

**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 2018-19**

**Code: 19PR/PC/FP14**

- Heavy topics like Campaign measurement and evaluation from the paper can be removed
- Other areas like the scope of PR, entertainment PR and professional PR bodies can be added to the syllabus

**Code: 19PR/PC/RM34**

- Title of the paper be changed to 'Research methodology for Public Relations' from 'Research methodologies'

**Code: 19PR/PC/CR14**

- A sub-unit on 'handling crisis' to be added to Unit-5 of the paper

**Code: 19PR/PC/CO24**

- Title of the paper to be changed to 'Corporate Public Relations' from PR in the Corporate Sector

**Code: 19PR/PC/CU24**

- A few exhaustive topics from the paper can be removed and replaced with topics like 'PR mandates and Digital media policies'

**Code: 19PR/PE/DP15**

- Areas like 'PR skills needed for the hour and influencers engagement' can be added to the paper

**Code: 19PR/PE/AP15**

- 'Steps in Ad execution and Client brief' to be added to Unit 2 of the paper

**Action taken**

- Relevant and necessary action will be taken during the next restructuring.
- Title of the paper, PR in the Corporate Sector changed to 'Corporate Public Relations'
- Title of the paper, Research methodologies changed to 'Research methodology for Public Relations'

A handwritten signature in black ink, appearing to be 'Sunny', written in a cursive style.

Department of Public Relations  
Stella Maris College (Autonomous)  
Chennai- 600 086