Folk Drama for Non-Formal Education. New Delhi: Sterling Publication Pvt. Ltd., 1992.
- Webster, F. Theories of the Information Society. 3rd Ed. London: Routledge, Taylor and Francis Group, 1995.
- Wilson, J. Understanding Journalism. London and New York: Routledge, 1996.

SUGGESTED ACTIVITIES:

- Visit to Community Radio Station / A.I.R to understand the structure, working and technical aspects of Radio.
- Guest lecture by expert/s on Radio followed by student project on production of a radio play.
- Visit to a newspaper office/ printing press to understand the techniques involved in the printing process together with formatting and layout of pages.
- Guest lecture by expert/s on print media followed by student project on production of home newspaper.
- Visit to film or television studio, to understand the structure, working and technical aspects of film and television production.
- Guest lecture by expert/s on film and television followed by student project on production of a short film or script production.

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**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year June 2011 – 2012 onwards)

EMPLOYEE RELATIONS

CODE : 11PR/PC/ER 34

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To comprehend the role of employees – an important stakeholder in an organization
- To understand the different channels of employee communication

Unit 1 (10 hrs)

The Employee Public

- 1.4 The working relationship – labor management relationships
- 1.5 Establishing effective leadership; concept of every employee being a PR person of the organization
- 1.6 Components of leadership acceptability, recent innovations in leadership.
- 1.7 Aligning corporate and individual goals

Unit 2 (11 hrs)

Employee Public: Public Relations and Labor Matters

- 2.4 Major Challenge: the restless employee
- 2.5 Timing and negotiations
- 2.6 Guarding proprietary information
- 2.7 Organizing for the job and reporting the results.

Unit 3 (11 hrs)

Public Relations – Employers and working relationship

- 3.4 Public Relations start with administrators, staff and line roles and functions
- 3.5 Structure and function of Public Relations – enabling functioning in an organization. Collaborative and Cooperative Functions of the Public Relations Department
- 3.6 Functions of the Public Relations Practitioner; organization of Public Relations Department; Public Relations Consultant in an organization.

Unit 4 (13 hrs)

Employee Communication – Internal Public Relations

- 4.6 Wallet sized facts, tele-type & computer networks, bulletin boards and dial-a-news, suggestion systems.
- 4.7 In-Plant Systems for employees – Exhibits, Films, Radio, Plant Newspaper, Weekly Publications.
- 4.8 Evaluation and listening process

Unit 5 (20 hrs)

Increasing Challenges

- 5.3 Conflict Management – handling strikes and lockouts. Role of trade unions.
- 5.4 Facilitate Societal Issues – Employee community development
 - 5.4.1 Involvement in Clubs and Societies
 - 5.4.2 Involvement in festivals and fairs
 - 5.4.3 Engaging in service activities.
- 5.5 Assisting in family issues
 - 5.5.1 Issues of Spouses / children ; health and stress
 - 5.5.2 Emergency, accident and death
 - 5.5.3 Drug-abuse and alcoholism

BOOKS FOR STUDY

Cutlip, S. and A.H. Center. Effective Public Relations, 5th Ed. New Jersey: Englewood Cliffs, 1978.

Chapter 3 – Employers and Working Relationships, pp 39 – 64

Chapter 13 – The Employee Public, pp 289 - 309

Darrow, R.W., D.J. Forrestal and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.

Part I, Chapter 9 – Public Relations in Crisis and Controversy, pp 165 – 174

Part II, Chapter 5 – The Organizational Environment, pp 259 – 264

Chapter 6 – Making the Organization Public Relations Conscious, pp 265 – 270

Chapter 7 – Employee Publications, pp 271 – 290

Chapter 11 – Planning for Emergencies, pp 311 - 315

Lesly, P. Handbook of Public Relations and Communications, 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section II-Chapter 12 - Employee Relations: Employee Communication and Employee Publications, pp 214-241

Chapter 13 – Public Relations and Labor Matters, pp 242 – 252

McKee, Kathy .B and L.F. Lamb. Applied Public Relations: Cases in Stakeholder Management. 2ndEd. New York and London: Routledge, 2009.

Chapter 2: Stakeholders: Employees, pp 11 - 36

Stephenson, H. Handbook of Public Relations: The Standard Guide to Public Affairs and Communications, New Jersey: McGraw Hill Book Co., 1971.

Section III Chapter 18 – Employee Communications, pp 441 – 478

Chapter 19 – Reporting to Management, pp 479– 490

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.

Chapter 10: Employee Relations, pp 234 - 255

BOOKS FOR REFERENCE

Aswathappa, K. Human Resources and Personnel Management. 6th Ed. New Delhi : Tata McGraw Hill Pub. Co. Ltd., 2002.

Bhargava, P.P. Issues in Personnel Management. Jaipur: Printwell Publications, 1990.

Caplow, T. The Sociology of Work. Allahabad: Central Depot, 1970.

Chand, Tara. Management of Organizational Behavior. New Delhi: Mohit Pub, 1998.

Davar, R.S. The Human Side of Management. New Delhi: Universal Book Stall, 1991.

Dayal, R. et.al. (Ed.). Personnel Management and Industrial Relations. New Delhi: Mittal Publishing, 1996.

Goyder, G. The Responsible Worker. London: Hutchinson, 1975.

Jacob, K.K. and S. Mohanan. Industrial Relations in Public Sector. Delhi: New Century Publications, 2003.

Kumar, Prem and A.K. Ghosh. (Ed.). Personnel Management and Industrial Relations. New Delhi: Anmol Publications, 2003.

Kumar, N. and R. Mittal. Personnel Management and Industrial Relations. New Delhi: Anmol Publications, 2001.

Ozaki, M (Ed.). Negotiating Flexibility. Geneva: ILO, 1999.

Pareek, Udai. Personnel Management. 6th Ed. Bombay: Himalaya Publishing Company, 1990.

Ramrakhiani, B.J. Human Aspects of Work and Productivity. Bombay: Allied Publications Pvt. Ltd., 1978.

Rao, M.G. et al (Ed.). Industrial Labor: Emerging Trends. New Delhi: Kanishka Publication House, 1993.

Rastogi, T.N. Personnel Management – Perspectives and Techniques. New Delhi: Anmol Publishings, 1995.

Sloane, A. A. and F. Whitney. Labor Relations. New Jersey: Prentice Hall Inc., 1972.

SUGGESTED ACTIVITIES:

- A survey questionnaire can be used to obtain information on an important aspect of PR in the service sector, and that is, “Every employee is a PR person in the service organization” by visiting utilities, travel and tourist organizations; hotels, hospitals, banks, insurance and educational organizations. After analysis the findings can be consolidated into a report and presented – which can be assessed.
- Every year the students undertake a study trip to a State other than Tamil Nadu. During this process the students can do an observational study of the role of employees in the travel, tourism and hospitality sectors in that State. Especially the job profile of employees in these organizations could also be studied. A detailed documentation can be submitted and presented which can be assessed.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 - 2012 onwards)

PUBLIC RELATIONS IN THE SERVICE SECTOR

CODE: 11PR/PC/SS 34

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To comprehend the complexity of Public Relations in the service sector.
- To develop understanding of the skills of Public Relations in the service sector.

Unit 1 (15 hrs)

Service Sector and the Four Step Public Relations Process

- 1.8 Some outstanding features of the Service Sector: people-intensive, service-delivery, and customer-satisfaction.
- 1.9 Soft Skills for people working in service sector: grooming, courtesy, patience, friendliness, service mentality and so on.
- 1.10 First Step of Public Relations Process: Fact-finding and feedback.
- 1.11 Second Step of Public Relations Process: Planning and Programming
- 1.12 Third Step of Public Relations Process: Action and Communication
- 1.13 Fourth Step of Public Relations Process: Evaluation

Unit 2 (12 hrs)

Public Relations for Utilities: Electricity, gas, water, telephone and communication

- 2.9 The unique nature of utilities.
- 2.10 Relations with publics: customers, regulatory agencies, financial community, trade allies and employees.
- 2.11 Special concerns: consumerism, environment, privatization and community.

Unit 3 (13 hrs)

Public Relations for Travel, Tourism and Hospitality

- 3.4 Travel and tourism and hospitality stakes in today's world.
- 3.5 Budgeting and themes to attract tourists: product, pricing, place, publicity & P.R
- 3.6 Scheduling and working with travel organizations.
- 3.7 Advertising, Marketing- the four P's and media relations for this sector.
- 3.8 Employee and Customer Relations

Unit 4 (12 hrs)

Public Relations in Health Care Institutions and Hospitals

- 4.7 Changing environment in society and health care institutions' responses
- 4.8 Public Relations two-way communication in health care institutions: health care employees, volunteer groups, medical staff and patients.

Unit 5 (13 hrs)

Public Relations in Education

- 5.5 Publics: Students, parents, alumni, faculty, staff and community
- 5.6 Changing Scenario in education worldwide.
- 5.7 Media relations for educational institutions.

BOOKS FOR STUDY

Cutlip, S.M. and Center, A.H and G.M. Broom. Effective Public Relations. 1st Ed. New Jersey: Pearson Education, 2000.

Part III- Chapter 10- Step I: Defining Public Relations Problem, pp 339 – 368

Chapter 11- Step II: Planning and Programming, pp 369 – 402

Chapter 12- Step III: Taking Actions and Communicating, pp 403– 428

Chapter 13- Step IV: Evaluating the program, pp 429– 456

Part IV- Chapter 16- Health Care, pp.529 – 532; Education, pp 537-548

Darrow, R.W., D.J. Forrestal and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.

Part – III-Chapter 4- Working with Schools, pp 396 – 412.

Deuschl, D.E. Travel and Tourism Public Relations: An Introductory Guide for Hospitality Managers. Oxford, U.K: Elsevier. 2006.

Chapter 2: Public Relations at Hotels and Lodging Establishments, pp 24 – 55

Chapter 3: Restaurant Public Relations, pp 56- 74

Chapter 4: Transportation Public Relations, pp 75 - 105

Chapter 5: Destination and Tourist Attraction PR, pp 106 - 131

Chapter 6: What Travel and Tourism Employers should understand about PR pp 132- 140

Lesly, P. Handbook of Public Relations& Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section V- Chapter 33- The Utility and its Publics, pp 527-549,

Chapter 33- Public Relations for Educational Institutions, pp 640-664

BOOKS FOR REFERENCE

Baker, K. and J. Huyton. Hospitality Management. Melbourne: Hospitality Press, 2001.

Batra, G.S. (Ed.). Tourism in the 21st Century. New Delhi: Anmol Publications Pvt. Ltd., 1996.

Bezbaruah, M.P. Indian Tourism: Beyond the Millenium. New Delhi: Gyan Pub. House, 1999.

Dhar, P.N. (Ed.). International Toruism. New Delhi: Kanishka Publishing, 2000.

Foley, M, J.J.Lennon and G.A.Maxwell. Hospitality, Tourism and Leisure Management. London: Cassell, 1997.

Goel, S.L. Health Care Organization and Structure. New Delhi: Deep and Deep Publication Pvt. Ltd., 2003.

Goel, S.L. Health Care System and Management: Administration in the 21st Century (In Four Volumes). New Delhi: Deep and Deep Publication Pvt. Ltd., 2004.

Madhukar, M. Human Resource Management in Tourism. New Delhi: Rajat Publications, 2000.

Medlik, S. Dictionary of Travel and Tourism and Hospitality. 2nd Ed. Oxford: Butterworth Heinemann, 1996.

Medlik, S. (Ed.). Managing Tourism. 4th Ed. Oxford: Butterworth Heinemann, 1995.

Middleton, V.T.C. Marketing in Travel and Tourism. 3rd Ed. Oxford: Butterworth Heinemann, 2001.

Morgan, N. M. and Annete Pritchard. Advertising in Tourism and Leisure. Oxford: Butterworth Heinemann, 2001.

Sarkar, A. K. (Ed.). Indian Tourism. New Delhi: Rajat Publications, 2003.

Setti, P. Tourism and Hospitality Profession. New Delhi: Rajat Publications, 2003.

Teare, R. et al (Ed.). Global Directions, New Strategies for Hospitality and Tourism. London: Cassell. 1997.

Walker, N. Introduction to Hospitality. New Jersey: Prentice Hall, 1999.

Wearne, N. Hospitality Marketing. New Delhi: Global Books and Subscription Services, 2001.

SUGGESTED ACTIVITIES:

- A survey questionnaire can be used to obtain service parameters of service organizations by visiting utilities, travel and tourist organizations; hotels, hospitals, banks, insurance and educational organizations.
After analysis the findings can be consolidated into a report and presented – which can be assessed.
- Every year the students undertake a study trip to a State other than Tamil Nadu. During this process the students can do an observational study of the travel, tourism and hospitality sectors in that State.
A detailed documentation can be submitted and presented which can be assessed.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year June 2011 - 2012 onwards)

DISSERTATION AND VIVA-VOCE

CODE: 11PR/PC/DI 44

CREDITS : 4

L T S : 1 0 6

TOTAL HOURS : 72

Objectives:

- To enable students to comprehend the basics of conducting, analyzing and evaluating research in Public Relations practice.
- To train students to meaningfully use research findings to improve their PR efforts.

Unit 1

Introduction to Research

Definition of research, social research and PR research.

Scope of research in PR activity and its consequent advantages to PR as a discipline.

Advertising

Corporate use of Research in Public Relations

Case studies of PR research across multinational, international, national, and local companies.

Unit 2

Steps in Research for PR

Identifying the need for research

Defining the problem areas and need gaps

Studying the background and previous researches in the area, if any

Setting goals for the research

Establishing criteria for demarcating the groups to be researched

Unit 3

Methodologies and Tools used in Research for PR

Data Collection - Primary and secondary

Basics of sampling techniques

Surveys, Questionnaires, Interviews

Test groups, Blind Testing, Public Opinion Polling

Ethnographic studies

Unit 4

Evaluating and using Research findings

Setting standards for the research findings

Data Compilation

Application of Statistical methods, if any
Data Analysis
Tabulation and presentation of findings

Unit 5

Research Report and Documentation

Documenting research planning, execution and analysis in brief
Setting out research findings comprehensively
Drawing conclusions and highlighting the learning from the research
Outlining way-forward
Suggesting a step-by-step action plan for realizing the recommendations of the research

BOOKS FOR REFERENCE

Austin, Erica. W., B.E. Pinkleton. Strategic Public Relations Management: Planning and Managing Effective Communication Programs. 2nd Ed. New Jersey: Lawrence Erlbaum Associates Publishers, 2006.

Part II - Gathering Useful Data for Strategic Guidance

Chapter 5: Research Decisions and Data Collection, pp 77 – 96

Chapter 6: Making Research Decisions, pp 97 – 124

Chapter 7: Making Research Decisions: Informal Research Methods, pp 125 - 146

Chapter 8: Making Research Decisions: The Focus Group, pp 147 – 163

Chapter 9: Making Research Decisions: Formal Research Methods, pp 164 – 190

Chapter 10: Making Research Decisions: Survey Research, pp 191 – 216

Chapter 11: Making Research Decisions: Questionnaire Design, pp 217 – 250

Chapter 12: Collecting, Analyzing and Reporting Quantitative Data, pp 251 – 270

Heath, R.L (Ed). Encyclopedia of Public Relations. (in two Vols.). Thousand Oaks: Sage Publications, 2005.

W. Timothy Coombs on 'Formative Research' in Vol. 1 of Encyclopedia of Public Relations, pp 336 – 337

W. Timothy Coombs on 'Research Goals and Research Objectives' in Vol. 2 of Encyclopedia of Public Relations, pp 747 – 748

Don. W. Stacks on 'Qualitative Research' in Vol. 2 of Encyclopedia of Public Relations, pp 725 - 727

ibid 'Quantitative Research' in Vol. 2 of Encyclopedia of Public Relations, pp 728 - 730

Newsom, D, J.W.Turk and D. Kruckerberg. This is PR: The Realities of Public Relations. Australia: Thomson Wordsworth, 2007.

Part II: Research for PR

Chapter 4: Research, Planning, Processes and Techniques, pp 65 - 90

Chapter 5: Publics in Public Opinion, pp 91 – 116

Ruler, Betteke Van, Ana T. Vercic and Dejan Vercic. Public Relations Metrics: Research and Evaluation. New York and London: Routledge, 2008.

Part I: Fundamentals of Public Relations Research – Chapters 2 to 6, pp 19 -136

Part II: Public Relations Methods, Cases, Specific Topics -
Chapters 7 to 17, pp 137 - 317

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.

Chapter 3: The Case Method, pp. 28 – 39

Schedule of Research Work

Name :

Roll No. :

Year :

Topic :

Guide :

S. No.	Nature of Work	Assignment Date	Date of Completion	Remarks
1	Selection of Topic	By Dec. 1 st Week		
2	Topic Approval	By Dec. 1 st Week		
3	Tool Development	By Dec. 2 nd Week		
4	Data Collection	By Dec. 4 th Week		
5	Statistical Analysis	By Jan. 2 nd Week		
6	Review of Literature	By Jan. 4 th Week		
7	Chapter (1)	By Feb. 1 st Week		
8	Chapter (2)	By Feb. 2 nd Week		
9	Chapter (3)	By Feb. 3 rd Week		
10	Chapter (4)	By March 1 st Week		
11	Manuscript – Correction	By Mar. 4 th Week		
12	Date of Submission	By April 1 st Week		

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 - 2012 onwards)

**PR CAMPAIGN :
ON AN ISSUE USING PR TOOLS**

CODE: 11PR/PC/CM 44

CREDITS : 4

L T S : 1 0 6

TOTAL CAMPAIGN HOURS : 72

OBJECTIVE OF THE CAMPAIGN

- To use the knowledge and skills learnt from the previous semesters to plan and execute a PR campaign
- To apply techniques in tailoring communication across all media, for purposes of promoting a social cause
- To work in a group to use PR to address societal issues which need to be brought to public consciousness

CAMPAIGN GUIDELINES:

Choice of Topic:

The student is required:

- To adopt a social cause that is relevant to society
- To identify and work with an organization that is working in the area of the social cause, so that there is continuity and sustainability even after the campaign is over
- To define which facet of the social cause can be most effectively used as a focus of PR activity
- To plan a PR campaign around this facet of the social cause

PR Campaign Aims

The PR campaign should accomplish the following:

- Increase awareness about the case/organization
- Urge more people to involve themselves with the activities of the social cause/organization
- Urge donations of cash and kind from society for the social cause/organization

PR Campaign planning

The campaign plan must include the following

- PR Brief
- Media Planning
- Proposed partnerships/sponsors with special emphasis on budget planning, fund raising and fund utilization including accounting
- Evaluation format

The Media covered must include:

- Press: Newspaper and magazine coverage
- Out Of Home: Posters, Leaflets
- Radio: Interviews, ideas for interactive shows to involve people

- TV: Expert interview/News Bulletin/News Feature Spots
- Internet: Website design and execution, Blog forum discussions
- Indigenous Media: Folk and other media

Advertising must be planned across all the above media

Below the line PR activities:

Such as events, interactive and demonstrative camps, road shows, seminars etc. must be suggested, planned and executed.

Documentation:

A minimum 100-page bound work, which must contain the following:

- Background of the social cause and organization
- PR brief
- PR plan
- Media Plan
- Explanation of the execution of the above, in detail
- Photographs
- Articles, if any that have been published
- Details of individual contributions

Viva- Voce Examination:

- The entire PR campaign along with highlights to be presented
- Individual and group contribution to be assessed
- A copy of the report to be handed over to Sponsor(s)

BOOKS FOR REFERENCE

Austin, Erica W, B.E. Pinkleton. Strategic Public Relations Management: Planning and Managing Effective Communication Programs. 2nd Ed. New Jersey: Lawrence Erlbaum Associates Publishers. 2006.

Part IV: The Successful Pitch and Follow-through

Chapter 16: Presenting campaigns, program proposals and research reports, pp 349 – 361

Heath, R.L (Ed). Encyclopedia of Public Relations. Thousand Oaks: Sage Publications. 2005.

W. Timothy Coombs on ‘Goals’ in Vol. 1 of Encyclopedia of Public Relations, pp 364 – 365

W. Timothy Coombs on ‘Objectives’ in Vol. 2 of Encyclopedia of Public Relations, pp 583 – 584

Don. W. Stacks on 'Benchmarking' in Vol. 1 of Encyclopedia of Public Relations, pp 74 – 76

O'Connor, Amy on 'Reputation Management' in Vol. 2 of Encyclopedia of Public Relations, pp 745 – 746

Newsom, D, J.W.Turk and D. Kruckerberg. This is PR: The Realities of Public Relations. Australia: Thomson Wordsworth. 2007.

Part IV: PR in Action

Chapter 12: Campaigns, pp 301 – 316

Smith, R.D. Strategic Planning for Public Relations. New York and London: Routledge. 2009.

Phase I: Formative Research, pp 17 -76

Phase II: Strategy, pp 77 – 182

Phase III: Tactics, pp 183 – 270

Phase IV: Evaluative Research, pp 271 – 296

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 - 2012 onwards)

INTERNSHIP: GOVERNMENT ORGANISATION

CODE: 11PR/PC/GO 44

CREDITS : 4

L T S : 0 0 16

TOTAL PRACTICAL HOURS : 120

OBJECTIVES OF THE INTERNSHIP

- To work in a Government organization for 15 working days (3 weeks)
- To understand the structure of the Government organization
- To document observations, perceptions and work experiences into a report
- To present the internship report in a Viva Voce and face questioning

PLAN OF ACTION

FOR FACULTY:

- This internship is usually in April-May after the student has completed
 - r) a semester of theory in: Public Relations in the Government sector, Communication Skills - Campaign and Dissertation along with electives: Government Relations/ Human Resources Management
 - s) case studies through guest lectures by professionals from different organizations
 - t) conducting a PR campaign on a social cause/problem after designing all the materials for the media used
 - u) attended seminars/conferences/workshops
 - v) conducting research on a topic of the student's choice
 - w) analyzed data and made presentations

Hence the internship should provide facilities for the student to transform all the above learning experiences into practical applications and provide a platform for experiential learning.

- The faculty should contact different government organizations- small, medium and large in the municipal, state and central government organizations in August i.e. after a month or so after the semester has started. This is because though the internship is only in April – May, this is after the financial year ending and normally all personnel in government organizations are extremely busy. It is also been seen that most government organizations have to obtain the necessary permission from their own authorities. Hence it is wise to start the process in August itself.
- The students should be given a government organization according to her academic performance and participation in departmental, collegiate and inter-collegiate activities.

- After the first CA exam a list can be drawn up matching students with government organizations and official letters sent to the government organizations requesting them to accept two students per government organization for 15 days (about 2 weeks) in April-May immediately after the end semester examination
- Attendance and assessment sheets – two sets – one for the organization and one for the department is to be prepared and sealed in appropriate covers for each student
- The attendance and assessment sheet should be collected at the end of the internship and internship assessment marks (internal marks) is to be entered in the yellow register. Report and Viva Voce marks (external marks) are to be also entered and consolidated
- When the Government organization sends an acceptance letter agreeing to the internship of the students one photocopy is to be given to the student and the original filed in the department.
- When the student is doing the internship, the government organization should be visited in rotation by the faculty and students should give information daily on their work to the supervising faculty in the government organization and in the department.
- When the student submits internship reports Viva Voce examination is to be conducted with one internal and external examiner and the consolidated mark sheet to be handed over to the Controller of Examinations.
- A thank you letter from the department is to be sent to the Government organization along with the copy of the student internship report

FOR STUDENTS:

- Obtain good theoretical knowledge in all subjects through lectures and reading in the library
- Listen to all case studies and attempt to understand the practical applications in government sector.
- Participate actively in all practical sessions and acquire skills in communication and PR
- Acquire the proper knowledge, attitude and skills in any field study or visit
- Cultivate good listening, speaking, reading, writing and interpersonal communication skills
- SMS supervising faculty daily on work done
- During the 15 days of internship plan and use the time effectively as follows:
 - a) For the first five days learn: the mission, vision, objectives, structure and programs of the Government organizations
 - b) For the next five days obtain information from the personnel in the Government organization the PR tools used for (i) employees (ii) customers (iii) community (iv) government (v) citizens (vi) financial institutions (vii) press and other media and (viii) all communication and PR media used to communicate with all the publics of the Government organization.

- c) For the last five days document all the work done and show it to the supervisor at the Government organization and obtain the necessary documentation
- Prepare three copies of the internship report and a soft copy (DVD) and submit to the department. One report is for the department, one for the Government organization which has to be handed over with a thank you letter from the department and one is for the student.
- Make a good presentation at the Viva Voce and answer questions, obtain one copy of the report.

SUGGESTED READING

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge. 2010.

Chapter 14: Internships and Early Career, pp 320 - 341

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 - 2012 onwards)

PUBLIC RELATIONS IN THE GOVERNMENT SECTOR

CODE : 11PR/PC/PG 44

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To understand the vastness and complexities of the government.
- To perceive the need for the government to explain, interpret and clarify to the citizen.
- To comprehend the Public Relations practices in government.

Unit 1 (13 hrs)

Government and its role today

- 1.14 Increasing complexity of government
- 1.15 Public Relations' role in Government
- 1.16 Public Grievances and their redressal by government
- 1.17 Building up credibility to Governmental Public Relations
- 1.18 Challenges in governmental Public Relations

Unit 2 (13 hrs)

Public Relations: Central Government

- 2.12 Information and Public Relations Department at the Center
- 2.13 Diplomatic Missions abroad.
- 2.14 Ministry of Tele-communication, Defense, Agriculture and Energy
- 2.15 Outreach programs

Unit 3 (13 hrs)

Public Relations: State Government

- 3.9 Information and Publicity Department at the State and Public Relations Officers
- 3.10 State Departments of Education, Health, Social Welfare, Textiles and Police
- 3.11 Outreach Programs with people.

Unit 4 (13 hrs)

Public Relations: Local Government, Corporation and Municipality

- 4.9 Information, Publicity and Municipality Public Relations Officers
- 4.10 Outreach Programs for people
- 4.11 Feedback mechanisms from the community.

Unit 5 (13 hrs)

Media Relations in Government

- 5.8 Exhibitions and Trade Fairs
- 5.9 Festivals and Fairs.
- 5.10 Print and Publicity Media.
- 5.11 Electronic Media.

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

Part III - Chapter 14 – Central Government, pp 140 – 145

Chapter 15- Local Government, pp 146- 155

Cutlip, S.M. and A.H Center and G.M. Broom. Effective Public Relations. 8th Ed., New Jersey: Pearson Education, 2000.

Part IV - Chapter 15: Government and Politics

- Military Public Relations, pp 508 – 511
- Government as Business, pp 512
- Public Relations in Politics, pp 513- 518

Darrow, R.W., D.J. Forrestal, and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.

Part III- Chapter 5: Get out the Vote Campaigns, pp 413-423

Lesly, P. Handbook of Public Relations& Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section II – Chapter 4: Dynamics and Role of Public Affairs, pp 61 – 73

Section II – Chapter 5: Working with Federal Government, pp 74 – 85

Section II – Chapter 6: Working with State Government, pp 86 – 105

Section II – Chapter 7: Having a Voice in Politics, pp 106 – 115

Section V-Chapter 43: Public Relations for Political Candidates, pp 694 – 707

McKee, Kathy .B and L.F. Lamb. Applied Public Relations: Cases in Stakeholder Management. 2ndEd. New York and London: Routledge, 2009.

Chapter 8: Stakeholders: Governments and Regulators, pp 189 – 220

Stephenson, H. Handbook of Public Relations: The Standard Guide to Public Affairs and Communications. New Jersey: McGraw Hill Book Co., 1971.

Section II: Public Affairs

Chapter 9: Federal Government, pp 179 – 192

Chapter 10: Local Government, pp 193 – 218

Chapter 11: Military, pp 219 – 268

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.

Chapter 11: Governmental Relations, pp. 262 - 288

BOOKS FOR REFERENCE

Appadora, A. The Substance of Politics. 8th Ed. London: OUP, 1957.

Barker, E. et al. Parliamentary Government in the Commonwealth. 1st Ed. London: Hansard Sons, 1951.

Chabbra, H.S (Ed.). Opposition in the Parliament. Delhi: New Publishers, 1952.

Gover, V. (Ed.). Indian Political System: Trends and Challenges. New Delhi: Deep and Deep Publications, 1997.

Ghatate, N. M (Ed.). Atal Bihari Vajpayee, Four Decades in Parliament (in 4 Vols). New Delhi: Shipra Publications, 1998.

Hale, H. W. Political Trouble in India. Allahabad: Chugh Publications, 1974.

Johnson, P.E. American Government: People, Institutions and Policies. 3rd Ed. Geneva: Houghton Mifflin Co., 1994.

Johari, J.C. Indian Political System. New Delhi: Amnol Publications Pvt. Ltd., 1996.

Morris – Jones, W. H. Parliament in India. London: Longmans, Green & Co., 1957.

Mahalanobis, S. What they all said: Manifestos of Major Political Parties in India. New Delhi: Amnol Publications Pvt. Ltd., 1997.

Morgan, R.E and J. E .Connor. (Ed.). The American Political System. New York: Harcourt Brace Jovanovich, 1971.

Schroeder, A. An Outline of American Government. Washington: USA, 1989.

Wheare. K. C. Federal Government. 2nd Ed. London: OUP, 1956.

Zaidi, A.M. (Ed.). The Annual Register of Indian Political Parties (in 2 Vols.). New Delhi: IAPR, 1993.

SUGGESTED ACTIVITIES:

- Observation of Republic Day Parade, which is an exercise of Government Public Relations, to study and document.
- Visit to Trade Fair to study the stalls of the different government departments. The use of Exhibition, pamphlets and other media used by the government departments to reach out to the citizens could be documented and presented – both of which could be assessed.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS**

(Effective from the academic year June 2011 - 2012 onwards)

GLOBAL PUBLIC RELATIONS

CODE: 11PR/PE/GP44

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To understand the basic premises and fundamental concepts of Public Relations
- To understand the Public Relations scenario worldwide

Unit 1

Global Public Relations: Conceptual Framework (13 hrs)

- 1.1 Theoretical Framework for Global Public Relations
- 1.2 Political Economy and Public Relations
- 1.3 Relationship Between Culture and Public Relations
- 1.4 Mass Media and Public Relations
- 1.5 Activism and Public Relations

Unit 2

Public Relations in the Americas (13 hrs)

- 2.1 Public Relations in the United States
- 2.2 Public Relations in Canada
- 2.3 Public Relations in Mexico
- 2.4 Overview of Public Relations in South America
 - 2.4.1 Public Relations in Brazil
 - 2.4.2 Public Relations in Chile

Unit 3

Public Relations in Europe (13 hrs)

- 3.1 Public Relations in UK
- 3.2 Public Relations in France
- 3.3 Public Relations in Germany
- 3.4 Public Relations in Sweden
- 3.5 Public Relations in Italy, Netherlands and Poland

Unit 4

Public Relations in Asia – Pacific Region (13 hrs)

- 4.1 Public Relations in China, Japan and Australia
- 4.2 Public relations in India
- 4.3 Public Relations in Thailand, Singapore, Ceylon, Mauritius

Unit 5

Public Relations in Africa

(13 hrs)

- 5.1 The nature and status of Public Relations practice in Africa
- 5.2 Public Relations in Nigeria
- 5.3 Public Relations in Kenya
- 5.4 Public Relations in South Africa
- 5.5 Public Relations in Egypt

BOOKS FOR STUDY

Bardhan, Nilanjana and C. Kay Weaver (Eds). Public Relations in Global Cultural Contexts: Multi-Paradigmatic Perspectives. New York and London: Routledge, 2011.

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall. 2002.
Part IV: Chapter 21: How It All Began Some Historical Notes, pp 201 – 208

Cutlip, S.M., A.H. Center and G.M. Broom. Effective Public Relations. 1st Ed. New Jersey : Pearson Education, 2000.
Part I: Chapters 4: Historical Origins, pp 101 – 141

Darrow, R.W., D.J. Forrestal and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.
Part – 1 Chapter 10: The Growth of International PR, pp 175 – 188
Part – 3 Chapter 12: International Public Relations, pp 509 – 535

McKee, Kathy .B and L.F. Lamb. Applied Public Relations: Cases in Stakeholder Management. 2ndEd. New York and London: Routledge, 2009.
Chapter 10: Stakeholders – Global Citizens, pp 249 - 281

Sriramesh K. Public Relations in Asia-An Anthology. 1st Ed. USA: Thomson, 2004.

Sriramesh K. and Dejan Vercic. The Global Public Relations Handbook. Revised Ed. New York and London: Routledge, 2009.
Part I: Global PR: Conceptual Framework, pp 3 – 100
Part II: Asia and Australasia, pp 101 – 264
Part III: Africa, pp 265 – 380
Part IV: Europe, pp 381 – 620
Part V: Americas, pp 621 – 768
Part VI: International Public Relations: Key Dimensions and Actors, pp 769 – 906

Stephenson, H. Handbook of Public Relations : The Standard Guide to Public Affairs and Communications. New Jersey: McGraw Hill Book Co., 1971.
Section II: Chapter 8: International, pp 163-178

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.
Chapter 12: International Public Relations, pp 289 - 306

SUGGESTED ACTIVITIES:

Students can scan newspapers, magazines, TV and Internet to track Global Public Relations activity. Students can be divided into groups and each group can be assigned a continent for tracking, analyzing and documenting global PR.

Video Conferencing can be arranged between PR experts in India and in other parts of the world. Themes could be selected annually, discussions and dialogues could be recorded through the video conferencing and documentation produced.

Public Relations associations world-wide have annual conferences. Students can view some of these conferences through the video conference facility. Global experts can present a thematic lecture – discussion and students can participate in this through video conferencing.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 – 2012 onwards)

GOVERNMENT RELATIONS

CODE: 11PR/PE/GR 44

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To understand the communication channels of the different wings of the Government
- To become aware of the methods by which citizens can communicate with government organizations

Unit 1 (13 hrs)

The Power of Government

- 1.1 Government is big business
- 1.2 The increasing power of all arms of government
- 1.3 Public Relations' role in politics and Public Relations' role in government especially with reference to policy making
- 1.4 Winning acceptance to the PR function

Unit 2 (13 hrs)

Lobbying

- 2.8 Individual or traditional Lobbyist
- 2.9 Professional or Specialist Lobbyist
- 2.10 Public Interest Groups or Issue Lobbyist
- 2.11 Consultants and other lobbyists.

Unit 3 (13 hrs)

Public Affairs

- 3.7 Business's involvement with government on societal issues
- 3.8 The publics of government and freedom of information
- 3.9 Working with legislators and legislative bodies
- 3.10 Working with Government Departments, Directorates, Corporations, Bureaus and Agencies
- 3.11 Hearings and meetings: a focal point of public opinion

Unit 4 (13 hrs)

Interest Groups

- 4.9 Women's groups and government
- 4.10 Groups for the Elderly, Children and Governmental agencies
- 4.11 Civic groups
- 4.12 Protests, marches and demonstrations and other methods of communication

Unit 5 (13 hrs)

Citizens' awareness of facets of Government

- 5.6 Learning about administration
- 5.7 Becoming aware of Legislations, ordinances and executive orders
- 5.8 Equipping oneself with knowledge of taxation
- 5.9 Getting in touch with law enforcement, social welfare and prison authorities.

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.

Part III - Chapter 13 – Liaison with Parliament, pp 125 – 139

Chapter 16- Public Relations in the Community, pp 156- 162

Cutlip, S.M., A.H Center and G.M. Broom. Effective Public Relations. 1st Ed. New Jersey: Pearson Education, 2000.

Part IV- Chapter 15- Government and Politics. pp.487 – 507

Darrow, R.W., D.J.Forrestal and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.

Part 1 - Chapter 8: The Public Relations Executive & Public Affairs, pp 146 –164.

Part III- Chapter 7: Relations with Government, pp 443-452

Lesly, P. Handbook of Public Relations& Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.

Section II – Chapter 7: Having a voice in Politics, pp 106 – 115,

Section V –Chapter 41: Public Relations of Government, pp 665- 678

Swann, Patricia. Cases in Public Relations Management. New York and London: Routledge, 2010.

Chapter 11: Government Relations, pp 256 – 259

BOOKS FOR REFERENCE

Barker, R. Education and Politics. Oxford: Clarendon Press, 1972.

Beetham, D. and K.Boyle. Democracy: 80 Questions and Answers. Bombay: National Book Trust, 1995.

Desai, M. Divided by Democracy. Delhi: Lotus Collection, 2005.

De, R.K. Socio Political Movements in India. New Delhi: Mittal Publications, 1998.

Ghosh, S. K. Indian Democracy Derailed. New Delhi: APH Pub. Corp., 1997.

Hathorn G.B et.al. Government and Politics in the U.S. New Jersey: VanNostrand Co, Inc., 1963.

Held, D. and M.A. Malden. Models of Democracy: Polity 2006.

Horwitz, R (Ed.). The Moral Foundation of the American Republic. Charlottesville: United Press of Virginia, 1979.

Huntington, S. P. American Politics: The Promise of Disharmony. Cambridge, MA: The Belknap Press, 1981.

Nayar, K. Between The Lines. Bombay: Allied Publications, 1975.

McKeon, R (Ed). Democracy in a World of Tensions. Paris: UNESCO, 1951.

Passos, J.D. The Shackles of Power. New York: Doubleday &Co. Inc., 1966.

Vayunandan, E and Dolly Mathew (Ed.). Good Governance: Initiatives in India. New Delhi: Prentice Hall of India, 2003.

Weiner, M. The Indian Paradox. New Delhi: Sage Publications, 1989.

Yasin, Madhvi. Indian Administration. New Delhi: Light and Life Publications, 1979.

SUGGESTED ACTIVITIES:

- Media tracking of different central ministries (federal government). Preparation of report through media archiving and presentation – both of which can be assessed.
- Study of Public Affairs strategies of NGOs, Corporates and Citizen Initiatives. Preparation of report and presentation – both of which can be assessed.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year June 2011 - 2012 onwards)

HUMAN RESOURCE MANAGEMENT

CODE: 11PR/PE/HM 44

CREDITS: 4

L T S: 4 1 0

TOTAL TEACHING HOURS: 65

OBJECTIVES OF THE COURSE

- To understand the importance of human resource management in any organization
- To comprehend the use of Public Relations tools in human resource management

Unit 1 (13 hrs)

Induction and Orientation

- 1.1 Describing organizational culture and environment
- 1.2 Job Design, Recruitment and Selection
- 1.3 Policy, Rules and regulations
- 1.4 Appraising the employee performance – Performance incentives
- 1.5 Case Study from PR

Unit 2 (13 hrs)

Training and Development

- 3.1 Context of the training – understanding the requirement of training, application of learning and adult learning
- 3.2 Training Process and Methods
- 3.3 Evaluation and Post-training Support
- 3.4 Development Strategies for individual employees
- 3.5 Re-training and re-deployment.
- 3.6 Case Study from PR.

Unit 3 (13 hrs)

Public Relations – Human Resource Management Within the Organization

- 3.1 Individual Growth – Mission, vision and values' enunciation; Career Mobility and knowledge management through refresher seminars and other activities.
- 3.2 Motivation, Stress Management, Perceptions, Attitudes, Values and Job Satisfaction through regular visual inputs and out- of- office programs
- 3.3 Co-Curricular Activities and community activities for employees
- 3.4 Two-way communication and involvement of retailers and agents
- 3.5 Case Study from PR

Unit 4 (13 hrs)

Public Relations – Human Resource Management outside the Organization

- 4.1 Core Competencies of the business of the organization and its extension into civic activities in society e.g. service clubs
- 4.2 Working with environmental groups or other organizations like HIV-AIDS NGO's for
better perception of corporate image by the community etc.
Reaching out to elderly, young, handicapped, maladjusted and such others who
can
be networked with support groups by corporate organizations

- 4.3 Involvement of employees in education and training activities for target audiences in the community

Unit 5 (13 hrs)

Changing trends in Organizations

- 5.1 Women in Organizations
5.2 Minorities in Organizations
5.3 Globalization and Human Resource Management – Changes in Employee, Employer and Organizational Structure and functions; leading change management.
5.4 Change management: factors for organizational change, managing resistance to change
5.5 Cultural issues: internal and international.

BOOKS FOR STUDY

Black, Sam. Practical Public Relations. New Delhi: Universal Book Stall, 2002.
Part III – Chapter 13- Finance and Industry, pp 125-139

Cutlip, S.M., A.H. Center and G.M. Broom. Effective Public Relations. 1st Ed. New Jersey: Pearson Education, 2000.
Part IV–Chapter 14– Business & Industry, pp 457 –482
Chapter 17- Labor Union, pp 564 – 572

Darrow, R.W., D.J.Forrestal and A.D. Cookman. The Dartnell Public Relations – Handbook. Chicago and London: The Dartnell Corporation, 1967.
Part I, Chapter 2 – Women’s Place in Public Relations, pp 53 - 60
Part II, Chapter 8 – Employee Orientation, pp 291 - 295
Part III, Chapter 3– Working with youth organizations, pp 602 – 624
Chapter 9 – Service Club, pp 466 – 473

Lesly, P. Handbook of Public Relations& Communications. 2nd Ed. Mumbai: Jaico Publishing Company, 2002.
Section II, Chapter 9 – Working and communicating with minority groups, pp 140-151
Chapter 13- Public relations and Labor matters, pp 242 – 254
Chapter 15– Building Effective Dealer Relations, pp 269 –277
Section V, Chapter 36 – Public Relations for Retailers, pp 581 - 595

Stephenson, H. Handbook of Public Relations: The Standard Guide to Public Affairs and Communications. New Jersey: McGraw hill Book Co., 1971.
Section II Chapters 14 – Corporate Citizenship, pp 319 - 342.

BOOKS FOR REFERENCE

Agochiya, D. Every Trainer’s Handbook. New Delhi: Sage Publications Pvt. Ltd., 2002.

Beardwell, I and L. Holden. Human Resource Management: A Contemporary Perspectives. New Delhi: Macmillan India Ltd., 1998.

- Chauhan, A.S. Public Relations. New Delhi: Verma Publications, 1978.
- Goss, D. Principles of Human Resource Management. London and New York: Routledge, 1994.
- Jeffkins F. Public Relations for your Business. New Delhi: Jaico Publications, 2004.
- Khanka, S.S. Organizational Behavior. New Delhi: S. Chand and Co., 2000.
- Kheiman S L. Human Resources Management: A Managerial tool for Competitive Advantage. 3rd Ed. New Delhi: Biztantra Publication, 2005.
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SUGGESTED ACTIVITIES:

Students can visit different organizations to know how an induction program is conducted for employees. Documentation and presentation of these can be assessed.

Students can interview HR managers of different organizations to obtain the training schedule and outlines of training programs conducted in the organization during a calendar year.

HR managers can be invited for guest lectures on co-curricular activities and community activities conducted for employees in different organizations. Students can analyze these and present.

Students can study the different community relations programs that employees in different organizations participate in and build a profile of the HRM activities outside each organization.