

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

M.A. DEGREE - PUBLIC RELATIONS

COURSES OF STUDY

(Effective from the academic year 2009 - 2010)

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									
PR/PC/IP14	Introduction to Public Relations	4	4	1	0	3	50	50	100
PR/PC/CR14	Public Relations Theory - I : Community Relations	4	4	1	0	3	50	50	100
PR/PC/CS14	Public Relations Practice : Communication Skills - I	4	4	1	0	3	50	50	100
PR/PE/CB13	Computers:Basic Level	3	2	2	0	3	50	50	100
PR/PE/AR13	Advertising Management	3	3	1	0	3	50	50	100
PR/SA/LC12	Social Awareness Programme - Learning from the Community	2	1	0	2	1	50	Report 50	100
PR/PC/NG14	Internship: Non Governmental Organizations (NGO's)	4	0	0	16	1	Place ment 50	Report & Viva Voce 50	100
Semester - II									
PR/PC/CO24	Public Relations in the Corporate Sector	4	4	1	0	3	50	50	100
PR/PC/CU24	Public Relations Theory - II : Customer Relations	4	4	1	0	3	50	50	100
PR/PC/CS24	Public Relations Practice : Communication Skills - II	4	4	1	0	3	50	50	100
PR/PE/MK23	Marketing Management	3	3	1	0	3	50	50	100
PR/PE/IN23	Public Relations for the Individual	3	2	2	0	3	50	50	100
PR/PN/CP22	Internship :Corporate Sector	2	0	0	8	1	Place ment 50	Report & Viva Voce 50	100
Semester - III									
PR/PC/SS34	Public Relations in the Service Sector	4	4	1	0	3	50	50	100
PR/PC/ER34	Public Relations Theory -III : Employee Relations	4	4	1	0	3	50	50	100
PR/PC/CS34	Public Relations Practice: Communication Skills - III	4	4	1	0	3	50	50	100
PR/PE/RS33	Research Methodology	3	3	1	0	3	50	50	100
PR/PE/CA33	Computers: Advanced Level	3	2	2	0	3	50	50	100
PR/PE/PP33	Public Relations for Professionalism	3	2	2	0	3	50	50	100
PR/PC/SR34	Internship : Service Sector	4	0	0	16	1	Place ment 50	Report & Viva Voce 50	100
PR/SK/SS32	Soft Skills	2	0	0	8	3	50	50	100

Semester - IV									
PR/PC/PG44	Public Relations in the Government	4	4	1	0	3	50	50	100
PR/PC/GR44	Public Relations Theory - IV: Government Relations	4	4	1	0	3	50	50	100
PR/PC/CM44	Public Relations Practice - IV: Campaign on an Issue using PR tools	4	1	0	6	1	Campaign 50	Report & Viva Voce 50	100
PR/PE/HM43	Human Resource Management	3	3	1	0	3	50	50	100
PR/PE/DI43	Dissertation on a PR topic & Viva Voce	3	0	0	12	1	50	Report 50	100
PR/PC/GO44	Internship: Government Organisation	4	0	0	16	1	Place ment 50	Report & Viva Voce 50	100

**M.A. DEGREE : PUBLIC RELATIONS
SYLLABUS**
(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS THEORY – I : COMMUNITY RELATIONS

CODE :PR/PC/CR 14

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To comprehend the variety of needs in the community for tools of Public Relations.
- To appreciate the community relations programs of industrial and service organizations
- To observe the working of Public Relations in non – profit organizations

Unit 1 (10 hrs)

Social Responsibilities of Industries

- 1.1 The concept of trusteeship and its application to industries
- 1.2 Industry as an important stakeholder in the community
- 1.3 Schemes and programs for the community by various industries : Case Studies
- 1.4 Community's involvement with industrial organisations.

Unit 2 (10 hrs)

Service organizations and the Community

- 2.1 Role of Banks in Community Programs
- 2.2 Role of Police in Community Programs
- 2.3 Role of Insurance in Community Programs
- 2.4 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 eg. Lions, Rotary.
- 3.3 Local, regional one, National Voluntary Organisations – Case Studies
- 3.4 Community's and Voluntary Organization's interface

Unit 4 (10 hrs)

International Organizations and Community

- 4.1 United Nations' Organizations eg. UNESCO, UNIDO etc.
- 4.2 World Health Organisation
- 4.3 Role of other international organizations in Third World Countries eg. 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 Practical Work in Community Relations
 - 5.2.1 Community opinion polling
 - 5.2.2 Working with opinion leaders
 - 5.2.3 Organizing of Open House
 - 5.2.4 Special Events
 - 5.2.5 Local Advertising and Fund Raising

BOOKS FOR STUDY

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

Part I - Chapter 14: The Community Public pp.310 – 330,

Darrow, R.W., Fornestal, D.J., and Cookman, A.D., 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.

Lesly, P., Handbook of Public Relations& Communications, 2nd edition, 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 pp619-631

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

Section II

Chapter 13:Philanthropy pp. 293 - 380

BOOKS FOR REFERENCE

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

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

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

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

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,

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

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

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

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

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

United Nations Publications on Development Programs in the Third World.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

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

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS PRACTICE : COMMUNICATION SKILLS – I

CODE :PR/PC/CS 14

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To fathom the variety of communication theory and practices
- To acquire skills in using community 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
- 2.2 Preparation, planning and practice of public 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.
- 3.4 Notice : Use of notice board/ bulletin boards
- 3.5 Information racks for effective communication

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.
- 5.3 Email : effective usage
- 5.4 Chat group

BOOKS FOR STUDY

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

Part II Chapter 4: The Printed World 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. and Center, A.H & Broom G.M., Effective Public Relations, 1st Ed., New Jersey : Pearson Education, 2000.

Part II Chapter 9: Printed Words pp,289-295; Spoken Word pp, 297-298; Working with the Media pp,323-330

Darrow, R.W., Fornestal, D.J., and Cookman, A.D., 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, 738-668

Lesly, P., Handbook of Public Relations& Communications, 2nd edition, 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 Windahl, S., Communication Models for the Study of Mass Communications, 5th edition, U.K : Longman House, 1987.

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

BOOKS FOR REFERENCE

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

Figgins, R. Golen, S.P and Pearce, C.G., 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. Boren, R.R. and Peterson, B.D., Communication Behaviour and Experiments : A Scientific Approach, California : Wadsworth Publishing Co, 1975.

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

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

Peterson, B.D. White, N.D and Stephan, E.G., 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, Schramm, W. Maccoby, N and Parker, E.B., eds. Handbook of Communication, Chicago : Rand McNally College Publishing Co, 1973.

Singhal, A and Rogers E.M., 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.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

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

(Effective from the academic year 2009 - 2010)

INTRODUCTION TO PUBLIC RELATIONS

CODE: PR/PC/IP 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 become acquainted with the historical developments in Public Relations

Unit 1 (35 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 : Employee Relations ,Customer Relations, Community Relations and Government Relations

1.4 Public Relations – Highlights and differences between: Advertising and Public Relations, Publicity and Public Relations & Propaganda and Public relation

1.5 Organization of a PR Department

1.5.1. Qualities of a PR person

1.5.2. Ethics in PR

1.5.3. Outsourcing of PR- use of PR agencies

Unit 2 (10 hrs)

Public Relations in USA

3.1 Public relations in industry

3.2 Public relations in Educational Institutions

3.3 Public relations in professional Associations

Unit 3 (10 hrs)

Public Relations in Europe

4.1 Public relations in UK

4.2 Public relations in France

4.3 Public relations in Germany

4.4 Public relations in Italy and others

Unit 5 (10 hrs)

Public Relations in Asia – Pacific Region

5.1 Public relations in China, Japan and Australia

5.2 Public relations in Thailand, Malaysia, Singapore and Ceylon

5.3 Public relations in India

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

Part IV: Chapter 21: How It All Began Some Historical Notes pp. 201 – 208

Cutlip, S.M. and Center, A.H & Broom G.M., 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

Chapters 4: Historical Origins: pp. 101 – 141

Part II: Chapters 6: Legal Considerations: pp. 179– 260

Darrow, R.W., Fornestal, D.J., and Cookman, A.D. 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

Chapter 10: The Growth of International PR pp. 175 – 188

Part – 3 Chapter12: International Public Relations pp. 509 – 535

Lesly, P. Handbook of Public Relations& Communications, 2nd edition, 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

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

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

Section II: Chapter 8: International pp 163-178

BOOKS FOR REFERENCE

Dunn, Jim 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, Second Edition, U.K. : Thomson Learning, 2000.

Jefkins, Frank, 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 edition, New Delhi: Allied Publishers, 1980.

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

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

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

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

INTERNSHIP: NON-GOVERNMENTAL ORGANISATION

CODE : PR/PC/NG 14

CREDITS : 4

L T S : 0 0 16

TOTAL PRACTICAL HOURS : 150

OBJECTIVES OF THE INTERNSHIP

- To obtain work culture in an NGO setting for 15 working days
- To gather knowledge of the structure of the NGO
- To gain practical experience of the functioning of the NGO
- To cultivate the right attitudes to voluntary work
- 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) a semester of theory in: Introduction to Public Relations, Community Relations, Communication Skill and Elective (S) Computers -Basic level, Advertising Management
 - b) case studies through guest lectures by professional from different organizations
 - c) workshops in communications which include practicals and demonstrations
 - d) attended seminars/conferences/workshops
 - e) field trip for Social Awareness Program (SAP)
 - f) 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 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. CRY 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 persons 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 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 in the yellow register. Report and Viva Voce 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 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 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 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 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 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

M.A. DEGREE : PUBLIC RELATIONS
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ADVERTISING MANAGEMENT

CODE :PR/PE/AR 13

CREDITS : 3

L T S : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- To discern the different types of advertising and their uses.
- To appreciate the different components of advertising

Unit 1 (10 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 (10 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 (10 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 (10 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.

Lesly, P, Handbook of Public Relations& Communications, 2nd edition, Mumbai: Jaico Publishing Company, 2002.
Section IV: Chapter 29: Using Advertising for Public Relations Communications pp, 452-470.

BOOKS FOR REFERENCE

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

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

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

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

Chernatony, Leslie de and McDonald, M., Creating Powerful Brands in Consumer, Service and Industrial Markets, Second Ed., U.K : Butterworth 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.

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 Maas, Jane., 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.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

COMPUTERS: BASIC LEVEL

CODE :PR/PE/CB 13

CREDITS : 3

L T S : 2 2 0

TOTAL TEACHING HOURS : 52

OBJECTIVE OF THE COURSE

- To train the student to use computers in basic office procedure with emphasis on usage and applications

Unit 1 Operating Systems Introduction, MS-DOS, MS-WINDOWS	(10 hrs)
Unit 2 Word Processors MS-WORD, Concepts & Operations : Creation, Modification, Formatting & Printing of documents in both the Software. Lab Work involves Report Writing, Text editing, Text formatting Mail merging	(10 hrs)
Unit 3 Spread Sheet General Spreadsheet Concepts Excel concepts & Operations Presentation Graphs	(10 hrs)
Unit 4 Presentation Systems Presentation, Creating Slides Formatting, Working with Master Slides Inserting Pictures, Animation Hyperlinks, Sound and Action Settings.	(12 hrs)
Unit 5 Database Management Systems MS Access, Designing a data base, creating tables and editing table design, sorting and filtering data in a data sheet.	(10 hrs)

BOOKS FOR STUDY

Alexis Leon, Mathews Leon, Introduction to Computers with MS Office, New Delhi : Tata McGraw Hill, 2000.

Wallace Gang, Roger C. Parker, MS Office for Windows for Dummies, IDG Books, India.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

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LEARNING FROM THE COMMUNITY

CODE :PR/SA/LC 12

The Philosophy

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

Objectives

To discern the various aspects of structure, functions, process and mechanism in a tribal / village / urban community

To sensitise students to the strengths of a community

To distil learning experiences from a community

The Method

- To provide a camp setting in a tribal / village / urban community for students to explore and fathom community life and to internalise 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

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PUBLIC RELATIONS IN THE CORPORATE SECTOR

CODE :PR/PC/CO 24

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To perceive 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 industrial organisations

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 Relations

- 4.1 Welcome letters / offers to new shareholders
- 4.2 Answering shareholder 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 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

Chapter 17: Public Relations in Exports pp 63-167

Cutlip, S.M. and Center, A.H & Broom G.M., 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., Fornestal, D.J., and Cookman, A.D., 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

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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,

BOOKS FOR REFERENCE

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

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

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS PRACTICE : COMMUNICATION SKILLS – II

CODE :PR/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 utilising 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 Organising and conducting a meeting
- 2.3 Organising and conducting a 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.

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

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

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

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

Seekings, D. and Farrer, J., 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. Gerloff, E.A. and Commins, R.C., 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.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS THEORY – II : CUSTOMER RELATIONS

CODE :PR/PC/CU 24

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVE OF THE COURSE

- To realise the importance of customers
- To be cognizant in 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 Organisation

- 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 Organising Customer meet.
- 5.2 Practical Work in Customer Relations

BOOKS FOR STUDY

Darrow, R.W., Fornestal, D.J., and Cookman, A.D., The Dartnell Public Relations – Handbook, Chicago and London: The Dartnell Corporation, 1967.
Part – 3 Chapter 8: Customer Relations pp. 453 – 465
Chapter 12: International Public Relations pp. 509– 535

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

BOOKS FOR REFERENCE

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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 Bhatt Monica, 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 Reddy L.V., Consumer Behaviour, New Delhi : Discovery Publishing Co., 1999.

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

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS
SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS FOR THE INDIVIDUAL

CODE :PR/PE/IN 23

CREDITS : 3

L T S : 2 2 0

TOTAL TEACHING HOURS : 52

OBJECTIVE OF THE COURSE

- To understand the importance of presenting oneself
- To learn and practice basic skills of public relations' at the individual level.

Unit 1* (9 hrs)

The Importance of Grooming

- 1.1 Dress
- 1.2 Accessories
- 1.3 Face
- 1.4 Hair styling
- 1.5 Hands and Feet

Unit 2* (9 hrs)

Speech and its impact

- 2.1 Voice : Tone, Pitch and Modulation
- 2.2 Greetings
- 2.3 Telephone Techniques
- 2.4 Mike Techniques

Unit 3* (9 hrs)

Posture

- 3.1 Standing
- 3.2 Sitting
- 3.3 Walking
- 3.4 Gestures

Unit 4* (9 hrs)

Listening

- 4.1 Active Listening
- 4.2 Passive Listening
- 4.3 Retention Listening
- 4.4 Listening for Communicating

Unit 5* (12 hrs)

Etiquette

- 5.1 Respecting difference in races, religion, culture, language and geography
- 5.2 Politeness
- 5.3 Courtesy

Unit 6 (4 hrs)

Practicals

* Units can be conducted as workshops also.

BOOK FOR STUDY

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.

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

(Effective from the academic year 2009 - 2010)

MARKETING MANAGEMENT

CODE :PR/PE/MK 23

CREDITS : 3

L T S : 3 1 0

TOTAL TEACHING HOURS : 52

OBJECTIVE OF THE COURSE

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

Unit 1 (10 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 (10 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 (10 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 (10 hrs)

Public Relation 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

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

Kotler, P and Amstrong, G., Principles of Marketing, 11th edition. New Delhi : Prentice Hall of India Pvt. Ltd, 2005.

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

Lesly, P., Handbook of Public Relations& Communications, 2nd edition, 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.

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 Panda, T.K. , eds., Marketing Strategies for Emerging Markets, New Delhi : Excel Books, 2005.

Pelsmacker, P.de, Geunns, Maggie and Bergh, J. Vanden, 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.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

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

(Effective from the academic year 2009 - 2010)

INTERNSHIP: CORPORATE SECTOR

CODE : PR/PN/CP 22

CREDITS : 2

L T S : 0 0 8

TOTAL PRACTICAL HOURS : 75

OBJECTIVES OF THE INTERNSHIP

- To obtain work culture in a Corporate organization for 15 working days in summer between First year and Second year
- To gather knowledge of the structure of the Corporate organization
- To gain practical experience of the functioning of the Corporate organization
- To cultivate the right attitudes to work in a 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: Public relations for the Individual, Marketing Management
 - h) case studies through guest lectures by professional 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 is to be entered in the yellow register. Report and Viva Voce 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 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 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 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.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS PRACTICE: COMMUNICATION SKILLS - III

CODE : PR/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 Behaviour, 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
- 2.8 Cassettes: Planning, structuring and Delivery

Unit 3 (13 hrs)

Written Communications - Print

- 2.5 Newspaper writing: styles of writing, types of articles and formats
- 2.6 Magazine writing: Basics of feature writing, editing and presentation
- 2.7 Planning, formatting and executing a newspaper layout
- 2.8 Printing techniques and technologies

Unit 4 (13 hrs)

Audio-visual Communications - TV & Film

- 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

5.5 Satellite Communication

5.6 Video Conferencing

5.7 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. and Center, A.H & Broom G.M., 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., Fornestal, D.J., and Cookman, A.D., The Dartnell Public Relations – Handbook, Chicago and London : The Dartnell Corporation, 1967.

Part II: Chapter 12 – Film for employees: pp.316 – 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 edition, 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

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

Section IV: Chapter 25 – Television and Radio: pp.621– 646;
Chapter 26 – Company Literature: pp.647– 670;
Chapter 27 - Newspapers: pp.671 – 704
Chapters 28 - Magazines: pp.705 – 714.

McQuail, D and Windahl, S., Communication Models for the Study of Mass Communications, 5th edition, 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

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.

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- McQuail, D., Mass Communication Theory, Fifth Edition, New Delhi: Vistaar Publications, 2005.
- Meyer, T and Hinchmann, L., Media Democracy, Cambridge: Polity Press, 2002.
- Meschke, M and Sorenson, Margareta, 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, Third Edition, 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.
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- Shah, Anupama and Joshi, Uma, Puppetry and Folk Drama for Non-Formal Education, New Delhi: Sterling Publication Pvt. Ltd., 1992.
- Webster, F, Theories of the Information Society, Third Edition, London: Routledge, Taylor and Francis Group, , 1995.
- Wilson, J., Understanding Journalism, London and New York: Routledge, 1996.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS THEORY – III: EMPLOYEE RELATIONS

CODE : PR/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 in an organization
- To develop knowledge and skills in employee communication
- To assess the PR role of employees

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.

- 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 Center, A.H., 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., Fornestal, D.J., and Cookman, A.D., 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& Communications, 2nd edition, 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.

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

Section III Chapters 18 – Employee Communications pp. 441 – 478;

Chapter 19 – Reporting to Management: pp.479– 490.

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Aswathappa, K., Human Resources and Personnel Management, Sixth Edition, 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.

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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.

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Pareek, Udai., Personnel Management, Sixth Edition , 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 Whitney, F., Labor Relations, New Jersey: Prentice Hall Inc., 1972.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

INTERNSHIP: SERVICE SECTOR

CODE : PR/PC/SR 34

CREDITS : 4

L T S : 0 0 16

TOTAL PRACTICAL HOURS : 150

OBJECTIVES OF THE INTERNSHIP

- To obtain work culture in a Service organization for 15 working days
- To gather knowledge of the structure of the Service organization
- To gain practical experience of the functioning of the Service organization
- To cultivate the right attitudes to work in a service 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 November after the student has completed
 - l) a semester of theory in: Public Relations for and in the service sector , Employee Relations, Communication Skills and Elective(s): Computers - Advanced level and Research Methodology
 - m) case studies through guest lectures by professional from different organizations
 - n) workshops in communications which include practicals and demonstrations
 - o) attended seminars/conferences/workshops
 - p) conducted research for the theory paper on research
 - q) 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 hospitals, health organizations, hotels, tourist agencies and other service organizations like utilities, gas, power and telecom in the city of Chennai in August i.e. after a month or so after the semester has started
- The Students should be encouraged to select a service organization in an area of interest e.g hospitality, tourism, health sector etc. This is because the student is encouraged to seek employment or explore topics of research in the service organizations.
- After the first CA exam a list can be drawn up matching students with service organizations and official letters sent to the service organizations requesting them to accept two students per service organizations for 15 working days 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 in the yellow register. Report and Viva Voce marks are to be also entered and consolidated
- When the service 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 service 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 service 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 community relations
- 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 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 service organizations
 - b) For the next five days obtain information from the personnel in the service organization the PR tools used for (i) employees (ii) customers (iii) community (iv) government (v) suppliers (vi) financial institutions (vii) press and other media and (viii) all communication and PR media used to communicate with all the publics of the service organization.
 - c) For the last five days document all the work done and show it to the supervisor at the service organization and obtain the necessary documentation
- Prepare three copies of the internship report and submit to the department. One report is for the department, one for the service 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

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS IN THE SERVICE SECTOR

CODE : PR/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 and skills of Public Relations in service sector.

Unit 1 (13 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 First Step of Public Relations Process: Fact-finding and feedback.
- 1.10 Second Step of Public Relations Process: Planning and Programming
- 1.11 Third Step of Public Relations Process: Action and Communication
- 1.12 Fourth Step of Public Relations Process: Evaluation

Unit 2 (13 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 (13 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 & Broom G.M., 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., Fornestal, D.J., and Cookman, A.D., The Dartnell Public Relations – Handbook, Chicago and London : The Dartnell Corporation, 1967.

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

Lesly, P., Handbook of Public Relations& Communications, 2nd edition, 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

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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; Lennon, J.J and Maxwell, G.A , 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, Oxford: Butterworth Heinemann, Second Edition, 1996.

Medlik, S. (ed.), Managing Tourism, Fourth Edition, Oxford: Butterworth Heinemann, 1995.

Middleton, V.T.C, Marketing in Travel and Tourism, Third Edition, Oxford: Butterworth Heinemann, 2001.

Morgan, N. M and Pritchard Annete. , 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.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

COMPUTERS: ADVANCED LEVEL

CODE: PR/PE/CA33

CREDITS : 3

L T S : 2 2 0

TOTAL TEACHING HOURS : 52

OBJECTIVES

- To train the student to use computers for an advanced level
- To learn the usage and applications in Public Relations

Unit 1 (10 hrs)

Advanced Features Word Processors

Reapplying formatting, Sharing Information with other users and programs, Linking and embedding objects, Inserting Bookmarks, Creating a Template, Using Table of contents, Creating Table of Figures.

Lab work involves creating a report of a project, which contains the above.

Unit 2 (17 hrs)

Advanced Features in Spread Sheets

Formatting the Worksheets, Common conditional formula, date formula, Math formula, text formula, Data sort, filter, validation, Importing External data, Goal seek, Scenarios, Creating a link to another cell or workbook, Loading and using Statistical Analytical tools, Putting Excel Data in Web page.

Unit 3 (10 hrs)

Advanced Presentation Systems

Creating Master slide, Spell check, Auto correct options, Merging presentations, Insert options, Creating hyperlinks, Options in slide show menu, Saving presentation as a template

Unit 4 (5 hrs)

Database Management

Creating a primary key for the table, creating relationships between the tables, Creating Forms, Reports.

Unit 5 (10 hrs)

Web Page Designing

HTML and Editors

About Editors, Browsers- Tags: html, head, body, title - bgcolor, background, font attributes, Headings, align attribute, creating links, Inserting images, line break, creating and aligning paragraphs, thumbnails.

BOOKS FOR STUDY

Nelson, Stephen L., Office 2007: The Complete Reference

Powell, Thomas, A., HTML: The Complete Reference, 3rd Edition, New Delhi: Tata McGraw Hill Publishing Company

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS FOR PROFESSIONALISM

CODE :PR/PE/PP 33

CREDITS : 3

L T S : 2 2 0

TOTAL TEACHING HOURS : 52

OBJECTIVE OF THE COURSE

- To learn how to present oneself professionally
- To acquire knowledge and skills of presenting oneself at the public level.

Unit 1* (9 hrs)

Preparation of Bio-data and job application

- 1.6 Basics of Bio-data: demographics, personal and professional data
- 1.7 Writing of Statement of Purpose
- 1.8 Layout and presentation
- 1.9 Searching for job opportunities
- 1.10 Preparation of job application

Unit 2* (9 hrs)

Interview

- 2.5 How to prepare for an interview
- 2.6 How to behave and face an interview
- 2.7 How to face a group interview
- 2.8 Post interview

Unit 3* (9 hrs)

Group Discussion

- 3.5 Elements of a group discussion
- 3.6 How to start a group discussion
- 3.7 Participation in a group discussion and group dynamics
- 3.8 How to close a group discussion

Unit 4* (9 hrs)

Portfolio

- 4.5 Elements of a good portfolio
- 4.6 Preparation of a portfolio
- 4.7 Presentation of a portfolio

Unit 5* (12 hrs)

Presenting oneself

- 5.4 Physical presentation: grooming and preparation
- 5.5 Mental presentation: planning, preparation and practice
- 5.6 Media presentation: preparing a web-page or other material on oneself.

Unit 6 Practicals

(4 hrs)

*** Units can be conducted as workshops also.**

BOOK 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, 175 High-Impact Cover Letters, Second Edition, New York: John Wiley & Sons Ltd., 1995.

Fry, Ron., How to “Ace” Any Test, New Delhi: Vision Books, 1996.

Fry, Ron., Your First Resume, Third Edition, New Jersey: Career Press, 1992.

Michelozzi, Neville Betty., Coming Alive from Nine to Five, California: Mayfield Publishing Company, 1996.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

RESEARCH METHODOLOGY

CODE: PR/PE/RS 33

CREDITS: 3

L T S: 3 1 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To understand and learn research techniques and methodologies
- To acquire basic skills for designing and implementing research projects in areas of Public Relations.

Unit 1 (10 hrs)

The Research Process

- 1.1 Steps for research
- 1.2 Role of the researcher – designing a research project
- 1.3 Constructs, variables and definition of concepts in a research
- 1.4 Principles of analysis and interpretation

Unit 2 (10 hrs)

Sampling Techniques

- 2.1 Analyzing Primary, secondary and tertiary types of data; identification and use of different sources of data for research
- 2.2 Types of sampling – simple random, systematic, stratified and cluster sampling
- 2.3 Probability and non-Probability sampling.
- 2.4 Sampling Error – Advantages and disadvantages of sampling

Unit 3 (10 hrs)

Tools for Research & Reporting

- 3.1 Surveys, questionnaires
- 3.2 Interviews, in-depth, structured, semi structured interviews
- 3.3 Case Study
- 3.4 Opinions and Panel Research
- 3.5 Report writing: Chapter outlines, style and formatting

Unit 4 (10 hrs)

Descriptive Statistics

- 4.1 Proportions, Percentages, ratios
- 4.2 Frequency Distribution
- 4.3 Measures of Central Tendency
- 4.4 Measures of Dispersion
- 4.5 Normal Distribution
- 4.6 Graphical Representation

Unit 5 (12 hrs)

Testing of Hypothesis and Inductive Statistics

- 5.1 Testing of hypothesis
- 5.2 Confidence Intervals
- 5.3 Chi- Square Tests

5.4 Correlation

5.5 Regression

BOOKS FOR STUDY

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

Part 2 – Chapter 11- The Place of Research in Public Relations; pp.112 - 118

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

Part I, Chapter 11 – Can we measure Public Relations Problems and Results: pp 189 -198

Part IV, Chapter 4 – Opinion Polls and Survey: pp.602 – 624,

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

Section III, Chapter 17– Analysis, Planning and Programming: pp.383 – 390.

Chapter 18– Opinion Research for Public Relations: pp 296 – 308.

Chapter 19– Fact Finding for Public Relations: pp 309 – 316.

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

Section I Chapters 3 – Research pp. 43 – 60.

BOOKS FOR REFERENCE

Arya, P.P. and Yesh Pal, Research Methodology in Management: Theory and Case Studies, New Delhi: Deep and Deep Publications Pvt. Ltd., 2004.

Blalock, Jr. Hubert M., Social Statistics, Second Edition Washington: McGraw-Hill Series, 1972.

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Campbell. T.D and Russo, Jean, Social Measurement, London: Sage Publications, 2001.

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Holliday, A, Doing and Writing Qualitative Research, London: Sage Publications, 2002.

Hunt, Merton., Profiles of Social Research: The Scientific Study of Human Interactions, Bombay: Popular Prakasham, 1989.

Jain, G.L, Research Methodology, Jaipur: Mangal Deep Publications, 1998.

Kerlinger, N. Fred, Foundations of Behavioral Research, Second Edition, New York: Holt, Rinehart and Winston, Inc., 1970.

King, G. et.al, Designing Social Inquiry, New Jersey: Princeton University Press, 1994.

McCall, B. Robert., Fundamental Statistics for Psychology, Second Edition,
New York: Harcourt Brace Jovanovich Inc., 1975.

Oppenheim, A.N, Questionnaire Design and Attitude Measurement, London: Heinemann, 1966.

Shajahan. S. Dr., Research Methods for Management, Revised Edition, Mumbai: Rashmi Printers., 2004.

Sharma, K.R., Research Methodology, Jaipur: National Publishing House, 2002.

Singleton, R. and Straits, B., Approaches to Social Research, New York: OUP, 1998.

Somekh Bridget and Cathy Lewin (ed.), Research Methods in the Social Sciences, New Delhi: Vistaar Publications India Pvt. Ltd., 2005.

**ADDITIONAL REQUIREMENT:
SPSS Training for 25 Hours**

Introduction:

In today's world, with abundance of data from various sources, the key to success lies in understanding what these data try to tell us and plan our future course of actions accordingly. And in this connection an understanding of some quantitative techniques becomes of utmost relevance and importance. For more than four decades now, SPSS has been the most preferred tool by academicians and researchers. Getting usable information from the data collected (whether primary or secondary) may be challenging especially if we do not have the right tools for the job.

In this connection, we would like to highlight that SPSS, as a person conversant with computers alone cannot comprehensively handle a product. It requires a combination of the knowledge of computers, statistics and the functional area for which the application is required.

S. No	Topic	Duration	Remarks
1	Introduction	0.5 hrs	Theory
2.	Data Handling	2.0 hrs	Theory
3.	Data Handling	2.0 hrs	Practicals
4.	Compute & Transform	2.0 hrs	Theory
5.	Compute & Transform	2.0 hrs	Practicals
6.	Univariate	1.5 hrs	Theory
7.	Univariate	1.0 hrs	Practicals
8.	Graphs	1.0 hr	Theory
9.	Graphs	1.0 hr	Practicals
10	Cross Tabs & Chi Square	1.0 hr	Theory
11	Cross Tabs & Chi Square	1.0 hr	Practicals
12	Parametric Tests	1.5 hrs	Theory
13	Parametric tests	2.0 hrs	Practicals
14	Correlation	0.5 hr	Theory
15	Correlation	1.0 hr	Practicals
16	Regression	1.5 hrs	Theory
17	Regression	2.0 hrs	Practicals
18	Test	1.5 hrs	
	TOTAL	25 hrs	

BOOKS FOR STUDY:

Field, Andy. Discovering Statistics using SPSS for Window, New Delhi: Sage Publications

Foster ,Jeremy J. Data Analysis using SPSS for windows New Delhi: Sage Publication

Nelson, Stephen L., Office 2000: The Complete Reference

Powell, Thomas, A., HTML: The Complete Reference, 3rd Edition, New Delhi: Tata McGraw Hill Publishing Company.

SPSS materials available at the Open Course Ware of MIT.

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3.	Data Handling	2.0 hrs	Practicals
4.	Compute & Transform	2.0 hrs	Theory
5.	Compute & Transform	2.0 hrs	Practicals
6.	Univariate	1.5 hrs	Theory
7.	Univariate	1.0 hrs	Practicals
8.	Graphs	1.0 hr	Theory
9.	Graphs	1.0 hr	Practicals
10	Cross Tabs & Chi Square	1.0 hr	Theory
11	Cross Tabs & Chi Square	1.0 hr	Practicals
12	Parametric Tests	1.5 hrs	Theory
13	Parametric tests	2.0 hrs	Practicals
14	Correlation	0.5 hr	Theory
15	Correlation	1.0 hr	Practicals
16	Regression	1.5 hrs	Theory
17	Regression	2.0 hrs	Practicals
18	Test	1.5 hrs	
	TOTAL	25 hrs	

BOOKS FOR STUDY:

Field, Andy. Discovering Statistics using SPSS for Window, New Delhi: Sage Publications

Foster ,Jeremy J. Data Analysis using SPSS for windows New Delhi: Sage Publication

Nelson, Stephen L., Office 2000: The Complete Reference

Powell,Thomas, A., HTML: The Complete Reference, 3rd Edition, New Delhi: Tata McGraw Hill Publishing Company.

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

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

(Effective from the academic year 2009 - 2010)

DISSERTATION AND VIVA-VOCE

CODE : PR/PE/DI 43

CREDITS : 3

L T S: 0 0 12

TOTAL HOURS : 112

Objectives

- To enable students to comprehend the basics of conducting, analysing 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

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS PRACTICE: COMMUNICATION SKILLS – IV

Campaign on an issue using PR Tools

CODE : PR/PC/CM 44

CREDITS : 4

L T S: 0 0 16

TOTAL CAMPAIGN HOURS : 150

OBJECTIVE OF THE CAMPAIGN

- To use the skills learnt over the last three 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 and as individuals 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

PR Campaign planning

The campaign plan must include the following

- PR Brief
- Media Planning
- Proposed partnerships/sponsors
-
- Evaluation format

The Media covered must include:

- Press: Newspaper and magazine coverage
- TV: Expert interview/News Bulletin/News Feature Spots
- Radio: Interviews, ideas for interactive shows to involve people

- Out Of Home: Posters, Leaflets
- Internet: Website design and execution, Blog forum discussions
- Indigenous Media: Folk and other media, to be suggested by the student

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 50-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)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

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

(Effective from the academic year 2009 - 2010)

INTERNSHIP: GOVERNMENT ORGANISATION

CODE : PR/PC/GO 44

CREDITS : 4

L T S : 0 0 16

TOTAL PRACTICAL HOURS : 150

OBJECTIVES OF THE INTERNSHIP

- To obtain work culture in a Government organization for 15 working days
- To gather knowledge of the structure of the Government organization
- To gain practical experience of the functioning of the Government organization
- To cultivate the right attitudes to work in a 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 for and in the Government sector , Government Relations, Communication Skills Campaign and Elective (s): Dissertation and Human Resource Management
 - s) case studies through guest lectures by professional 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 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 is to be entered in the yellow register. Report and Viva Voce 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 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 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 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 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

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

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS THEORY – IV: GOVERNMENT RELATIONS

CODE: PR/PC/GR 44

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To obtain knowledge of communicating with the different wings of the Government
- To become equipped with the tools and techniques of communication of 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

- 2.5 Individual or traditional Lobbyist
- 2.6 Professional or Specialist Lobbyist
- 2.7 Public Interest Groups or Issue Lobbyist
- 2.8 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, 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 and Children and Governmental agencies
- 4.11 Civic groups
- 4.12 Protests, marches and demonstrations and other methods of communication

Unit 5 (13 hrs)

Reaching out to 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. and Center, A.H & Broom G.M., Effective Public Relations, 1st Ed., New Jersey : Pearson Education, 2000.
Part IV- Chapter 15- Government and Citizens: pp.508 – 517

Darrow, R.W., Fornestal, D.J., and Cookman, A.D., 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.

Lesly, P., Handbook of Public Relations& Communications, 2nd edition, 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
Section V-Chapter 43: Public Relations for Political Candidates, pp 694 – 707

BOOKS FOR REFERENCE

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

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

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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.

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

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE : PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

PUBLIC RELATIONS IN THE GOVERNMENT SECTOR

CODE : PR/PC/PG 44

CREDITS : 4

L T S : 4 1 0

TOTAL TEACHING HOURS : 65

OBJECTIVES OF THE COURSE

- To become aware of the vastness and complexities of the government.
- To perceive the need for the government to explain, interpret and clarify to the citizen.
- To understand the PR practices in government.

Unit 1 (13 hrs)

Government and its role today

- 1.13 Increasing complexity of government
- 1.14 PR's role in Government
- 1.15 Building up credibility to Governmental PR
- 1.16 Challenges in governmental PR

Unit 2 (13 hrs)

Public Relations: Central Government

- 2.12 Information and PR 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 PRO's
- 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 PRO's
- 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 Center, A.H & Broom G.M., Effective Public Relations, 1st Ed., New Jersey : Pearson Education, 2000.

Part IV - Chapter 15- Government and Politics: pp.487 – 506

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

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

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

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

Section II – Chapter 4: Dynamics and Role of Public Affairs, pp. 63 – 73,

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

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

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

Section II Chapter 9, Federal Government: pp. 179 – 192

Chapter 10 Local Government: pp 193 – 218

Chapter 11 Military pp 219 - 268

BOOKS FOR REFERENCE

Appadora, A., The Substance of Politics, London: OUP. Eight Edition, 1957.

Barker, E. et. al., Parliamentary Government in the Commonwealth, First Edition, London: Hansard Sons. 1951.

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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, Third Edition, Geneva: Houghton Mifflin Co., 1994.

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Morgan, R.E and Connor, J. E (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, Second Edition , London: OUP., 1956

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

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2009 - 2010)

HUMAN RESOURCE MANAGEMENT

CODE: PR/PE/HM 43

CREDITS: 3

L T S: 3 1 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To understand the importance of human resource management in any organization
- To acquire basic skills usage of Public Relations tools for human resource management

Unit 1 (10 hrs)

Induction and Orientation

- 1.5 Describing organizational culture and environment
- 1.6 Job Design, Recruitment and Selection
- 1.7 Policy, Rules and regulations
- 1.8 Appraising the employee performance – Performance incentives
- 1.9 Case Study from PR

Unit 2 (10 hrs)

Training and Development

- 3.1 Context of the training – understanding the requirement of the training
- 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 (10 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, 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 (10 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

(12 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 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. and Center, A.H & Broom G.M., 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., Fornestal, D.J., and Cookman, A.D., 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 edition, 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.

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Rao, Subba P. Dr., Essentials of Human Resources Management: Changing Perceptions and Practice, Hyderabad: Institute of Chartered Financial Analysts of India, 1998.

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Sharma, N, Jai, Human Resource Management, New Delhi: Mittal Publications, 2003.

Tyson, S, Strategic Prospects for HRM, London: Institute of Personnel and Development and Mumbai: Jaico Publications, 2001.

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 Nov. 2 nd Week		
2	Topic Approval	By Nov. 3 rd Week		
3	Tool Development / Searching	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 Mar. 1 st Week		
11	Manuscript – Correction	By Mar. 4 th Week		
12	Date of Submission	April 3 rd Week		