



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

**Core Paper  
MCJ-21401CR  
RELATIONS**

**CORPORATE COMMUNICATION AND PUBLIC**

**Course Objectives**

- To equip the students with a comprehensive understanding of corporate communications and public relations required to play the role of PR managers in the public and private sector
- To demonstrate corporate communication as a managerial function and to equip students with the knowhow to be part of the key decision-making process as a PR manager

**Learning Outcomes**

- Students shall have a basic understanding of the corporate and understand the different perspectives therein
- Students shall develop critical attitude towards the way corporations and organizations communicate, externally and internally

**Unit-I**

Corporate Communication and PR: Concept and definition, Types of Publics  
Evolution and Growth, Pioneers of modern Public Relations  
PR in India, Public and private sector  
PR and Advocacy, lobbying, Publicity and Advertising

**Unit-II**

Propaganda techniques  
Tools of PR: Meetings, Seminars, Special occasions, Press Release, Newsletter, Exhibitions  
Open House, and Brochure, Posters, Bulletin Boards, Corporate Films  
Digital PR  
Employee Communication

**Unit-III**

PR in Crisis management  
Media Relations, facility visits, interviews  
Corporate Social Responsibility, Community Relations  
Case Studies

**Unit-IV**

Organization communication patterns  
Corporate Identity & Brand Building  
Customer Relations, Corporate Media Events  
Leadership and team building



### Suggested Readings

- *Jethwaney, J. N. (2018). Corporate communication: Principles and practice.*
- *Fernandez, J. (2004). Corporate communications: A 21st century primer. New Delhi: Response Books.*
- *Jethwaney, J. N., & Sarkar, N. N. (2005). Public relations. New Delhi: Sterling Publishers.*
- *Sachdeva, I. S. (2010). Public relations: Principles and practices. Oxford: Oxford Univ. Press.*
- *Roy, S. K. (1974). Corporate image in India: A study of elite attitudes towards private and public industry. New Delhi.*
- *Balan, K. R. (1992). Corporate public relations. New Delhi: Sterling Publishers.*

***MCJ-21401CR: Corporate Communication & Public Relations***  
***Total Marks: 100 (Term Examination: 80, Continuous Internal Assessment: 20)***