



**Semester 4<sup>th</sup>**

***Core Paper-***

**MCJ-18401CR : CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

**Unit-I**

Concept and definition  
Public Relations : Evolution and Growth  
PR industry in India: Private & Public sector

**Unit-II**

Publics in PR  
Tools of PR: Meetings, Seminars, Special occasions, Press Release, Newsletter, Exhibitions, Open House, and Brochure, Posters, Bulletin Boards, Corporate Films  
Online PR

**Unit-III**

Organization communication patterns  
Advocacy, Lobbying  
Corporate identity  
Leadership and team building  
Public opinion, Publicity, Propaganda  
Crisis management

**Unit-IV**

Media relations  
Media events— Media conferences, Press Releases, facility visits, interviews  
Case Studies: Local, National & International

**4<sup>th</sup> semester**

*MCJ-18401CR: Corporate Communication & Public Relations*

*Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)*