

West Bengal State University
Department of Journalism and Mass Communication
Curriculum Framework based on NEP-2020

4-year Undergraduate Programme (Major)
 Syllabus approved by UG BOS

INTRODUCTION TO PUBLIC RELATIONS						
Course Code	Credit	Credit distribution of the Course				Marks (Theory+Practical/Tutorial & Internal Assessment)
		Lecture	Tutorial	Practical	Total	
JORDSC406T/ P	5	3	0	2	5	50+50= 100

Learning Objectives:

1. To introduce the concepts of Public Relations in General
2. To introduce the various tools of Public Relation and their purposes to students.
3. To teach students how to plan and execute Public relation campaigns and Marketing strategies.
4. To introduce Corporate Communication to students
5. To teach students crisis Management
6. To train students in developing CSR strategies.
7. To expose students to the various elements and dimensions of Social Media Marketing
8. To Train Students form and execute Social media campaigns using the social media tools.

Learning Outcomes:

Students will be able to :

1. Understand the various dimensions and purposes of Public Relations
2. Learn the use of Different PR tools
3. Plan, create and execute different types of PR Campaign and Marketing Strategies
4. Get exposed to various dimensions of Corporate Communications
5. Learn how to manage Crisis through Crisis Communication
6. Learn how to form CSR strategies and implement them
7. Understand the various elements and dimensions of Social Media Marketing
8. Learn the use of social media tools and how to plan and execute Social media Campaigns

Pedagogy:

- Class Lecture and Tutorials
- Interactive Classroom
- Blended Learning Approach which combines digital learning tools (ICT and digital resources) with more traditional classroom based face to face teaching learning method
- Flipping the classroom which includes
 - a) Collaborative and Cooperative learning

- b) Case-based learning
- c) Brainstorming Approach
Hands on Training

Marks 50

Content (Theory)

Credits : 3

Course Code-JORDSC406T

Unit 1: Introduction to Public Relations:

- Definition of PR, Public in Public relations
- Origin, Growth and development of PR
- Importance, Role and Functions of PR
- Grunig-Hunt's Four Models of Public Relations
- Media Relation and its importance
- Public Relations Tools: Press Release, Media Invites, Video News Release, Press Conference, Press Kit, Press Rejoinder, Newsletter, Speeches, PR Publications, Advertisement as PR tool, Employee Relation Program, Community Relation Program, PR Events
- Role of New Media in PR

Unit 2- PR Campaigns and Marketing

- PR Campaign – Research, Planning, Execution, Evaluation
- RACE in PR
- PR as a Marketing tool, 4Ps and 6Ps of Marketing Mix
- Image Building, Brand management, Brand recall, Brand equity, Reputation Management, SWOT analysis,
- PR in Government and Private Sectors
- PR in Politics, Entertainment, Fashion, Sports, Lifestyle
- Government's Print, Electronic, Publicity, Film and Related Media Organization
- PR Agencies and Their functions
- Ethical Issues in PR- Apex Bodies in PR- IPRA Code- PRSI and its Codes

Unit 3- PR in Corporate Communication

- Definition, Concept, Scope of Corporate Communication
- Major areas of Corporate Communication-Current Trends
- Public Relations in Crisis Management, crisis communication, Corporate Image in Crisis Situation
- Crisis Management Plan and the role of PR. Case Studies: Cadbury worm crisis, Pesticide in Soft Drinks,
- Importance of internal PR – Responsibility for Employee Relations – Tools for Employee Communication
- House Journal – The need for House Journal – Writing for House Journal and News Letter

- CSR – Concept, History
- CSR in present times, modus operandi, case studies
- Legalities of CSR, Best Practices in CSR – Case Studies

Unit 4- Public Relations and Social Media Marketing

- Introduction to Social Media Marketing
- Different Social media Platforms, their characteristics and uses in PR
- Social Media Technologies and Management
- Blog, Social media releases, Social Media Influencers, Virality and viral Marketing, Hashtags, Memes, Reels, Interactive PR
- Integrated Marketing Communication: Importance and need, Role of PR in IMC, Social Media strategies, tactics and ethics
- Social Media Tools, measurement strategies and ROI

Total Marks 50

Practical + Internal Syllabus

Credits 2

PRACTICAL

Course Code- JORDSC406P

Marks: 25

Credit: 2

❖ Practical: Evaluation by External Examiner of WBSU Marks: 25

- Prepare a **RECORD BOOK** on the followings: Marks: 5
- a) Writing a Press Release on given scenario

b) Writing a Press Rejoinder on given scenario

Candidates failing to appear with the Record Book (duly signed by the college authority) on the day of examination will be treated as ABSENT

- Planning a PR Campaign / Planning a crisis management strategy on given scenario. (10 Marks)
- Viva on Social Media Marketing (10 Marks)

Internal Assesment:

Marks:20

- PPT Presentation/ Seminar Presentation on Syllabus Related Topic

- (PPT file- 10, Presentation- 5, Question – Answer -5)
Or,
- (Seminar Presentation -10, Question Answer – 10)

Attendance:

Marks: 5

Suggested Readings:

- Excellence in Public Relations and Communication Management Book by James E. Grunig, David M. Dozier, William P. Ehling, Larissa A. Grunig, Fred C. Repper, Jon White; Lawrence Erlbaum Associates, 1992. 666 pgs
- The Unseen Power: Public Relations, a History Book by Scott M. Cutlip; Lawrence Erlbaum Associates, 1994. 812 pgs.
- Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.
- Crisis Communications: A Casebook Approach Book by Kathleen Fearn-Banks; Lawrence Erlbaum Associates, 1996. 330 pgs
- Public Relations in Asia: An Anthology Book By Krishnamurthy Sriramesh, Thomson, 2004.
- Foundations of Communication Theory Book by Kenneth K. Sereno, C. David Mortensen; Harper & Row, 1970. 372 pgs.
- Strategic Planning for Public Relations Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs
- Corporate Public Relations: A New Historical Perspective Book by Marvin N. Olasky; Lawrence Erlbaum Associates, 1987. 180 pg
- Public Relations Writing: Principles in Practice Book By Donald Treadwell, Jill B. Treadwell published by Sage Publications
- Media Writing: Print, Broadcast, and Public Relations Book by W. Richard Whitaker, Janet E. Ramsey, Ronald D. Smith; Lawrence Erlbaum Associates, 2004. 424 pgs.
- Managing the Media: Proactive Strategy for Better Business-Press Relations Book by Fred J. Evans; Quorum Books, 1987. 176 pgs.
- Media Relations: Issues and Strategies Book by Jane Johnston; Allen & Unwin, 2007
- Rethinking Public Relations: The Spin and the Substance Book by Kevin Moloney; Routledge, 2000. 196 pgs
- Public Relations Theory Book by Carl H. Botan, Vincent Hazleton Jr.; Lawrence Erlbaum Associates, 1989. 354 pgs.
- Strategic Planning for Public Relations Book by Ronald D. Apr Smith; Lawrence Erlbaum Associates, 2005. 382 pgs
- Public Relations Cases: International Perspectives Book by Danny Moss, Barbara Desanto; Routledge, 2002. 267 pgs

- Marketing 3.0 Book by Philip Kotler, published by Times Group Books
- The new rules of marketing and PR Book by David Meerman Scott published by Wiley Publishers
- Convergence culture: where old and new media collide Book By Henry Jenkins published by NYU Press
- PR 2.0: New Media, New Tools, New Audiences Book By Breakenridge Deirdre published by Pearson Education India
- New media and public relations Book By Sandra C. Duhé published by Peter Lang
- Online Public Relations Book By David Phillips, Philip Young published by Kogan Page 39
- The Internet encyclopedia, Volume 2, By Hossein Bidgoli.