

**STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086**

**DEPARTMENT OF PUBLIC RELATIONS**

**PROGRAMME – M.A. PUBLIC RELATIONS**

**FEEDBACK AND ACTION TAKEN REPORT ON CURRICULUM**

**Academic year 2016-17**

**Code: 15PR/PC/GR44**

- A few components from the course can be included in the paper 15PR/PC/PG44
- The Paper to be replaced with a course on Brand building in Semester IV

**Code: 19PR/PE/DP14**

- A portion on Social media policy to be included into the elective course Digital Public Relations

**Code: 15PR/PC/BP14**

- Topics including client servicing and media relations to be elaborated in the course

**Action taken**

Relevant and necessary action will be taken during the next restructuring.



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