

YEAR 3 SEMESTER 5

Paper X

Public Relations

OBJECTIVES

- To enable students to understand Public relations both in theory and in practice.
- To provide students a platform where they form a discourse over the ethical practices and practical outlook about the PR industry.
- To give students a broader knowledge about PR campaigns, its functions and how it must be executed.
- Students will adapt to stressful situations during crisis management.

LEARNING OUTCOMES

- Students will learn how to apply basic PR theories and principals in practice.
- They will be taught to compose a written public relations material in a logical and concise format.
- Blend broader knowledge of humanities with the principals of PR in order to create effective campaigns.
- Students would be equipped with basic skills for research, reading and interpreting data that would help them with crisis management communication.

UNIT 1

Introduction to Public Relations

- Definition and scope
- Role in society
- Publicity and propaganda
- Lobbying and PR
- Structure of PR agency
- Kinds of Public and types of PR clients
- Meaning and definition of corporate communication and marketing communication

UNIT 2

Planning a PR strategy:

- Identifying the needs of the client
- Pitching a plan – concept, identifying target audience, media plan, preparing a press release and organising a press conference
- Event management
- PR and the media and the public
- Best practices – case studies

UNIT 3

Corporate Communication

- Internal and External public
- Aspects of corporate communication – branding, trust, communication, network with media, customer satisfaction
- Corporate social responsibility
- Best practices – case studies

UNIT 4

Crisis Communication and Management

- Meaning and definition
- Types of crisis – Product failure,

environmental crisis, individuals in crises, natural disasters, executive crises and the like

- Communication: Preventing crisis and when crisis strikes; media and crisis communication
- Crisis communication and management plan of action

Practicals

Students will be divided in groups where they will be given real life event or crisis that they have to study and research and defend their methods of crisis management.

References

- *Crisis Communications: A Casebook Approach* - Kathleen Fearn-Banks, fourth edition, Routledge, 2010
- *Quick Win Public Relations: Answers to your top 100 Public Relations questions* – Kevin Hora, Oak Tree Press, 2014
- *The Sage Handbook of Public Relations* – Robert Heath, Sage, 2010
- *The Indestructible Brand: Crisis Management in the Age of Social Media* – Hushidar Kharas, Venke Sharma, Sage, 2017
- *Understanding Public Relations: Theory, Culture and Society* – Lee Edwards, Sage, 2018