

GUJARAT TECHNOLOGICAL UNIVERSITY

MAM (MASTERS IN APPLIED MANAGEMENT) DUAL DEGREE PROGRAMME

Year – II (Semester – III) (W.E.F. JULY 2013)

Subject Code: 4130505

Subject Name: PUBLIC RELATIONS MANAGEMENT

1. Course Objectives:

1. To make students aware about the public relationship Management in organization.
2. To make them understand about the public relations communication tools and techniques.

2. Course Duration: The Course Duration of the subject is 50 Sessions of 1 Hour each

3. Course Contents

MODULE NO.	MODULE CONTENT	NO. OF SESSIONS	MARKS (70 EXTERNAL EXAM)
I	Public Relations : Definition – Meaning – Importance –Objectives – scope and Functions- Essentials of good public relations, Human Relations and Public Relations, Public Relations for Team Work, Organization of Public Relations of Corporate Bodies – Internal Organization –Role of Public relations for corporate Staffing, Selection, Training and Development of Public Relations Staff , Importance of Mannerism s and Body Languages in Public Relations	10	18
II	Public Relations Communications – Meaning – Importance –Process for Customer Care & Complaint Handling – Process to Collect Dues & Keep the customer – Communication with Aids to Trade- Role of Advertisement in Business organization. Objectives and role Corporate Public Relations. Public Relations Materials & its Importance – Organizing Press Conferences – Electronic Media Coverage, Sales Promotion Campaign, Participation in Trade Fairs & Trade Exhibitions – Essentials in Presentations in Seminars / Conferences – Dress code	10	18

	– Audio Visual Aids Communication Skills – Contents of Presentation – Time Management – Feedback Analysis – Information Management – Sources – Importance in Public Relations Management		
III	<p>Public Relations Strategy – Meaning – Importance – Strategy for Marketing – Tangible & Service Products, Marketing</p> <p>Strategy for Creating Corporate Image – Strategy for Promoting Social Awareness & Public Education for National Integrity, Social Reforms, Health & Education – Strategy for Damage Control – Meaning and Importance – Case Study of Companies / Corporate in India</p>	10	18
IV	<p>Public Relations Management –</p> <ul style="list-style-type: none"> - Ethics and Professional Code in PR - Do's & Don'ts in Public Relations Management - Customers & Investors, Education – Selection & Importance of Brand Ambassadors - Public Relations Functions in the light of Right to information consumerism - Challenges of Public Relations - Code of Conduct in Advertisement and Corporate Public Relationship Meetings, Discussions and Committees for Problems Solving in organizations, Outsourcing of Public Relations – Importance Selection, Control 	10	16
V	Students have to prepare and present Small Cases (in group of 2-3 students) on Public Relations Management in any organization of their choice. Role play on conducting meetings, organizing events, organizing of public awareness campaigns, interviews with eminent personalities, interactions and on hand experience of relationships with industry, organizations, Allotment of Assignments and Projects	10	----

4. Teaching Methods: The course will use the following pedagogical tools: (a) Lectures (b) Role plays (c) Case discussion. (c) Projects/ Assignments/ Quizzes/ Class participation etc

5. Evaluation: The evaluation of participants will be on continuous basis comprising of the following Elements:

A	Projects/ Assignments/ Quizzes/ Class participation etc.	Weightage 20% (Internal Assessment- 20 Marks)
B	Two Internal Examinations	Weightage 10 % (Internal Assessment-10 Marks)
C	End –Semester Examination	Weightage 70% (External Assessment-70 Marks)

6. Reference Books:

No	Title of the Book	Author	Publication	Edition
1	Principles of Public Relations	C S Rayudu and K R Balan	Himalaya Publishing House	Latest
2	Public Relations – Strategies and Tactics	Dennis L. Silcox and Glen T. Cameron	Pearson	Latest (2009) Latest
3	Management of Public Relations and Communications	Shailesh Sengupta	Jain Book Publishing Co	Latest
4	Handbook of Value Added Public Relations	Thomas L Harris	NTC Publishing Co Illinois	Latest
5	Public Relations	Diwakar Sharma	Deep & Deep Publications	Latest
6	The PR Practitioner's Handbook	Caroline Black	Crest Publishing House, N. Delhi	Latest