



STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI - 86

M.A. DEGREE: PUBLIC RELATIONS

COURSES OF STUDY

(Effective from the academic year 2019 - 2020)

CHOICE BASED CREDIT SYSTEM

Subject Code	Title of Course	Credits	Total Hours			Exams Hours	Marks		
			Lecture Hours	Tutorial Hours	Practical Hours / Self Study		Continuous Assessment	End Semester	Maximum
Semester - I									
19PR/PC/FP 14	Fundamentals of Public Relations	4	4	2	0	3	50	50	100
19PR/PC/CR14	Community Relations	4	4	1	0	3	50	50	100
19PR/PC/IG 14	Inter-personal and Group Communication	4	4	0	1	3	50	50	100
19PR/PC/MG14	Marketing Management in Public Relations	4	4	0	1	3	50	50	100
Semester - II									
19PR/PC/CO 24	Corporate Public Relations	4	4	1	0	3	50	50	100
19PR/PC/CU 24	Customer Relations	4	4	1	0	3	50	50	100
19PR/PC/AS 24	Public Relations Agency Services	4	4	1	0	3	50	50	100
19PR/PK/SS 22	Soft Skills	2	2	0	0	0	50		100
Semester - III									
19PR/PC/SS 34	Public Relations in the Service Sector	4	4	1	0	3	50	50	100

19PR/PC/ER34	Employee Relations	4	4	1	0	3	50	50	10 0
19PR/PC/MC34	Mass Communication	4	4	0	1	3	50	50	10 0
19PR/PC/RM 34	Research Methodology for Public Relations	4	4	2	0	3	50	50	10 0
19PR/PN/SI 32	Summer Internship	2	0	0	0	0	50	50	10 0
Semester - IV									
19PR/PC/PG 44	Public Relations in the Government Sector	4	4	1	0	3	50	50	10 0
19PR/PC/WM44	Writing for Media	4	4	1	0	3	50	50	10 0
19PR/PC/CM 44	Public Relations Campaign Management	4	1	0	5	3	50	50	10 0
19PR/PC/DS 47	Dissertation	7	0	0	8	0	50	50	10 0
Postgraduate Elective Course offered to Parent Department									
19PR/PE/EM 15	Event Management	5	4	0	2	3	50	50	10 0
19PR/PE/AP 15	Advertising in Public Relations	5	4	0	2	3	50	50	10 0
19PR/PE/MM 15	Media Management	5	4	0	2	3	50	50	10 0
19PR/PE/HR 15	Human Resource Perspectives in Public Relations	5	4	0	2	3	50	50	10 0
19PR/PE/DP 15	Digital Public Relations	5	4	0	2	3	50	50	10 0
19PR/PE/CT 15	Communication Tools for Public Relations	5	4	0	2	3	50	50	10 0
Postgraduate Elective Course offered to other Departments									
19PR/PE/IP 23	Introduction to Public Relations	3	2	0	1	3	50	50	10 0
19PR/PE/DM23	Digital Marketing	3	2	0	1	3	50	50	10 0
19PR/PE/PS23	Public Relations Skills	3	2	0	1	3	50	50	10 0
Independent Elective Course									
19PR/PI/GP 24	Global Public Relations	4	0	0	0	3	0	10 0	10 0

DEPARTMENT OF PUBLIC RELATIONS

STELLA MARIS COLLEGE (AUTONOMOUS), CHENNAI – 600 086

Programme Learning Outcomes/Intended Programme Learning Outcomes

Graduates of a Master's Degree of Stella Maris College will have a comprehensive knowledge of their disciplines, with indepth knowledge of the underlying principles and concepts in one or more disciplines as a basis for independent lifelong learning. At the end of a postgraduate programme students will be able to

- Demonstrate mastery in the discipline
- Demonstrate deep understanding of the broad principles of science and technology and apply them in varied contexts
- Demonstrate knowledge, understanding and professionalism required for the discipline
- Demonstrate capability to locate, evaluate, manage, and use information/data and research to develop and guide their own knowledge, learning, and practice
- Demonstrate the ability to organise a presentation in a coherent fashion
- Demonstrate the literacy and numeracy skills necessary to understand and interpret information/data and communicate according to the context
- Draw on multiple, relevant/interrelated fields of study to understand, analyse and solve problems
- Exhibit principled decision making and reasoning to identify creative solutions to ethical problems
- Practice/act in ways that show a commitment to social justice and the processes of peace/conflict resolution
- Demonstrate the skills to appropriately interact with people from a range of cultural, linguistic, and religious backgrounds

- Demonstrate an understanding of local, regional, national, and global issues
- Identify themselves as agents of change
- Demonstrate the ability to solve an issue
- Show self-awareness and emotional maturity
- Demonstrate career and leadership readiness
- Exhibit the ability to work in teams
- Demonstrate sensitivity and readiness to share their knowledge and capabilities with the marginalised and oppressed in their communities

PROGRAMME DESCRIPTION

Public Relations is a post-graduate programme with a multi-disciplinary approach that offers various courses that open horizons for employment and research. The Department was established on August 7, 2006 under the headship of Dr. Sundari Krishnamurthy.

Along with its Core papers dealing with Relationship Management with a multi-sectoral approach (PR in the Corporate, Service and the Government Sectors), the Programme offers specialization in conventional Management subjects like Marketing Management, Advertising Management, Event Management, Human Resource Management and Media Management.

Public Relations is a Management function that fosters relationship between an organization and its publics through effective communication. Keeping this in mind, the programme offers its communication papers with a special focus on the verbal and written forms (Inter-personal and Group Communication, Mass Communication and Writing for Media).

The programme equips the students on brand creation, building and communication through digital communication and social media communication keeping in pace with the changing trends in the field (Digital PR, Creative PR)

With an effort to cater to societal needs and to inculcate a sense of responsibility towards society/ environment in students, the programme offers papers like Community Relations with a special focus on Corporate Social Responsibility. The students are taken on field visits for an extensive Participatory field research on rural communities through its unique Social Awareness Programme. The students conceive and execute a city-wide Public Relations Campaign to build awareness, deliberate discussions and reach out to communities for a solution on any prevalent issue on Health, Education and Environment.

PROGRAMME SPECIFIC OUTCOMES:

On completion of the two-year M.A programme, the students will be able to -

- Demonstrate and practice ethical Public Relations
- Respect cultural diversity in a global society, be able to exercise moral reasoning when faced with ethical dilemmas, and show a commitment to making a difference within their sphere of influence
- Analyse and Select the best strategies and tools to manage PR activities in an organization/consultancy
- Translate PR strategies into effective contribution towards grassroots communications and social responsibility programmes
- Practice Communication within legal boundaries, while exhibiting standards of professional behavior and demonstrating sensitivity to ethical behavior
- Demonstrate competency in communication with the Media
- Select strategies and tools to build and manage stakeholder relationships to support public relations activities, organizational objectives and career development
- Display skills of efficient Digital Media Management in various capacities for future communication
- Conceive, plan and execute a Public Relations Campaign encompassing all its elements
- Display the skill of quick thinking at times of crisis for effective management and conflict resolution

COMMUNITY RELATIONS

CODE: 19PR/PC/CR14

OBJECTIVE OF THE COURSE

- To understand the need of the community to practice Community Relations
- To learn the role of Public Relations in devising and executing CSR programs
- To know the role of PR in NGOs and NPOs in creating visibility

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to-

- Demonstrate an understanding on knowledge about the stakeholders
- Formulating effective communication strategies for community relations programmes
- Discuss the pressing need for creative and valuable CSR programmes for the benefit of both community and business

- Compare and discuss the different community relations activities undertaken by industries and businesses
- Execute community relations activities using different tools through the acquired PR skills

FUNDAMENTALS OF PUBLIC RELATIONS

CODE: 19PR/PC/FP14

OBJECTIVES OF THE COURSE:

- To give students the knowledge of the basic concepts of Public Relations
- To enable an understanding of the functions of a PR Department in an organization
- To equip the students with a concrete understanding of how PR helps in maintaining stakeholder relations, campaign planning and management and measurement of communication

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to -

- Define Public Relations and identify internal and external publics for individual organizations
- Comprehend the distinction of Public Relations from Spin Publicity, Advertising and Propaganda
- Understand the theories of PR and its use in different capacities
- Understand how PR evolved and how it has been appreciated as an important management tool by various industries
- Conceive and draw an action plan for a Campaign – commercial or social
- Use the different metrics of evaluation to measure the communication reach and impact of PR in an organization

INTERPERSONAL AND GROUP COMMUNICATION

CODE: 19PR/PC/IG14

OBJECTIVES OF THE COURSE

- To acquire skills in using communication tools
- To enable an understanding of the functions of communication
- To understand the importance of effective communication at interpersonal and group communication levels

- To comprehend the usefulness of communication theories and models in understanding the process

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to

- Understand the skills required to converse effectively at the interpersonal and group communication levels
- Identify the barriers to effective communication and take corrective measures
- Discuss the importance of communication of all types and levels
- Analyze the significance of communication within oneself and its impact
- Send and interpret verbal and nonverbal messages with accuracy
- Analyze and relate the communication models to real-life for better understanding of the process

MARKETING MANAGEMENT FOR PUBLIC RELATIONS

CODE: 19PR/PC/MG14

OBJECTIVES OF THE COURSE:

- To give students the knowledge of the basic concepts and principles of Marketing Management
- To enable an understanding of the objectives of Marketing and its relevance in Public Relations
- To enable the students create their own marketing strategies – using the different tools and objectives
- To give an understanding of the different strategies used for marketing and brand promotion on digital platforms
- To enable an understanding oh how research and analytics prove to be useful in drawing marketing strategies

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to -

- Identify the core components of Marketing Management and its role in promoting a brand
- Display a clear understanding of marketing research and ethical marketing
- Define branding and show an understanding of the different branding decisions
- Ability to develop marketing strategies based using the marketing mix
- Understand and Analyse how marketing strategies work for non-profit organizations
- Identify and examine the advantages and disadvantages of various communication tools used for marketing
- Explore into the tactics used for marketing on digital platforms
- Understand and appreciate social media marketing as an important feature of the digital era.

EVENT MANAGEMENT

CODE: 15PR/PE/EM15

OBJECTIVES OF THE COURSE

- To understand the components of event management
- To learn the role of Public Relations in reaching through events
- To understand the PR skills needed for event marketing and special events

LEARNING OUTCOMES

On completion of the course, the students will be able to-

- Exhibit knowledge about the role of PR in Event Management
- Discuss the importance of the conducting events and the market demands it has
- Organize general events by staffing, controlling and executing the operations
- Execute special events for government and corporates for fund raising activities and creating awareness about issues
- Devise communication strategies and tools to market special events

COMMUNICATION TOOLS FOR PUBLIC RELATIONS

CODE: 19PR/PE/CT15

OBJECTIVES OF THE COURSE:

- To enable an understanding of how various tools for communication are created
- To enable a sense of creativity in conceiving and designing messages through the communication tools
- To encourage skill development on working with different sections of the audience using one or a combination of these tools

COURSE LEARNING OUTCOMES:

On completion of the course, the students must be able to –

- Discuss the significance of communication and the skills required for the same
- Demonstrate an understanding of versatile forms communication could take – written, oral and audio-visual
- Exhibit one's thoughts efficiently through presentations, including public speaking
- Produce works of photography to support various media content and to be used as a medium of storytelling
- Conceptualize and produce corporate videos using the basic principles of videography
- Illustrate an understanding of grassroots communication and the indigenous tools used for the same Perform street theater and puppetry for development communication purpose

SEMESTER II

PUBLIC RELATIONS AGENCY SERVICES

CODE: 19PR/PC/AS 24

OBJECTIVES OF THE COURSE

- To give students the knowledge about the working of a Public Relations Agency
- To enable an understanding of the specialized nature of work of an agency professional
- To enable an understanding of the various collaterals created by an agency for communication with the stakeholders and the media
- To enable an understanding of the convergence of traditional and digital PR and the effective handling of it by the agency professionals

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to

- Identify and appreciate the core roles and responsibilities of a PR professional working in an agency
- Display a clear understanding of agency tactics and strategies used for clients
- Analyse the importance of media relations and networking for the agency
- Analyse the various advantages of traditional and digital PR activities
- Display an understanding of the value- added services provided by a PR agency
- Create news-worthy stories and pitch with media houses for public communication

CORPORATE PUBLIC RELATIONS

CODE: 19PR/PC/CO24

OBJECTIVES OF THE COURSE:

- To enable an understanding of the importance of PR as a management function for image building of an organization
- To discern the individual and departmental contributions of PR in business organizations
- To enable an understanding of how corporate communication works in an organization
- To encourage and nurture written and oral communication that Corporate PR demands
- To introduce the various facets of Corporate PR such as internal governance, Public Affairs and Stakeholder Management

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to -

- Appreciate the impact of PR in a corporate organization and its role in image building
- Distinguish brand identity and brand image and analyze their contributions to the overall market position of the organization
- Create a brand story
- Show proficiency in writing newsletters, press releases and press notes
- Analyze the effectiveness of internal and external communication through case studies
- Display a thorough understanding of stakeholder management and public affairs

CUSTOMER RELATIONS

CODE: 15PR/PC/CU24

OBJECTIVES OF THE COURSE

- To understand the importance of a customer
- To learn the role of Public Relations in reaching out to customers
- To understand the PR skills needed to appeal to customers

LEARNING OUTCOMES:

On completion of the course, the students will be able to-

- Explain the differences between customer and consumer and their relationship management
- Exhibit skills needed to handle customers in order to build loyalty
- Discuss the rights of consumers and their responsibilities
- Use the customer relationship management process and procedures for effective relationship management
- Apply PR knowledge for devising effective policies for businesses and grievance redressal

ADVERTISING FOR PUBLIC RELATIONS

CODE: 19PR/PE/AP15

OBJECTIVES OF THE COURSE:

- To give students the knowledge of the concepts of Advertising and its principles
- To enable an understanding of the strategies involved in creating an Advertisement that are acceptable to all the levels of audience
- To enable the students to create an innovative commercial using the right choice of communication medium
- To enable and encourage the students to conceive and plan an Ad Campaign

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to -

- Identify the core components of Advertising and its role in brand communication
- Display a clear understanding of ethical and responsible advertising
- Analyse the different types of audiences and be able to make a wise choice of communication pattern
- Showcase the ability to create an advertisement based on a given brief
- Evaluate the effectiveness of the advertisement communication
- Run an Ad Campaign live or online

DIGITAL MARKETING

CODE: 19PR/PE/DM23

OBJECTIVES OF THE COURSE

- To introduce the various forms of digital platforms and communication tools used today for effective Marketing
- To encourage skill development on working with different stakeholders using the various digital tools of communication
- To introduce the role of analytics in Digital Marketing

COURSE LEARNING OUTCOMES:

On completion of the course, the students must be able to –

- Define and discuss the term digital marketing and its scope in future
- Identify the similarities and differences between traditional and digital marketing
- Demonstrate an understanding of how search engines are optimized to market brands and the variety of tools used for the same
- Illustrate the working of mobile marketing for brands and the strategies used to keep the customers informed and updated
- Analyze how social media is utilized for effective brand communication, including the interactive platforms and video portals
- Assess how online campaigns for brands are done in comparison to the traditional campaigns in terms of tactics and tools used

INTRODUCTION TO PUBLIC RELATIONS

CODE: 19PR/PE/IP23

OBJECTIVES OF THE COURSE

- To introduce the fundamental concepts of Public Relations
- To enable an understanding of the working of PR different sectors
- To encourage skill development on working with different stakeholders using the various tools of communication

- To enable an understanding of various forms of digital platforms and communication tools used today for effective PR activities

COURSE LEARNING OUTCOMES:

On successful completion of the course, the student will be able to

- Define Public Relations and identify internal and external publics for individual organizations
- Comprehend the distinction of Public Relations from Spin publicity, Advertising and Propaganda
- Understand the theories of PR and its use in different capacities
- Understand how PR evolved and how it has been appreciated as an important management tool by various industries

SEMESTER III

EMPLOYEE RELATIONS

CODE: 19PR/PC/ER34

OBJECTIVES OF THE COURSE:

- To enable an understanding of the importance of employees as an important stakeholder in an organization
- To give an understanding of the responsibilities of employers and employees
- To enable an understanding of the need for good employment relationship
- To give an understanding of the different tools used for internal communication in an organization
- To equip with the knowledge of the different laws of employment in the country
- To enable an understanding of the need for smooth labour relations and its impact on an organization

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to -

- Identify their personal goals and their contribution as a productive employee to an organization
- Display an understanding of the different laws of employment and labour relations
- Design an internal communication brochure, putting the different tools to use
- Conceive and plan an employee engagement programme – based on a social or environmental cause
- Be able to resolve employer-employee disputes based on real-time case studies
- Display a skill of effectively using social media platforms for effective and ethical workplace communication

MASS COMMUNICATION

CODE: 19PR/PC/MC 34

OBJECTIVES OF THE COURSE:

- To enable the students to trace the origin and development of print, electronic and new media
- To comprehend the nature and working of the mass media
- To understand how to maximize the potential of mass media in serving the needs of PR practices
- To equip the students with the knowledge of interactive communication technologies

COURSE LEARNING OUTCOMES:

On completion of the course, the students will be able to-

- Explain the vital functions of mass media communication as opposed to interpersonal communication
- Comprehend the concept of media audience as active consumers of mass media content
- Discuss the roles played by mass media with respect to special audience like women and children
- Discuss the laws in journalism and the analyze ethical issues faced by media with respect to paid journalism
- Understand how PR can use electronic media for effective communication of messages
- Discuss the merits and demerits of new media in mass communication along with the laws of cyber safety
- Interpret the scope of cinema as a persuasive medium of mass communication

RESEARCH METHODOLOGY FOR PUBLIC RELATIONS

CODE: 19PR/PC/RM 34

OBJECTIVES

- To train the students in basics of Social Science Research in general and Communication/Media in particular
- To enable them to put forward a research proposal in a field of study
- To enable the students to understand and practice academic/scientific writing

COURSE LEARNING OUTCOMES

- Identify the core research problem based on substantial study in a specific subject
- Evaluate literature from a variety sources pertinent to the objectives of the study
- Utilize the various sources of methods of data collection to obtain information and narratives
- Analyse the collected data to infer or find a different perspective to the given study
- Scientifically substantiate the study undertaken with relevant findings as a report

PUBLIC RELATIONS IN THE SERVICE SECTOR

CODE: 19PR/PC/SS34

OBJECTIVES OF THE COURSE

- To expose the students to PR research process and its steps
- To enable the students with the skills needed to negotiate with customers in the service sector
- To make the students understand the essentials of service marketing

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to-

- Understand and appreciate the importance of personnel in service organizations
- Use the research knowledge and research process in dealing with clients of service industry
- Channelize the PR skills in improving customer relations in service industry
- Employ service marketing to improve the visibility for service industries
- Analyse the communication patterns in service promotion in different sectors

PUBLIC RELATIONS SKILLS

CODE: 19PR/PE/PS23

OBJECTIVE OF THE COURSE

- To realize the importance of presenting oneself
- To apprehend the significance of Etiquettes during various situations
- To enable the students to understand the vital role played by communication in public relations

COURSE LEARNING OUTCOMES

On completion of the course, the students will be able to -

- Illustrate an understanding of the basic communication requirements and concepts
- Demonstrate skills required to write effective PR messages in print and electronic media
- Exhibit one's ideas and opinions efficiently through presentations, including public speaking and group discussions
- Demonstrate an understanding on the importance of voice modulation in oral presentations
- Produce persuasive job applications and present oneself well during interviews
- Prepare for interviews from both employers' and employee's perspectives
- Discuss the effective media strategy and skills required for public relations