

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

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

(Effective from the academic year 2015 - 2016)

MEDIA MANAGEMENT

CODE: 15PR/PE/MM14

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To gain knowledge on managing media organization
- To enable students in handling media organization and its strategic situations

Unit 1

Introduction to Media Management (10 hrs.)

- 1.1 Media as an Organisation
- 1.2 Media Managers Roles and Responsibilities
- 1.3 Theories of Management and Management Skills

Unit 2

Media Economics (11 hrs.)

- 2.1 Types of Economics
- 2.2 Understanding the Markets, Types of Market Structures- Monopoly, Oligopoly, Perfect Competition
- 2.3 Cross Media Ownership

Unit 3

Newspaper and Magazine Organisation and Management (11 hrs.)

- 3.1 Organisation Structure, Economic and Financial Aspects
- 3.2 Sales, Subscription, Circulation – Figures and Distribution
- 3.3 Advertisements and Promotions
- 3.4 Ownership Pattern and its Impact

Unit 4

Electronic Media Management (10 hrs.)

- 4.1 Organisation Structure
- 4.2 Economics and Financial Aspects
- 4.3 Demands for Advertising, Selling Time, Key Operators
- 4.4 TRP, Marketing Vs. Funding Programmes

Unit 5

Online Media Management (10 hrs.)

- 5.1 Converging Technologies, Techniques of Information Management
- 5.2 Digital Economic Tools
- 5.3 Rating of Blogs, Cost Per Impression, Click Throughs

BOOKS FOR REFERENCES

Peter.K.Pringle, Michael F.Stair& William E.Mc.Cacitt, *Electronic media management*

John R.Rossiter & Larry Percy. *Advertising and promotion management*, Mc Graw Hill, Newyork

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

Wendroff, Alan. *Special Events-Proven Strategies for Non Profit Fundraising*. 2nd Ed. USA: John Wiley & Sons, Inc, 2006.

Hoyle, Leonard. *Event Marketing*. 2nd Ed. USA: John Wiley & Sons, Inc, 2005.

Barry G.Sherman, *Telecommunication and management – The broadcast and cable industries*, Mc Graw Hill, (n.d.)

Richard gates, *production management for film and video focal Press*, London, (n.d.)

JOURNAL

Media Management and Economics Research in a Transmedia Environment: Alan B. Albarran

Journal of Media Management: Daryn Moody

The International Journal on Media Management: Dan Shaver

The Journal of Media Innovations: Charles Melvin

Media Management in Theory and Practice: Bozena I. Mierzejewska

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of Five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component:

Project Proposal

Case Studies

Assignments

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A –10x2=20 marks (Answer all the questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARISCOLLEGE (AUTONOMOUS), CHENNAI - 600 086

**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS
(Effective from the academic year 2015 - 2016)**

CREATIVE PUBLIC RELATIONS

CODE: 15PR/PE/CP14

CREDITS: 4

L T P : 1 0 3

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To comprehend the variety of communication theories and practices
- To develop skills in utilizing communication tools in inter and group communication
- To gain software knowledge on designing using various software

Unit 1

Introduction (10 hrs.)

- 1.1 Theory of Colours
- 1.2 Elements and Principles of Design

Unit 2

Software (10 hrs.)

- 2.1 Introduction to Photoshop and Corel Draw- Tools& Menu of the Software

Unit 3

Corporate Identity Manual (11 hrs.)

- 3.1 Abstract Logo, Embargo, Trademark
- 3.2 Emblem, Symbol, Monogram

Unit 4

Application of Software -1 (11 hrs.)

- 4.1 Making of Visiting Cards, Letterheads, Brochures

Unit 5

Application of Software - 2 (10 hrs.)

- 5.1 Making of Newsletters, Package Designing and Merchandising

BOOKS FOR REFERENCE

Philip Andrews ; *Adobe Photoshop CS3 A-Z: Tools and features illustrated ready reference* – (N.D)

Barbara Obermeier; *Photoshop CS3 All-in-One Desk Reference For Dummies*; (N.D)

Joshua Philip; *Graphic Design With Corel DRAW Graphics Suite X4*

JOURNALS

International Journal of Event and Festival Management - Emerald Group Publishing

Journal of Advertising and, Public Relations and Marketing:

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

- Designing logos and creating layouts for visiting card and letterheads using software
- Designing newsletters, brochures, and packages

Third Component

List of evaluation modes:

Logo Designing

Brand Promotions

Assignments

End Semester Examination

Total Marks: 100

Duration: 3 hours

To produce a project report with various logos, templates visiting cards, letterheads, brochures, and do merchandising for a brand.

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

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

(Effective from the academic year 2015 - 2016)

COMMUNICATION TOOLS FOR PUBLIC RELATIONS

CODE: 15PR/PE/CT14

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- To understand the different types of public relations tools
- To understand the effective use of the communication tools

Unit 1

Public Speaking (11 hrs.)

- 1.1 Overcoming Stage Fright : Reason for Nervousness, How to Control Fear, Values of Fear
- 1.2 Self-Confidence through Presentation: Basic Skills – Listening Skills, Giving Expressions to Thoughts, Observations and Feelings
- 1.3 Topic Selection, Organization & Research, Techniques of Delivery (Gestures, Facial Expressions, Eye Contact, and Methods to Overcome Audience Rejection)

Unit 2

Presentation Skills (10 hrs.)

- 2.1 Different Modes of Speaking: Voice Modulation and Supportive Aids
- 2.2 Implementing Creativity in Speech (Getting Positive Impression)
- 2.3 Making an Effective Presentation with Various Aids – Projector, Games, Probes

Unit 3

Photography (11 hrs.)

- 3.1 SLR and Digital Cameras – Differences, Advantages and Disadvantages
- 3.2 Controls – Shutter Speed, Aperture and Camera Settings
- 3.3 Compositions – Subject, Rule of Third, Line, Frame
- 3.4 Lighting: Exposure, Flash and Fixing Common Problems

Unit 4

Creativity Implementation (10 hrs.)

- 4.1 Pre – Production – Conceptualizing and Budgeting
- 4.2 Production – Shooting Techniques
- 4.3 Post – Production – Editing Techniques
- 4.4 Practical Workshop: Production of a Short Film

Unit 5**Indigenous Communication Tools****(10 hrs.)**

5.1 Street Theater

- 5.1.1 Evolution of Mime and Indian Theater
- 5.1.2 Important Forms of Street Theater in India used as a Medium of Communication: Tamasha of Maharashtra, Jatra of West Bengal and Therukoothu of Tamilnadu.
- 5.1.3 Supportive Elements: Costumes, Make Up, Accessories, Lighting, Folk Music
- 5.1.4 Social Activism and Street Theater: Case Studies from Different Parts of India

5.2 Puppetry

- 5.2.1 Forms of Puppets – Shadow, String, Rod and Glove
- 5.2.2 Traditional Forms of Puppetry used as a Medium of Communication in India. Kathuthli (Rajasthan), Bommalattam (Tamil Nadu), Tholu Bommalatta (Andhra Pradesh), Yampui (Bihar), Pavakoothu (Kerala)
- 5.2.3 Practical Workshop on Street Theater and Puppetry

BOOKS FOR STUDY

Oberg, Brent C. *An Introduction to Public Speaking*. Ahmedabad. Jaico Publishing house, 2011.

Lessel, William M. *Creating Graphics that Communicate*. 2nd Ed. Chicago. Moody Press, 2007

Ocvirk, Otto G, Stinson, Robert E, Wigg, Philip R, Bone, Robert O, Clayton, David L. *Art Fundamentals, Theory and Practice*. 2nd Ed. Boston. Mcgraw Hill, 2008.

Unit 3 & 4: Freeman, John. *Practical Photography – How to get the best picture everytime*. 3rd Ed. NewYork. Anness Publishing Limited, 2011.

Long, Ben. *Complete Digital Photography*. 3rd Ed. Massachusetts. Charles River Media Inc., 2009.

Lal, Anans (Ed). *Theatres of India (A Concise Companion)*. New Delhi. Oxford University Press, 2009.

Richmond, Farley P, Swann, Darius L, Zarrilli, Philip B (Ed). *Indian Theatre (Traditions of Performance)*. New Delhi. Motilal Banarasidas Publishers, 2007.

BOOKS FOR REFERENCE

Bhatiya, Nandi (Ed). *Modern Indian Theatre*. New Delhi. Oxford University Press, 2009.

Sircar, Badal. *On Theatre. Kolkata*. Seagull Press, 2009.

Varadapande M L. *History of Indian theatre Loka Ranga Panorama of Indian Folk Theatre*. 2nd Ed. New Delhi. Abhinav Publications, 2005.

Carnege, Dale. *How to develop self-confidence and influence people by public speaking*. London. Simon & Schuster, 2011.

Mckey, Matthew. *Communication Skills*. New Delhi. B Jain Publishers Ltd, 2010.

Busch, David D. *Mastering Digital SLR Photography*. Boston. Thomas Course Technology PTR, 2005.

JOURNALS

Journal of Communication Management: MCB UP

Journal of Media and Communication: Luke Heemsbergen, Suneel Jethani

Journal of Communication: Silvio Waisbord

Corporate Communications: An International Journal: Pertti Hurme

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – $3 \times 2 = 6$ marks (Answer all the questions)

Section B – $3 \times 8 = 24$ marks (Answer any Three questions out of Five)

Section C – $1 \times 20 = 20$ marks (Answer any one question out of Two)

Third Component:

List of evaluation modes:

Seminars

Group discussion

Assignments / Case studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A – $10 \times 2 = 20$ marks (Answer all the questions)

Section B – $5 \times 8 = 40$ marks (Five out of Eight to be answered)

Section C – $2 \times 20 = 40$ marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

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

(Effective from the academic year 2015 - 2016)

DIGITAL PUBLIC RELATIONS

CODE: 15PR/PE/DP14

CREDITS : 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To understand the basic premises and fundamental concepts of Digital Public Relations
- To maximise the opportunities of online Public Relations and minimise the risks of social media

Unit 1

Introduction to Digital PR (11 hrs.)

- 1.1 Definition and Significance of Digital PR
- 1.2 Strategies and Tactics of Digital PR
- 1.3 Penetration of Social Media in India
- 1.4 Demographic and Psychographic Profile of Users
- 1.5 Use of Social Media by Business Enterprises: Government, NGO, Corporate and Service Sectors.

Unit 2

Online PR Drives and Modern Media Relations (10 hrs.)

- 2.1 PR Skills for a Modern Practitioner
- 2.2 Digital Marketing Collaterals
- 2.3 B2B and B2C Marketing with Social Media Campaigns
- 2.4 Pitching Online Media and Blogs, Media Contacts
- 2.5 Social Media News Release and News Rooms

Unit 3

Tools of Digital PR (10 hrs.)

- 3.1 Trends and Campaigns on Facebook, Twitter, LinkedIn, YouTube
- 3.2 Blogs, Podcasting, Book Marking
- 3.3 Photo Sharing and Social Sharing
- 3.4 Live Video Streaming

Unit 4

Online Communication Strategy (11 hrs.)

- 4.1 Setting Objectives, Identifying Audiences, Influencers and Stakeholders
- 4.2 Use of Appropriate Social Media Tools and Platforms
- 4.3 Developing Messages in the Right Tone and Style
- 4.4 Developing Strategies for Multiple Countries and Brands

Unit 5

Research and Evaluation Process

(10 hrs.)

5.1 Introduction to Internet Search with Key Words, Search Engine Optimization

5.2 Google Analytics and Google Trends

5.3 Navigation: Connectivity of Links to Sub Links

5.4 Reach of Tools: Hits/ Like/ Tweets/ Comments

5.5 Page Composition with Logo, Text, Placement, Positioning, Prominence and Size of the Copy.

BOOKS FOR REFERENCE

Hutchisan, Sawyer, *Using Information Technology: A Practical Introduction to Computer and Communication*, TataMccraw-Hill Publications, 2005.

Tweow,J., *Newspapers And Media Convergence 2nd Ed*, 2005.

Heath, Steven, *Multimedia and Communication Technology*, Focal Press Publication, 2006.

Straubhaar,J. and LaRose, R.; *Communication Media in the Information Society*, Wadsworth Publication, 2006

JOURNALS

Stuart Bruce, Online PR, Digital Public Affairs and Online Corporate Communications, (n.d.)

Elsevier, Call for paper on the Special Issue, New Digital Publics, (n.d.)

Rhian Morgans, What Is Digital PR

A Review of the Impact of New Media on Public Relations: Melanie James

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of Five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component:

List of evaluation modes:

Seminars

Group discussion

Assignments / Case studies

End Semester Examination

Total Marks: 100

Duration: 3 hours

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

(Effective from the academic year 2015 - 2016)

EVENT MANAGEMENT

CODE: 15PR/PE/EM14

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To understand the components of Event Management
- To give an insight about Event Marketing in today's business scenario

Unit 1

Introduction to Event Management (10 hrs.)

- 1.1 Introduction: Events, Event Management, Event Designing, Event Reach, 5C's of Event Management
- 1.2 Event Types, Elements of Events, Event as a Tool for Marketing
- 1.3 Event Target Audience, Clients, Event Organizers, Venue, Media and Exhibits

Unit 2

Event Marketing (11 hrs.)

- 2.1 Introduction to Event Marketing, Understanding Clients and Customers, Trends in Event Marketing
- 2.2 Marketing Events: Association Meetings, Conferences, Events, Expositions, Corporate Meetings, Products, Services, Festivals, Fairs

Unit 3

Event Promotion and Planning (11 hrs.)

- 3.1 Promotion in Events – Print, Radio, Television, New Medium, Outdoor, Direct Marketing, PR, Sales Promotion, Merchandising, Sponsorship, Other means of Publicity
- 3.2 Planning an Event: Pre-Event, Event, Post-Event Management
- 3.3 Practical: Planning an Online Event

Unit 4

Special Event Administration (10hrs.)

- 4.1 Definition and Introduction to Special Events – Key Elements, Budgeting Strategy, Identifying the Market,
- 4.2 Special Event Planning and Administration
- 4.3 Special Events – Case Study

Unit 5

Evaluation (10 hrs.)

- 5.1 Evaluation of Event Performance – Basic Evaluation Process, Objective Evaluation
- 5.2 Event Evaluation: Event Organisers View Point, Client's Point of View, Correcting Deviations and Innovations

BOOKS FOR STUDY

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

Hoyle, Leonard. *Event Marketing*. 2nd Ed. USA: John Wiley & Sons, Inc, 2005.

Wendroff, Alan. *Special Events-Proven Strategies for Non Profit Fundraising*. 2nd Ed. USA: John Wiley & Sons, Inc, 2006.

JOURNAL:

International Journal of Event and Festival Management - Emerald Group Publishing, (n.d.)

Event Management - Cognizant Communication Corporation, (n.d.)

International Journal of Hospitality and Event Management - Inderscience Publishers, (n.d.)

Festival Management and Event Tourism - Cognizant Communication Corporation, (n.d.)

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of Five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component:

Project proposal

Seminars

Assignments

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A –10x2=20 marks (Answer all the questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

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

(Effective from the academic year 2015 - 2016)

**PERSPECTIVES OF HUMAN RESOURCE MANAGEMENT
IN PUBLIC RELATIONS**

CODE: 15PR/PE/HM14

CREDITS: 4

L T P: 4 0 0

TOTAL TEACHING HOURS: 52

OBJECTIVES OF THE COURSE

- To understand the importance of Human Resource Management in any organisation
- To comprehend the use of public relations tools in Human Resource Management

Unit 1

Induction

(11 hrs.)

- 1.1 Describing Organisation Culture and Environment
- 1.2 Job Design Recruitment and Selection
- 1.3 Policy, Rules and Regulations
- 1.4 Case Studies from PR Organisations

Unit 2

Incentives and Training

(11 hrs.)

- 2.1 Appraising the Employee Performance- Performance Incentives
- 2.2 Context of Training – Understanding The Importance of Training Applications
- 2.3 Training Process and Methods
- 2.4 Evolution and Post Training Support

Unit 3

Development and Communication

(11 hrs.)

- 3.1 Development Strategies for Individual Employees – Talent Management, Motivation, Perspectives, Career Management, Stress Management, Job Satisfaction, Attitude and Values
- 3.2 Retraining and Re-deployment
- 3.3 Communication with Employees
- 3.4 Managing Ethical Issues in HRM

Unit 4

Contemporary Issues

(10 hrs.)

- 4.1 Contemporary Issues in Human Resource Management
- 4.2 International Human Resource Management – Maintaining Relationship
- 4.3 The E-HR
- 4.4 The Safe and Healthy Environment

Unit 5

External Human Resource Management

(10 hrs.)

- 5.1 Minorities in Organization
- 5.2 Human Resource Management Outside the Organisation
- 5.3 Co-Curricular and Extra-Curricular Activities for Employees within the Organisation

5.4 Case Studies

BOOKS FOR STUDY

Black, Sam. *Practical Public Relations*. 2nd Ed. New Delhi: Universal Book Stall, 2005.

Cutlip, S.M., A.H. Center and G.M. Broom. *Effective Public Relations*. 2nd Ed. New Jersey: Pearson Education, 2006.

Darrow, R.W., D.J. Forrestal and A.D. Cookman. *The Dartnell Public Relations – Handbook*. 3rd Ed. Chicago and London: The Dartnell Corporation, 2007.

Lesly, P. *Handbook of Public Relations & Communications*. 3rd Ed. Mumbai: Jaico Publishing Company, 2008.

Stephenson, H. *Handbook of Public Relations: The Standard Guide to Public Affairs and Communications*. 4th Ed. New Jersey: McGraw Hill Book Co., 2011.

BOOKS FOR REFERENCE

Agochiya, D. *Every Trainer's Handbook*. 2nd Ed. New Delhi: Sage Publications Pvt. Ltd., 2005.

Beardwell, I and L. Holden. *Human Resource Management: A Contemporary Perspectives*. 3rd Ed. New Delhi: Macmillan India Ltd., 2006.

Goss, D. *Principles of Human Resource Management*. 2nd Ed. London and New York: Routledge, 2010.

Khanka, S.S. *Organizational Behavior*. 2nd Ed. New Delhi: S. Chand and Co., 2006.

Kheiman S L. *Human Resources Management: A Managerial tool for Competitive Advantage*. 3rd Ed. New Delhi: Biztantra Publication, 2005.

Lynton P. R. and U. Pareek. *Training for Development*. 2nd Ed. New Delhi: Vistaar Publications., 2005.

Mathis. L. R. and J. Jackson. *Personnel Human Resource Management*. 5th Ed. New Delhi: Tata MacGraw- Hill Publications Ltd., 2008.

Mathur B. L. *Human Resource Management*. 2nd Ed. New Delhi: Mohit Publications, 2007.

Mello. A. J. *Strategic Human Resource Management*. Australia: Thomson South Western, 2005.

Michael V.P. *Human Resources Management and Human Resources*. 2nd Ed. New Delhi: Himalaya Publishing House, 2006.

Rao, Subba P. Dr. *Essentials of Human Resources Management: Changing Perceptions and Practice*. 3rd Ed. Hyderabad: Institute of Chartered Financial Analysts of India, 2008.

Rao, S P. *Human Resources Management in the new Millennium*. 4th Ed. New Delhi: Himalaya Publishing House, 2009.

Sharma, N, Jai. *Human Resource Management. 2nd Ed.* New Delhi: Mittal Publications, 2005.

Tyson, S. *Strategic Prospects for HRM. 4th Ed.* London: Institute of Personnel and Development and Mumbai: Jaico Publications, 2011.

JOURNALS

The International Journal of Business Management: Theijbm

Human Resource Management Journal: Human Resource Management Journal

The International Journal of Human Resource Management: Taylor & Francis

The Journal of Human Resources: Sandra E. Black

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

Section A – 3x2 =6 marks (Answer all the questions)

Section B – 3x8=24 marks (Answer any Three questions out of Five)

Section C – 1x20=20 marks (Answer any one question out of Two)

Third Component:

Case Studies

Seminars

Assignments

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A –10x2=20 marks (Answer all the questions)

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STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2015 - 2016)

INTRODUCTION TO PUBLIC RELATIONS

CODE: 15PR/PE/IP24

CREDITS : 4

L T P : 4 0 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- To understand the fundamental concepts in Public Relations
- To apprehend the use of communication tools to reach the Public

Unit 1

Introduction to Public Relations

(11 hrs.)

1.1 Meaning and Definition of Public Relations

1.2 Publics: Internal and External

1.3 Publicity, Propaganda, Advertising and Marketing

1.4 Definitions and Difference between Publicity, Propaganda, Advertising and Marketing and Public Relations

Unit 2

Community and Government

(11 hrs.)

2.1 Meaning and Importance of Community Relations

2.2 Community Expectations: Employment, Education, Housing, Health and Medical Care, Safety and Security, Municipality and Environment

2.3 Tools of Community Relations: Open House, Special Events, Local Advertising, External House Publications, Fundraising, Volunteerism and Media

2.4 Government: Right to Information and Citizen Initiatives

Unit 3

Employees and Customers

(11 hrs.)

3.1 Meaning and Definition: Employee Relations and Customer Relations

3.2 Employee Expectations

3.3 Characteristics of Good Employee Communication

3.4 Customer Relations Programme and Maintaining Good Customer Relations

3.5 Public Relations and Customer Satisfaction

Unit 4

Communication Tools

(10 hrs.)

4.1 Public Speaking and Presentational Skills

4.2 Press Relations and Media Relations

4.3 Photography and Films as an Aid to Public Relations

4.4 Internet and its Use in Public Relations

4.5 Exhibitions and Trade Fairs

Unit 5

Event Management

(10 hrs.)

5.1 Events – A Powerful Communication Tool

5.2 Objectives of Special Events

5.3 Types of Events

5.4 Steps in Organising an Event

BOOKS FOR REFERENCE

Black, Sam. *Practical Public Relations*. 2nd Ed. New Delhi: Universal, 2005.

Lesly, P. *Handbook of Public Relations & Communications* . Mumbai: Jaico, 2008.

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

JOURNALS

Introduction: Image and Public Relations Practice: Horst Avenarius

Introduction to Public Relations - A comprehensive insight into the key elements of PR: Jenny Ashmore

Interactive Public Relations: Kelleher

Journal of Public Relations Research: Taylor & Francis

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

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Third Component

List of evaluation modes:

Seminars

Presentations

Assignments / Case studies

End Semester Examination

Total Marks: 100

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M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2015 - 2016)

PUBLIC RELATION SKILLS

CODE: 15PR/PE/PS34

CREDITS: 4

L T P : 4 0 0

TOTAL TEACHING HOURS : 52

OBJECTIVES OF THE COURSE

- To understand the importance of presenting oneself
- To apprehend the significance of Etiquettes during various situations

Unit 1	Importance of Grooming and Posture	(11 hrs.)
	1.1 Dress and Accessories	
	1.2 Face Hands and Feet	
	1.3 Hair Styling	
	1.4 Standing, Sitting and Walking	
	1.5 Gestures	
Unit 2	Listening and Speech	(10 hrs.)
	2.1 Types of Listening: Active, Passive and Retention	
	2.2 Listening for Communicating	
	2.3 Voice: Tone, Pitch and Modulation	
	2.4 Telephone Techniques	
	2.5 Mike Techniques	
Unit 3	Preparation of Bio-data and Job Application	(11 hrs.)
	3.1 Searching for Job Opportunities	
	3.2 Basics of Bio-Data: Demographics, Personal and Professional Data	
	3.3 Preparation of Job Application	
	3.4 Post Interview	
Unit 4	Interview and Group Discussion	(10 hrs.)
	4.1 Interview: How to Prepare for an Interview	
	4.2 How to Behave and Face an Interview	
	4.3 Group Discussion: Meaning and Elements	
	4.4 How to Start and Participate in a Group Discussion	
Unit 5	Communication	(11 hrs.)
	5.1 Written: Writing a Statement of Purpose	
	5.2 Oral: Speaking with Confidence	
	5.3 Electronic Media: Preparing a Web Page	

BOOKS FOR REFERENCE

Post, Emily. *Etiquette*. New York : Funk and Wagnalls, 2005.

Sara Dorothy. *The Collier Quick and Easy guide to Etiquette*. New York: Collier Books, 2010

Robinson, D. *Business Etiquette : Your Complete Guide to Correct Behaviour in Business*. New Delhi: Kogan Page, 2006.

Beatty, H. Richard. *The Interview Kit*. New York: John Wiley, 2006.

Beatty, H. Richard. *175High – Impact Cover Letters*. New York: John Wiley, 2005

Fry, Ron. *Your First Resume*. New Jersey: Career, 2009.

JOURNALS

Public Relations Ethics and Professionalism: The Shadow of Excellence: Johanna Fawkes

Public Relations Review - A Global Journal of Research and Comment: Ray Hiebert

Improving Educational and Professional Standards of Public Relations Professionalism: Zulhamri Abdullah

Journal of Communication Management: Emerald Group Publishing Limited

PATTERN OF EVALUATION

Continuous Assessment:

Total Marks: 50

Duration: 90 mins.

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Third Component

List of evaluation modes:

Seminars

Presentations

Assignments/ Case studies

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**M.A. DEGREE: PUBLIC RELATIONS
SYLLABUS
(Effective from the academic year 2015 - 2016)**

GLOBAL PUBLIC RELATIONS

CODE: 15PR/PI/GP24

CREDITS : 4

OBJECTIVES OF THE COURSE

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

Unit 1

Global Public Relations: Conceptual Framework

- 1.1 Theoretical Framework for Global Public Relations
- 1.2 Political Economy and Public Relations
- 1.3 Relationship Between Culture and Public Relations

Unit 2

Media and Public Relations: Global Scenario

- 2.1 Traditional Media and Public Relations
- 2.2 Mass Media and Public Relations
- 2.3 Digital Medium and Public Relations

Unit 3

Public Relations in the American Countries

- 3.1 Public Relations in the United States Of America
- 3.2 Public Relations in Canada
- 3.3 Public Relations in Mexico

Unit 4

Public Relations in Europe

- 4.1 Public Relations in UK
- 4.2 Public Relations in France
- 4.3 Public Relations in Germany

Unit 5

Public Relations in Asia – Pacific Region

- 5.1 Public Relations in China, Japan and Australia
- 5.2 Public relations in India
- 5.3 Public Relations in Thailand, Singapore

BOOKS FOR STUDY

- Bardhan, Nilanjana and C. Kay Weaver (Eds). *Public Relations in Global Cultural Contexts: Multi-Paradigmatic Perspectives*. New York and London: Routledge, 2011.
- Black, Sam. *Practical Public Relations*. New Delhi: Universal, 2005.
- Cutlip, S.M., A.H. Center and G.M. Broom. *Effective Public Relations*. New Jersey : Pearson Education, 2006.
- Darrow, R.W., D.J. Forrestal and A.D. Cookman. *The Dartnell Public Relations – Handbook* Chicago and London: Dartnell, 2007.
- McKee, Kathy .B and L.F. Lamb. *Applied Public Relations: Cases in Stakeholder Management*. New York and London: Routledge, 2009.
- Sriramesh K. *Public Relations in Asia-An Anthology*. USA: Thomson, 2006.
- Sriramesh K. and Dejan Vercic. *The Global Public Relations Handbook. Revised Ed.* New York and London: Routledge, 2009.
- Stephenson, H. *Handbook of Public Relations: The Standard Guide to Public Affairs and Communications*. New Jersey: McGraw Hill, 2011.
- Swann, Patricia. *Cases in Public Relations Management*. New York and London: Routledge, 2010.

BOOKS FOR REFERENCE

- Harrison, Shirley. *Public Relations: An Introduction*. U.K.: Thomson Learning, 2008.
- Black, Sam. *Practical Public Relations*. New Delhi: Universal, 2005.
- Moss, D and Santo De Barbara (Eds). *Public Relations Cases: International Perspectives*. London and New York: Routledge Taylor and Francis Group, 2009.
- Marconi, J. *Public Relations: The Complete Guide*. U.K.: Thomson and Racom Communications, 2006.
- Wilcox, D.L, P.H. Ault, and W.K. Agree. *Public Relations*. New York: Longman, 2007.
- Lesly, P. *Handbook of Public Relations & Communications*. Mumbai: Jaico, 2008.

JOURNALS

Key messages in public relations campaigns: Melanie James

Exploring the Concept of Mindfulness in Public Relations Practice: Douglas J. Swanson,
Ed. D

Asia Pacific Public Relations Journal: Public Relations Institute of Australia

Public Relations Journal – Public Relations Society of America

Public Relations Inquiry (online): SAGE Publications

PATTERN OF EVALUATION

End Semester Examination

Total Marks: 100

Duration: 3 hours

Section A – 10x2=20 marks (Answer all the questions)

Section B – 5x8=40 marks (Five out of Eight to be answered)

Section C – 2x20=40 marks (One out of Two to be answered)

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 600 086

M.A. DEGREE: PUBLIC RELATIONS

SYLLABUS

(Effective from the academic year 2015 - 2016)

SOFT SKILLS

CODE: 15PR/PK/SS22

CREDITS : 2

L T P : 2 0 0

TOTAL TEACHING HOURS : 26

OBJECTIVES OF THE COURSE

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

Unit 1

Behavioural Traits for Self-Awareness

(6 hrs.)

- 1.1 Communication Skills – Verbal and Non Verbal
- 1.2 Leadership Qualities
- 1.3 Etiquette and Mannerisms
- 1.4 Experiential Learning – Based on Activities

Unit 2

Team Work

(5 hrs.)

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

Unit 3

Time Management

(5 hrs.)

- 3.1 Importance of Time Management
- 3.2 Planning and Prioritising
- 3.3 Organizing Skills
- 3.4 Action Plan
- 3.5 Experiential learning – based on activities

Unit 4

Conflict Resolutions

(5 hrs.)

- 4.1 Reason for Conflict
- 4.2 Consequences of Conflicts
- 4.3 Managing Emotions
- 4.4 Methods of Resolving Conflicts
- 4.5 Experiential Learning – Based on Activities

Unit 5

Career Mapping

(5 hrs.)

- 5.1 Goal Setting
- 5.2 Career Planning
- 5.3 Resume Writing
- 5.4 Handling Interviews
- 5.5 Experiential Learning – Based on Activities

BOOKS FOR REFERENCE

Khera, Shiv, *You Can Win*, MacMillan India Ltd., Delhi. 2006.

Mishra, Rajiv. K., *Personality Development: Transform Yourself. 2nd Ed.* Rupa, New Delhi. 2005

Newstron, John. W. Scannel, Edward E., *Games Trainers Play: Experiential Learning.* New Delhi: Tata McGraw Hill, 2008

PATTERN OF EVALUATION

Continuous Assessment:

List of evaluation modes:

Seminars / Group discussion

Quiz

Assignments / Case studies