

GUJARAT TECHNOLOGICAL UNIVERSITY

INTEGRATED MASTER OF BUSINESS ADMINISTRATION (IMBA)

Year – 2(Semester – 3) (W.E.F. Academic Year 2018-19)

Subject Name: Public Relations Management (PRM)

Subject Code: 2537106

1. Learning Outcomes:

- Developing an understanding of the role and scope of PR in emerging disciplines of management.
- Developing an outlook of the public relations communication tools and techniques.
- Integrating various functions of PR with organizational goals and strategies.

2. **Course Duration:** The course duration is of **40 sessions of 60 minutes each.**

3. Course Contents:

Module No.	Modules with its Contents/Chapters	No. of Sessions	Marks (out of 70)
I	Understanding Public Relations & Corporate Communication PR – Concepts, Definitions and Objectives of Public Relations. Role of public relations in business and role of a public relations manager. Essentials of a good Public relation. Brief History of Public Relations and Emergence of Corporate Communication – Growth of Public relations in India. Understanding Concepts: PR, Press Agency, Publicity, Propaganda and Advertising; Defining of Publics/Stakeholders	8	14
II	PR Process and Practice The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion; Political PR, PR vs Spin; Sports PR; Entertainment and Celebrity Management	12	21

	<p>The PR Process: Defining the Problem, Why it is Problem, the Strategy, Media Selection, Feedback and Evaluation; Case Studies;</p> <p>Tools of PR:</p> <p>PR and Media Relations: Media Relations (Organizing Press Conferences/ Meets, Press Releases/ Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics)</p> <p>Media Expectations</p> <p>Understanding Media Needs/ New Value of Information</p> <p>PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers, Websites, Blogs</p>		
III	<p>Significance of PR in Business and Industry</p> <p>PR's Evolving Role in Commercial business, Service sector, Government, Politics, Non-profit organizations, International relations. Media Tracking, Laws and Ethics in PR; PR Measurements</p> <p>Campaign Planning in PR</p> <p>Overview of Corporate Public Relations: Objectives and its role in Corporates. Public Relations Materials & its Importance – Organizing Press Conferences – Electronic Media Coverage, Sales Promotion Campaign,</p> <p>Corporate Image Management:</p> <p>Corporate Identity; Events, Sponsorships, Trade Shows; Participation in Trade Fairs & Trade Exhibitions – Essentials in Presentations in Seminars / Conferences – Dress code</p>	10	21
IV	<p>Corporate Communication Strategies and Tools</p> <p>Definition, Importance, Elements, Plan and Segmenting stakeholders for Corporate Communication; Crisis communications.</p> <p>Trade media and its relevance in CC: Media (Press Kits, Developing Media Linkages, Press Releases and Major Announcements, Feature Study Releases, Video News Releases, and Webcasts).</p> <p>Public Affairs/Government Relations/Advocacy/Lobbying</p>	10	14

V	<p>Practical Study:</p> <p>1. Prepare a program proposal for a PR campaign of an existing or imaginary organization. Student should include a summary of research; the goals, objectives, strategies and tactics student are planning on proposing, an estimated budget, and how you would evaluate the proposed campaign.</p> <p>2. Practical organizing of PR events, organizing of public awareness campaigns, interviews with eminent personalities, interactions and on hand experience of relationships with industry, organizations</p>		(30 Marks CEC)
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4. Teaching Methods:

The following pedagogical tools will be used to teach this course:

- Lectures
- Case Discussions and Role Playing
- Audio-visual Material (Using CDs/Clippings/ online videos)
- Assignments and Presentations

5. Evaluation:

The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Continuous Evaluation Component comprising of Projects/Assignments/Quiz/Class Participation/Class test/Presentation on specific topic etc	(Internal Assessment – 50 Marks)
B	Mid-Semester examination	(Internal Assessment-30 Marks)
C	End –Semester Examination	(External Assessment-70 Marks)

6. Reference Books:

Sr. No.	Author	Name of the Book	Publisher	Year of Publication
1	Brown, Rob	Public relations and the social web	Kogan Page India	Latest Edition
2	Christensen, Lars	Corporate	Sage	Latest Edition

	Hoger	Communications: Convention, complexity, and critique	Publications,	
3	Dennis L. Silcox and Glen T. Cameron	Public Relations – Strategies and Tactics	Pearson	Latest Edition
4	C S Rayudu and K R Balan	Principles of Public Relations	Himalaya Publishing House	Latest Edition
5	Gregory Anne	Public Relations in Practice	Kogan Page India	Latest Edition

Note: Wherever the standard books are not available for the topic appropriate print and online resources, journals and books published by different authors may be prescribed.

7. List of Journals / Periodicals / Magazines / Newspapers, etc.

1. Journal of Public Relations Research
2. Public Relation Review Journal - Elsevier
3. Journal of Public Relations Education
4. Journal of Communication Management