



Sh. L. N. Hindu College, Rohtak (Haryana)

Course Plan

Department of Journalism and Mass Communication

Program: Certificate Course BAJMC

Public Relation

UNIT 1

- Public Relations – concept and definition
- Evolution and growth of public relations
- Functions of public relations
- PR in relation to marketing, advertising, publicity, propaganda and rumours

UNIT 2

- PR tools & methods
- Public relations writing
- PR campaign

UNIT 3

- Principles of PR
 - Laws and ethics in PR, PRSI code
 - PR organizations- PRSI, IPRA etc.
- PR Setup in central and state government
- PR in public and private sector
- Functions and responsibilities of PRO

UNIT 4

- Corporate communication- concept and scope
 - Corporate identity for image building
 - PR and corporate advertising
 - PR in crisis management
- Case studies : corporate communication
- Event management
- Special Applications of PR
 - Welfare agencies
 - Business and professional association
 - Armed forces
 - International public relations
 - Educational institutes