

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 2017-18

Code: 15PR/PC/MC24

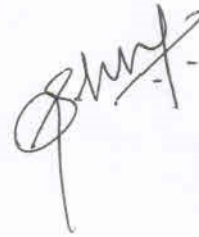
- To eliminate obsolete topics and add more New media aspects

Code: 15PR/PC/MG14

- To include portions on 'Influencer marketing' in the paper

Action taken:

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



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