



Elective (Open)-

MCJ-18004OE:

Public Relations-Concepts and Practices

Unit-I

Introduction to Public Relations
Importance, role and functions of Public Relations
Principles and tools of Public Relations

Unit-II

Public Relations Campaigns-Planning, execution and evaluation
Role of Public Relations in Crisis Management
Ethical issues in Public Relations-Apex bodies in PR

4th semester

MCJ-18004OE: Public Relations-Concepts and Practices
Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)

