



# 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

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**SH. L.N. Hindu College, Rohtak**  
**Certificate Course in Public Relations**  
**Course Coordinator - Mr. Sumit**

Sr.	Name	Class (section)	Roll No.	Signature
1	SNEHA	11801	BAJMC 1st year	SNEHA
2	PRITUL	11802	BAJMC 1st year	Pritul
3	KARAN	11803	BAJMC 1st year	Karan
4	YASHIKA	11804	BAJMC 1st year	Yashika
5	MUSKAN	11805	BAJMC 1st year	Muskan
6	KOMAL	11806	BAJMC 1st year	Komal
7	PARVISH KUMAR	11807	BAJMC 1st year	Parvish
8	NEHA CHOPRA	11808	BAJMC 1st year	Nehe
9	ANJALI	11809	BAJMC 1st year	Anjali
10	SARGAM	11810	BAJMC 1st year	Sargam
11	APOORVA	11811	BAJMC 1st year	Apoorva
12	GOBINDA	11812	BAJMC 1st year	Govind
13	PRASHANT BHARDWAJ	9601	BAJMC 2nd year	Prashant
14	SAHIL	9602	BAJMC 2nd year	Sahil
15	RAJNI SIKARMA	9603	BAJMC 2nd year	Rajni
16	SACHIN	9604	BAJMC 2nd year	Sachin
17	PARAS DRALL	9607	BAJMC 2nd year	Paras
18	ANISH KUMAR	9608	BAJMC 2nd year	Anish
19	GOVIND MISHRA	9609	BAJMC 2nd year	Govind
20	NANDINI	9610	BAJMC 2nd year	Nandini
21	ANIKESH	9616	BAJMC 2nd year	Anikesh
22	BHAWNA	9618	BAJMC 2nd year	Bhawna
23	ATUL	1605	BAJMC 3rd year	Atul
24	SHIV	1608	BAJMC 3rd year	Shiv
25	JOGINDER	1609	BAJMC 3rd year	Joginder
26	GEETANSHI ANEJA	1611	BAJMC 3rd year	Geet
27	SAHIL ROHILLA	3244	B.A 3rd	Sahil
28	JATIN KAUSHIK	3245	B.A 3rd	Jatin
29	PANKAJ KUMAR	3246	B.A 3rd	Pankaj
30	RAHUL	3247	B.A 3rd	Rahul
31	VIKASH	3249	B.A 3rd	Vikash
32	NISHU	3250	B.A 3rd	Nishu
33	SAHIL	3252	B.A 3rd	Sahil
34	KULDEEP	3253	B.A 3rd	Kuldeep
35	HIMANSHI	3254	B.A 3rd	Himanshi
36	MANDEEP	3255	B.A 3rd	Mandeep
37	CHAKU	3257	B.A 3rd	Chaku
38	RAHUL	3262	B.A 3rd	Rahul
39	DISHITA Bhatta	8079	B.A 2nd	Dishita
40	KESHAV	8080	B.A 2nd	Keshav
41	SUMIT KUMAR	8081	B.A 2nd	Sumit
42	RASHMI	8083	B.A 2nd	Rashmi
43	VINAY	8085	B.A 2nd	Vinay
44	MANISH	8086	B.A 2nd	Manish
45	SAGAR	8087	B.A 2nd	Sagar
46	RAHUL	8088	B.A 2nd	Rahul
47	SAGAR	8089	B.A 2nd	Sagar
48	CHANCHAL	8090	B.A 2nd	Chanchal
49	DEEPA	8091	B.A 2nd	Deepa
50	DEEPI	8092	B.A 2nd	Deepti
51	VIKENDER	8095	B.A 2nd	Vikender
52	RAMBIR	8096	B.A 2nd	Rambir
53	SAHIL	10510	B.A 1st	Sahil
54	VINAY	10511	B.A 1st	Vinay

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*Sumit*



55	HARISH	10512	B.A 1st	Harish
56	VARSHA	10513	B.A 1st	Varsha
57	AASHISH	10514	B.A 1st	Aashish
58	PRIYA	10515	B.A 1st	Priya
59	Parveen	8182	B.A 2nd	Parveen
60	Praishitha	8304	B.A 2nd	Praishitha
61	Priya	8268	B.A 2nd	Priya
62	Kiran	8060	B.A 2nd	Kiran
63	Princu	8134	B.A 2nd	Princu
64	Sandeep	8186	B.A 2nd	Sandeep
65	PRIYA SHARMA	3596	B.A 3rd	Priya
66	ISHA	3598	B.A 3rd	Isha
67	NEERAJ	3599	B.A 3rd	Neeraj
68	MANISH KUMAR	3600	B.A 3rd	Manish
69	ROHIT	3601	B.A 3rd	Rohit
70	SUKANYA	10015	B.A 1st	Sukanya
71	SAPNA	10016	B.A 1st	Sapna
72	DEEPIKA	10017	B.A 1st	Deepika
73	SIMRAN	10025	B.A 1st	Simran
74	KHUSHI	10029	B.A 1st	Khushi
75	YOGITA	10034	B.A 1st	Yogita
76	GAURAV	10517	B.A 1st	Gaurav
77	AVANISHI	10518	B.A 1st	Avanishi
78	HARLEEN KAUR	10519	B.A 1st	Harleen

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Award List of Certificate Course in "Public Relation" for the session 2022-2023

Course Coordinator-Mr. Sumit Kumar

Sr. No	Name	Class (section)	Roll No.	Theory Exam (M.M. 60 Marks)	Practical Exam (M.M.40 Marks)	Total marks (100)	Grade
1	SNEHA	BAJMC 1st year	11801	54	35	89	A
2	PRITUL	BAJMC 1st year	11802	54	35	89	A
3	KARAN	BAJMC 1st year	11803	52	34	86	A
4	YASHIKA	BAJMC 1st year	11804	54	35	89	A
5	MUSKAN	BAJMC 1st year	11805	58	37	95	A
6	KOMAL	BAJMC 1st year	11806	54	35	89	A
7	ANJALI	BAJMC 1st year	11809	48	34	82	A
8	SARGAM	BAJMC 1st year	11810	38	34	72	B
9	APOORVA	BAJMC 1st year	11811	44	33	77	B
10	GOBINDA	BAJMC 1st year	11812	54	35	89	A
11	PRASHANT	BAJMC 2nd year	9601	60	38	98	A
12	SAHIL	BAJMC 2nd year	9602	58	37	95	A
13	RAJNI SHARMA	BAJMC 2nd year	9603	54	35	89	A
14	SACHIN	BAJMC 2nd year	9604	46	34	80	A
15	PARAS DRALL	BAJMC 2nd year	9607	60	38	98	A
16	BHAWNA	BAJMC 2nd year	9618	38	34	72	B
17	ATUL	BAJMC 3rd year	1606	56	36	92	A
18	SHIV	BAJMC 3rd year	1608	56	36	92	A
19	JOGINDER	BAJMC 3rd year	1609	60	38	98	A
20	GEETANSH	BAJMC 3rd year	1611	36	34	70	B
21	SAHIL ROHILLA	B.A 3rd	3244	60	38	98	A
22	JATIN KAUSHIK	B.A 3rd	3245	52	34	86	A
23	PANKAJ KUMAR	B.A 3rd	3246	46	34	80	A
24	RAHUL	B.A 3rd	3247	56	36	92	A
25	VIKASH	B.A 3rd	3249	36	34	70	B
26	RAHUL	B.A 3rd	3262	58	37	95	A
27	DISHITA BHATLA	B.A 2nd	8079	56	36	92	A
28	KESHAV	B.A 2nd	8080	50	34	84	A
29	SUMIT KUMAR	B.A 2nd	8081	46	34	80	A
30	RASHMI	B.A 2nd	8083	60	38	98	A
31	VINAY	B.A 2nd	8085	38	34	72	B
32	MANISH	B.A 2nd	8086	56	36	92	A
33	SAGAR	B.A 2nd	8087	56	36	92	A
34	HARISH	B.A 1st	10512	54	35	89	A
35	VARSHA	B.A 1st	10513	54	35	89	A
36	NEERAJ	B.A 3rd	3599	38	34	72	B
37	MANISH KUMAR	B.A 3rd	3600	50	34	84	A
38	ROHIT	B.A 3rd	3601	50	34	84	A
39	SUKANYA	B.A 1st	10015	50	34	84	A
40	SAPNA	B.A 1st	10016	50	34	84	A
41	DEEPIKA	B.A 1st	10017	50	34	84	A
42	SIMRAN	B.A 1st	10025	50	34	84	A
43	KHUSHI	B.A 1st	10029	50	34	84	A
44	YOGITA	B.A 1st	10034	50	34	84	A
45	GAURAV	B.A 1st	10517	50	34	84	A
46	AVANISH	B.A 1st	10518	50	34	84	A
47	HARLEEN KAUR	B.A 1st	10519	38	34	72	B

*Sumit*

*Sehichhas*

Coordinator, IQAC  
Sh. L.N. Hindu College, Rohtak

