SEMESTER-V

Program	Applied Psychology	Course Code	PRAD-105	Credit Hours	3
Course Title	**INTRODUCTION TO PUBLIC RELATIONS**				

Course Introduction

The course aims to familiarize students with the basic concepts, principles, and practice in the profession of public relations. The students will develop an understanding of the historical evolution of public relations, modern public relations, central concepts, basic process, role and functions of PR in the contemporary society, career opportunities in the field, and professional responsibilities. The course enables students to understand public relations activities in business, sports, tourism, agriculture, social welfare, armed forces, politics and entertainment.

The course aims:

1. To introduce the fundamentals of the discipline and highlight the significance of Public Relations
2. To help understand the nature of the discipline.
3. To highlight the scope of Public Relations as a discipline and profession.

Learning Outcomes

Upon successful completion of this course, the students will be able to:

1. Acquire basic knowledge of public relations and understand the basic concepts, models, and tools of public relations
2. Demonstrate an understanding of strategic public relations
3. Evaluate the significance of media relations in public relations

	Course Content	Assignments/Readings
Week 1-4	1. What is PR? Key definitions and classifications of PR: reactive/proactive, spin 2. Differences among public relations, marketing, publicity and advertising 3. Approaches and domains of public relations	
Week 5-6	4. PR skills and scope, functional perspective on PR, and Jobs in Public Relations 5. Brief history of PR as a profession (from 'hype' PR to relationship building) 6. Four models of Public Relations	
Week 7-8	7. The Publics in Public Relations 8. Tools and Tactics of Public Relations 9. Strategic communication in Public Relations 9.1. Steps of building strategic communication 9.2. Managing corporate identity through corporate communication 9.3. Stakeholder communication 9.4. Corporate social responsibility	
Week 9-12	10. Research and Evaluation 11. Relationship management theory	

Week 13-14	12. Media relations 12.1. New media and online reputation 12.2. Fake news phenomenon	
Week 15-16	13. Crisis Communications 14. Cross-Cultural Communications and PR	

Textbooks and Reading Material

1. Guth, D. W., & Marsh, C. (2012). Public Relations: A Value-Driven Approach (5th edition). Boston: Allyn and Bacon.
2. Theaker, A. (2016). The Public Relations Handbook.(Fifth Edition). Routledge.
3. Freitag, A. R. (2009). Global Public Relations: Spanning Borders, Spanning Cultures. Taylor and Francis Group.
4. Wilcox, D.L., et. al. (2013). Think Public Relations (2nd ed.), Boston, MA: Pearson
5. http://hccs.bkstore.com
6. http://www.mypearsonstore.com/bookstore/think-public-relations9780205857258?xid=PSED
7. http://www.pearsonhighered.com/educator/product/THINK-Public-Relations-PearsoneText/9780205943166.page
8. About PR in general: https://apps.prsa.org/

http://www.instituteforpr.org/global-public-relations/

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.