

## BS (4 Years) for Affiliated Colleges



Code	Subject Title	Cr. Hrs	Semester
<b>BSCS-409</b>	<b>Public Relations-I</b>	<b>3</b>	<b>VII</b>
Year	Discipline		
<b>4</b>	<b>Communication Studies</b>		

### Course Contents

Public relations. A Business Way of Life. The corporate Personality of an Organization. Objectives, audiences, some communication guidelines; budget allocation; the Program, employees, opinion Leaders. PR in Sales support; marketing, advertising and public relations.

### Practical:

Writing at least 20 press release s and handouts.

### Recommended Books

- “Effective Public Relations” by Centre, H. Allen, Cutlip. M. Scott, New Jersey” Prentice Hall Inc. 1978
- “Public Relations for Marketing Management”, by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.
- “Public Relations”, by Jefkins, Frank, Long Acre, London: Pitman Publishing, 1991
- “Taloqaat-e-Aama”, by S. A. Siraj, Allama Iqbal Open University, 1990
- “Public Relations: Strategies and Tactics”, by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
- The Practice of Public Relations, Fraser P. Steitel, Merrill Publishing Company, Singapore 1992
- The Practice of Public Relations, Sam Black, butter worth Heinemann, London, 1995
- Public Relations; Principles, Cases and Problems. H. Frazier Moore, Frank B. Kalupa, Sujrjeet Publications, New Delhi, 1998.