

<b>Program</b>	BS Media & Development Communication	<b>Course Code</b>	<b>MDC 232</b>	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>INTRODUCTION TO PUBLIC RELATIONS (Major)</b>				
<b>Course Introduction</b>					
<b>Course Introduction:</b> This course provides an introduction to the field of public relations, covering its history, theories, and practices. Students will learn about the strategic role of PR in building and maintaining relationships between organizations and their publics.					
<b>Learning Outcomes</b>					
By the end of this course, students will be able to:					
1. Understand the principles and history of public relations.					
2. Analyze the role of PR in strategic communication and relationship management.					
3. Develop PR strategies and campaigns for various contexts.					
<b>Course Content</b>				<b>Assignments/Readings</b>	
<b>Week 1-3</b>	1. Definition and importance of public relations 2. Purpose and scope of public relations 3. Difference between public relations and advertising				
<b>Week 4</b>	4. Difference between advertising, propaganda and publicity				
<b>Week 5-6</b>	5. Process of public relations 6. Tools of public relations				
<b>Week 7</b>	7. Kinds of “publics” in public relations				
<b>Week 8</b>	8. Models of public relations				
<b>Week 9-10</b>	9. Planning public relations strategies 10. Public Relations message writing techniques				
<b>Week 11</b>	11. Crisis management techniques				
<b>Week 12</b>	12. Public relations department DGPR and PID				
<b>Week 13</b>	13. Duties of public relations officer (Do’s and Donts in PR)				
<b>Week 14-16</b>	14. Budgeting in PR 15. 7 Cs of PR 16. Concept of E-PR				
<b>Textbooks and Reading Material</b>					
1. Smudde, P. M. (2019). Teaching Public Relations: Principles and Practices for Effective Learning. Routledge.					
2. Yakob, F. (2015). Paid attention: Innovative advertising for a digital world. Kogan Page Publishers.					
3. Cronin, A. M. (2018). Public relations capitalism: Promotional culture, publics and commercial democracy. Springer..					
4. Lattimore (2012). Public Relations: The Profession and The Practice by LATTIMORE, Allied Book Company,					
5. “Effective Public Relations” by Centre, H. Allen, Cutlip. M. Scott, New Jersey” Prentice Hall Inc. 1978					
6. “Public Relations for Marketing Management”, by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.					
7. “Public Relations”, by Jefkins, Frank, Long Acre, London: Publishing, 1991					

8. "Taloqaat-e-Aama", by S. A. Siraj, AllamaIqbal Open University, 1990
9. "Public Relations: Strategies and Tactics", by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
10. "Public Relations The Profession and The Practice" by LATTIMORE, Allied Book Company, 3rd Ed. 2012
11. "The Ethics of Journalism Individual, Institutional and Cultural Influences" by WHATT, Allied Book Company, 2014
12. Practical Public Relations by Sam Black
13. Public Relations: Potentials and Prospects by Alauddin Masood
14. Public Relations in Pakistan by Alauddin Masood
15. Public Relations: Strategies and Tactics by Denis L. Wilcox

#### **Teaching Learning Strategies**

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

#### **Assignments: Types and Number with Calendar**

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

#### **Assessment**

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.