



VIKRAMA SIMHAPURI UNIVERSITY::NELLORE
Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State of Council of Higher Education)

SYLLABUS OF

PUBLIC RELATIONS

SEMESTER-I

AS PART OF

SKILL DEVELOPMENT COURSES

UNDER CBCS FRAMEWORK WITH EFFECT FROM 2020-21

PROGRAMME: FOUR-YEAR UG PROGRAMME

B.A,B.Com, B.Sc, B.C.A and B.B.A Programmes

w.e.f 2020-21

SEMESTER - I

SKILL DEVELOPMENT COURSES

ARTS STREAM

PUBLIC RELATIONS

Total 30 hrs (02 h/wk

02 Credits

Max 50 Marks

Course Outcomes:

After successful completion of this course, the student will be able to:

1. *Understand the historical background and role Public Relations in various areas*
2. *Have insight into the use of the technological advancements in Public Relations*
3. *Comprehend tools of Public Relations in order to develop the required skills.*
4. *Understand the ethical aspects and future of Public Relations in India*
5. *Develop writing skills for news papers and creation of Blogs.*

Syllabus:

- UNIT-I Public Relations-Meaning, Definition, Nature and Scope, Historical Background, Technological and Media Revolution and Role in Business, Government, Politics, NGOs and Industry. 6 Hrs
- UNIT-II Concepts of Public Relations-Press, Publicity, Lobbying, Propaganda, Advertising, Sales Promotion and Corporate Marketing Services, Tools of Public Relations- Press Conferences, Meets, Press Releases, Announcements, Webcasts 10Hrs
- UNIT-III Public Relations and Mass Media, Present and future of Public Relations in India, Ethics of Public Relations and Social Responsibility, Public Relations and Writing- Printed Literature, Newsletters, Opinion papers and Blogs 10 Hrs

Co-curricular Activities Suggested:

04 Hrs

1. Invited lecture by local field expert/eminant personality on Public Relations
2. Visit to Press
3. Opinion Survey, Media Survey and Feedback
4. Case Studies
5. Organising mock press conferences, exhibitions
6. Assignments, Group discussion, Quiz etc.

Reference Books:

1. Brown, Rob, Public Relations and the Social Web, Kogan Page India, New Delhi, 2010.
2. Cutlipscottetal, Effective Public Relations, London, 1995.
3. Black Sam, Practical Public Relations, Universal Publishers, 1994.
4. S.M.Sardana, Public Relations: Theory and Practice.

5. J.V.Vilaniam, Public Relations in India: New Tasks and Responsibilities, SAGE Publications India Pvt Ltd, New Delhi2011.
6. Websites on Public relations.

**** NOTE : Preferred teaching Department is Political Science/ English***

MODEL QUESTION PAPER & PATTERN

Max Marks: 50

Time: 2 hr (120 Min)

SECTION A (Total: 4x5=20 Marks)

(Answer any four questions. Each answer carries 5 marks
(At least 1 question should be given from each Unit)

1.	
2.	
3.	
4.	
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7.	
8.	

SECTION B (Total: 3x10 = 30 Marks)

(Answer any three questions. Each answer carries 10 marks
(At least 1 question should be given from each Unit)

1.	
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4.	
5.	
6.	

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