



Elective (Open)

MCJ-21007GE

Semester 4th

Public Relations-Concepts and Practices

Course Objectives

- To acquaint students with the concept of Public Relations, its historical origins and evolutionary role
- To help students to prepare themselves as PR professionals

Course outcome

- The students shall be able to explain the concept of Public Relations
- The students shall be able to produce Press Release and other PR literature

Unit-I

Introduction to Public Relations

Importance, role and functions of Public Relations

Principles of Public Relations

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

Case studies in Public Relations in India

Suggested Reading

- *Bernays, E. L. (2014). Public Relations. Norman: University of Oklahoma Press.*
- *Bivins, T. H. (2018). Public relations writing: The essentials of style and format.*
- *In Black, S. (2016). The practice of public relations.*
- *Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). Effective public relations. Upper Saddle River, N.J: Pearson Prentice Hall.*
- *Duhé, S. C., & Peter Lang Publishing Inc. (2017). New media and public relations.*
- *Jethwaney, J. N. (2018). Corporate communication: Principles and practice.*

MCJ-21007OE: Public Relations-Concepts and Practices

Total Marks: 50 (Term Examination: 40, Continuous Internal Assessment: 10)