

**ST. JOSEPH'S COLLEGE OF COMMERCE  
(AUTONOMOUS)**



**LESSON PLAN  
2017-2018 ODD SEMESTER  
ESSENTIALS OF PUBLIC RELATIONS  
SUBJECT CODE:UG15AO003**

**PREPARED BY:  
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**OBJECTIVES OF THE SUBJECT:** This paper introduces the basic aspects of Organizations and institutions of Public Relations. In doing this course, the students are exposed to the basic concepts of Public Relations and can establish grip over the practice of Public Relations, contemporary concepts and techniques of Public Relations (PR)

### MODULE WISE LESSON PLAN

<b>UNIT/ SESSION/ HOURS (TIME REQUIRED)</b>	<b>TOPICS FOR STUDENT PREPARATION (INPUT)</b>	<b>PROCEDURE (PROCESS)</b>	<b>LEARNING OUTCOME (OUTPUT)</b>	<b>ASSESSMENT</b>
<b>MODULE 1: Introduction</b>	Public Relations - Growth of the discipline - Definitions- Nature, Scope and importance of public relations - Distinction between publicity and public relations - Distinction between Public Relations and propaganda - advertising and salesmanship - Public Relations as network building	Lecture - discussion - case study	To understand the introduction and basics of pr	Evaluation through mcq's and descriptive test
<b>MODULE 2: PR from an Indian Perspective</b>	Public Relations and Indian environment - changes in socio-economic - political and cultural relations - Public Relations in government, non-government, commercial and non-commercial organizations.	Lecture - discussion - case study	To familiarize the students with the pr and its relationship with india	Evaluation through mcq's and descriptive test
<b>MODULE 3: Pre- Departmental</b>	Concept of public in public relations - target groups, communities,	Lecture - discussion - case study	To understand the essentials of pr and the many approaches	Evaluation through mcq's and descriptive

<b>Approach</b>	organizations - investors, suppliers and distributors, consumers, opinion leaders and special publics of different sectors. Public relations department in organizations - Public Relation Officer (P.R.O.) - role - responsibilities.			test
<b>MODULE 4: Public relations departments &amp; Development</b>	Press Information Bureau, film divisions, publication division. Public relations education and training - challenges and growth in Public Relations. Public Relations for agricultural development - rural development urban development. Public Relations in Corporate Bodies - Public Relations in Business and Marketing	Lecture - discussion - case study	To understand the many departments of pr and marketing of pr.	Evaluation through mcq's and descriptive test
<b>MODULE 5: Tools in PR planning</b>	PR planning- press relations- industrial relations- consumer, community- government- company relations- PR and the management. Tools of public relations: press releases- newsletter- brochure, house journals- advertising, exhibitions	Lecture - discussion - case study	In order to have a successful pr campaign, what will be the many tools in pr.	Evaluation through mcq's and descriptive test
<b>MODULE 6: Recent trends in PR</b>	Role of PR in developing countries, role of multimedia publicity; Rural PR. Trends- issues- contents - Environmental analysis and policy	Lecture - discussion - case study	To understand pr in today's era	Evaluation through mcq's and descriptive test

	surveys, PR and Opinion research Government and Public Affairs Ethics and Professionalism- Corporate Social Responsibility -Social Media and PR- Social Marketing and PR.			
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## UNIT WISE LESSON PLAN

<i>SL NO.</i>	<i>UNIT &amp; OBJECTIVES</i>	<i>NO.OF LH</i>	<i>TEACHING METHODOLOGY</i>	<i>EVAULATION</i>
<b>1.</b>	<b>Introduction</b>	10Hrs	<b>LECTURE USING CHALK AND BOARD, pptsAND DISCUSSIONS</b>	<b>MCQs, TESTS</b>
1.	Public Relations	2		
2.	Growth of the discipline	1	Lecture and discussion	
3.	Definitions- Nature, Scope and importance of public relations	1	Lecture and discussion	
4.	Distinctionbetween publicity and public relations	2	Lecture and discussion	
5.	Distinction betweenPublic Relations and propaganda	2	Lecture and discussion	
6.	Advertising andsalesmanship	1		
7.	PR as network building.	1		
<b>2.</b>	<b>PR from an Indian Perspective</b>	10Hrs	<b>LECTURE USING CHALK AND BOARD, pptsAND DISCUSSIONS</b>	<b>MCQs, TESTS</b>
A)	Public Relations and Indian environment ---	3	Lecture and discussion	
	Changesin socio-economic	1		

	Political and cultural relations	2		
	Public Relations in government, non-government, commercial and non-commercial organizations.	4		
<b>3.</b>	<b>Pre-departmental approach</b>	<b>10</b>	<b>Lecture using chalk and board, ppts and discussions</b>	<b>MCQs, TESTS</b>
A)	Concept of public in public relations	1	Lecture and discussion	
B)	Target groups, communities,	1	Lecture and discussion	
C)	Organizations - investors,	1	Lecture and discussion	
D)	Suppliers and distributors,	1	Lecture and discussion	
E)	Consumers, opinion leaders and special publics of different sectors.	2	Lecture and discussion	
F)	Public relations department in organizations	1	Lecture and discussion	
G)	Public Relation Officer (P.R.O.) - role - responsibilities.	3	Lecture and discussion	
<b>4.</b>	<b>Public relations departments &amp; Development</b>	<b>10hrs</b>	<b>LECTURE USING CHALK AND BOARD, ppts AND DISCUSSIONS</b>	<b>MCQs, TESTS</b>
A)	Press Information Bureau, film divisions, publication division.	3	Lecture and discussion	
B)	Public relations education and training	2	Lecture and discussion	
C)	Challenges and growth in Public Relations	1	Lecture and discussion	
D)	Public Relations for agricultural development	1	Lecture and discussion	
E)	Public Relations for rural development urban development	1	Lecture and discussion	
	Public Relations in Corporate Bodies	1		
	Public Relations in Business and Marketing	1		
<b>5.</b>	<b>Tools in PR planning</b>	<b>10</b>	<b>LECTURE USING</b>	<b>MCQs, TESTS</b>

			<b>CHALK AND BOARD, pptsAND DISCUSSIONS</b>	
A)	PR planning- press relations	2	Lecture and discussion	
B)	Industrial relations Consumer Community Government Company relations	2	Lecture and discussion	
C)	PR and the management.	2	Lecture and discussion	
D)	Tools of public relations: press releases	2	Lecture and discussion	
E)	Newsletter- brochure, house journals-advertising, exhibitions	2	Lecture and discussion	
<b>6.</b>	<b>Recent trends in PR</b>	<b>10Hrs</b>	<b>LECTURE USING CHALK AND BOARD, pptsAND DISCUSSIONS</b>	<b>MCQs, TESTS</b>
A)	Role of PR in developing countries.	1	Lecture and discussion	
B)	Role of multimedia publicity; Rural PR	1	Lecture and discussion	
C)	Trends- issues- contents - Environmental analysis and policy surveys,	2	Lecture and discussion	
D)	PR and Opinion research Government	1	Lecture and discussion	
E)	Public Affairs Ethics and Professionalism-	1	Lecture and discussion	
F)	Corporate social responsibility -social media	1	Lecture and discussion	
	PR- Social Marketing and PR.			