



STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086
Department of Public Relations

PSLO.N	PROGRAM SPECIFIC LEARNING OUTCOMES
O	on successful completion of the course, students will be able to
1.	Demonstrate and practice ethical Public Relations
2.	Respect cultural diversity in a global society, be able to exercise moral reasoning when
3.	Analyse and Select the best strategies and tools to manage PR activities in an organization
4.	Translate PR strategies into effective contribution towards grassroots communications a
5.	Practice Communication within legal boundaries, while exhibiting standards of professi
6.	Demonstrate competency in communication with the Media
7.	Select strategies and tools to build and manage stakeholder relationships to support pub
8.	Display skills of efficient Digital Media Management in various capacities for future co
9.	Conceive, plan and execute a Public Relations Campaign encompassing all its elements
10.	Display the skill of quick thinking at times of crisis for effective management and confl

SEMESTER I:

Course Title	Major Core: Community Relation
Code	19PR/PC/CR14
CLO. NO	Course
1.	Demonstrate an understanding on knowledge about the stakeholders

2.	Formulating effective communication strategies for community relations programmes
3.	Discuss the pressing need for creative and valuable CSR programmes for the benefit of bo
4.	Compare and discuss the different community relations activities undertaken by industries
5.	Execute community relations activities using different tools through the acquired PR skill

Course Title	Major Core: Fundamentals of Public Relations
Code	19PR/PC/FP14
CLO. NO	
1.	Define Public Relations and identify internal and external publics
2.	Comprehend the distinction of Public Relations from Spin Public
3.	Understand the theories of PR and its use in different capacities
4.	Understand how PR evolved and how it has been appreciated as a
5.	Conceive and draw an action plan for a Campaign – commercial
6.	Use the different metrics of evaluation to measure the communic

Course Title	Major Core: Interpersonal and Group Communication
Code	19PR/PC/IG14
CLO. NO	
1.	Understand the skills required to converse effectively at the inter

2.	Identify the barriers to effective communication and take correct
3.	Discuss the importance of communication of all types and levels
4.	Analyze the significance of communication within oneself and it
5.	Send and interpret verbal and nonverbal messages with accuracy
6.	Analyze and relate the communication models to real-life for bet

Course Title	Major Core: Marketing Management for Public Relations
Code	19PR/PC/MG14
CLO. NO	
1.	Identify the core components of Marketing Management and its
2.	Display a clear understanding of marketing research and ethical
3.	Define branding and show an understanding of the different bran
4.	Ability to develop marketing strategies based using the marketin
5.	Understand and Analyse how marketing strategies work for non-
6.	Identify and examine the advantages and disadvantages of variou
7.	Explore into the tactics used for marketing on digital platforms
8.	Understand and appreciate social media marketing as an importa

Course Title	Department Electives: Event management
Code	19PR/PE/EM 15

CLO. NO	
1.	Exhibit knowledge about the role of PR in Event Management
2.	Discuss the importance of the conducting events and the market
3.	Organize general events by staffing, controlling and executing th
4.	Execute special events for government and corporates for fund ra
5.	Devise communication strategies and tools to market special eve

Course Title	Department Electives: Communication Tools for Public Rela
Code	19PR/PE/CT 15
CLO. NO	
1.	Discuss the significance of communication and the skills require
2.	Demonstrate an understanding of versatile forms communication
3.	Exhibit one's thoughts efficiently through presentations, includin
4.	Produce works of photography to support various media content
5.	Conceptualize and produce corporate videos using the basic prin
6.	Illustrate an understanding of grassroots communication and the communication purpose

SEMESTER II

Course Title	Major Core: Public Relations Agency Services
Code	19PR/PC/AS 24

CLO. NO	
1.	Identify and appreciate the core roles and responsibilities of a PR
2.	Display a clear understanding of agency tactics and strategies used
3.	Analyse the importance of media relations and networking for the
4.	Analyse the various advantages of traditional and digital PR activities
5.	Display an understanding of the value-added services provided by
6.	Create news-worthy stories and pitch with media houses for publication

Course Title	Major Core: Corporate Public Relations
Code	19PR/PC/CO 24
CLO. NO	
1.	Appreciate the impact of PR in a corporate organization and its role
2.	Distinguish brand identity and brand image and analyze their components
3.	Create a brand story
4.	Show proficiency in writing newsletters, press releases and press releases
5.	Analyze the effectiveness of internal and external communication
6.	Display a thorough understanding of stakeholder management and

Course Title	Major Core: Customer Relations
Code	19PR/PC/CU 24

CLO. NO	
1.	Explain the differences between customer and consumer and the
2.	Exhibit skills needed to handle customers in order to build loyalty
3.	Discuss the rights of consumers and their responsibilities
4.	Use the customer relationship management process and procedure
5.	Apply PR knowledge for devising effective policies for business

Course Title	Department Electives: Advertising in Public Relations
Code	19PR/PE/AP 15
CLO. NO	
1.	Identify the core components of Advertising and its role in brand
2.	Display a clear understanding of ethical and responsible advertising
3.	Analyse the different types of audiences and be able to make a w
4.	Showcase the ability to create an advertisement based on a given
5.	Evaluate the effectiveness of the advertisement communication
6.	Run an Ad Campaign live or online

Course Title	Department Electives: Digital Marketing
Code	19PR/PE/DM 23

CLO. NO	
1.	Define and discuss the term digital marketing and its scope in future.
2.	Identify the similarities and differences between traditional and digital marketing.
3.	Demonstrate an understanding of how search engines are optimized for digital marketing.
4.	Illustrate the working of mobile marketing for brands and the strategies used.
5.	Analyze how social media is utilized for effective brand communication.
6.	Assess how online campaigns for brands are done in comparison to traditional marketing.

Course Title	Common PE: Introduction to Public Relations
Code	19PR/PE/IP 23
CLO. NO	
1.	Define Public Relations and identify internal and external public relations.
2.	Comprehend the distinction of Public Relations for spin publicity.
3.	Understand the theories of PR and its use in different capacities.
4.	Understand how PR evolved and how it has been appreciated as a profession.

SEMESTER III

Course Title	Core: Employee Relations
Code	19PR/PC/ER 34

CLO. NO	
1.	Identify their personal goals and their contribution as a productive
2.	Display an understanding of the different laws of employment and
3.	Design an internal communication brochure, putting the differences
4.	Conceive and plan an employee engagement programme – based on
5.	Be able to resolve employer-employee disputes based on real-time
6.	Display a skill of effectively using social media platforms for effective

Course Title	Core: Mass Communication
Code	19PR/PC/MC 34
CLO. NO	
1.	Explain the vital functions of mass media communication as opposed to
2.	Comprehend the concept of media audience as active consumers of
3.	Discuss the roles played by mass media with respect to special advertising
4.	Discuss the laws in journalism and the analyze ethical issues facing
5.	Understand how PR can use electronic media for effective communication
6.	Discuss the merits and demerits of new media in mass communication
7.	Interpret the scope of cinema as a persuasive medium of mass communication

Course Title	Core: Research Methodology For Public Relations
Code	19PR/PC/ RM 34
CLO. NO	
1.	Identify the core research problem based on substantial study in
2.	Evaluate literature from a variety sources pertinent to the objecti
3.	Utilize the various sources of methods of data collection to obtai
4.	Analyse the collected data to infer or find a different perspective
5.	Scientifically substantiate the study undertaken with relevant fin

Course Title	Core: Public Relations in the Service Sector
Code	19PR/PC/ SS 34
CLO. NO	
1.	Understand and appreciate the importance of personnel in service
2.	Use the research knowledge and research process in dealing with
3.	Channelize the PR skills in improving customer relations in serv
4.	Employ service marketing to improve the visibility for service in
5.	Analyse the communication patterns in service promotion in diff

Course Title	Common PE: Public Relations Skills
Code	19PR/PE/ PS 23

CLO. NO	
1.	Illustrate an understanding of the basic communication requirements
2.	Demonstrate skills required to write effective PR messages in print
3.	Exhibit one's ideas and opinions efficiently through presentation
4.	Demonstrate an understanding on the importance of voice modulation
5.	Produce persuasive job applications and present oneself well during
6.	Prepare for interviews from both employers' and employee's perspectives
7.	Discuss the effective media strategy and skills required for public

SEMESTER: IV

Course Title	Core: Public Relations in the Government Sector
Code	19PR/PC/ PG44
CLO. NO	
1.	Understand the set-up and functions of a democratic government
2.	Discuss the challenges faced by government in keeping up with the
3.	Comprehend the power of public opinion in a democracy and em
4.	Explain the differences in application of PR functions at the cent
5.	Analyze the importance of citizen participation in the implement
6.	Identify the strategies and communication tools used by designat

Course Title	Core: Writing for Media
Code	19PR/PC/WM44
CLO. NO	
1.	Explain how media is an important vehicle to get PR messages a
2.	Demonstrate skills required to write effective PR messages throu
3.	Conceptualize and produce works in electronic media based on e
4.	Construct task based social media messages to communicate org
5.	Design and develop influential copy of advertising messages
6.	Produce effective PR messages to manage stakeholder relations a

Course Title	Core: Public Relations Campaign Management
Code	19PR/PC/CM44
CLO. NO	
1.	Work as a team to understand the prevailing social, health or env
2.	Choose a topic of common interest carefully keeping with the co
3.	Display relationship management skills to communicate with var
4.	Device innovative and creative tools to communicate with differ
5.	Manage Media Relations and other promotional activities of the
6.	Demonstrate the ability to manage crisis

7.	Evaluate and measure the effectiveness of the campaign through
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Course Title	Department PE: Media Management
Code	19PR/PE/MM 15
CLO. NO	
1.	Discuss the roles and responsibilities of media managers
2.	Apply the general principles of management to specific media bu
3.	Analyze the economic structure of media business and industries
4.	Identify the ownership patterns of media organizations and how
5.	Devise media planning in the appropriate content businesses for
6.	Analyze audience measurement and activity across media platfor

Course Title	Department PE: Digital Public Relations
Code	19PR/PE/DP15
CLO. NO	
1.	Identify the stakeholder's requirement and create appropriate dig
2.	Use digital tools for effective communication of an organization
3.	Discuss the differences between digital and traditional PR tools
4.	Create effective and creative digital collaterals to support the org
5.	Apply the right tone and style in strategizing online communicat

6.	Demonstrate an understanding of the measuring tools of online r
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