

**Code: BMS 402**

**Module: PUBLIC RELATIONS**

<b>Sessions</b>	<b>Topics</b>
1	Introduction to Public Relations
2 – 4	Fundamentals of PR, Qualities of PRO, Management of Public Relations, Social Responsibility, Challenges faced by PR department., Press Agency, PR consultancy v/s in house PR Department
5 -6	PR, Publicity / Propaganda and Advertisement.
7	History of PR – Dawn to civilization, 1 <sup>st</sup> world war, 2 <sup>nd</sup> world war, PR in India
8	Understanding “Public” – Internal & external public, its opinion, case study
9 – 11	Media Relations Methods and Tools: selection of publicity Media, Handling the media, press conference, press release, brochures, house journals, speeches and other audio-visual presentation, special events in public relations.
12 – 13	Ethics in Public Relations – Introduction, ethics defined, need for ethical and moral standard in society, what is ethical and unethical in PR, code of conduct and ethics, case study
14 – 16	Developmental Public Relations: Catalyst for Change, people’s participation, plan publicity, emergence of developmental public relations.
17 – 19	PR and Technology: Computers, communication technologies, Social Media & Social networking, Online PR
20	Crisis PR: nature of crisis, urgency to act, handling media, internal and external factors, problem solving.

**Suggested Book List:**

- Public Relations in India – J. M. Kaul
- Practical Public Relations – Sam Black
- Applied Public Relations – K. R. Balan
- This is PR: The Realities of Public Relations – Newson, Turk & Kruckeberg
- Planned Press & PR – Frank Jenkins
- PR: A Scientific Approach – Baldeo Sahani
- Jana Sanjog – Samar Baru
- Public Relations – Subir Ghosh
- Effective PR – Cutlip & Center
- Public Relations in Business & Public Administration in India – V. M. Dhenkney
- Face up & Corporate Peacock – Reeta Bimani