

Human Resource Management

PUBLIC RELATIONS

Subject Code	: 14MBA HR407	IA Marks	: 50
No. of Lecture Hours / Week	: 04	Exam Hours	: 03
Total Number of Lecture Hours	: 56	Exam Marks	: 100
Practical Component	: 01 Hour / Week		

Objective:

To provide an understanding of the fundamentals tools of public relations practice and to provide a multidisciplinary understanding of the emerging trends in the field of public relations

Module 1: (8 Hours)

What is Public Relation? – Proactive and Reactive Approaches – Public Relations Process – Behavioural Public Relations Model – Persuasion Model – Two way symmetrical Communications Model – When communications is not enough – 20 great truths about Public Relations

Module 2: (8 Hours)

Theoretical basis for Public Relations –Theories of Relationships –Systems Theory – situational Theory – Theories of Persuasion and Social Influence – Social Exchange Theory – Diffusion Theory – Social Learning Theory – Elaborated Likelihood Theory - Theories of Mass communication – Uses and Gratification Theory – Agenda Setting Theory – Public Relations roles – Models of Public Relations – Approaches to Conflict Resolutions

Module 3: (8 Hours)

Employee communications – Role of employee communication – concept of Organizational culture – Establishing Communication Policy – Organizational change – Importance of employee communication – Special employee Communication Situations – Media of Employee communications – Objectives of Internal media – Starting internal media – controlling internal media- Occasional and Special media

Rules of Effective Employee Relations. Frontline supervisors as the key communicators

Case: Investing in Employees Pays Off (CJSS)

Case: Southwest Airlines – Where Fun, LUV, and Profit Go Hand –in Hand (CJSS)

Case: Employee Retention: It is the employer who is on probation (LLHT)

Case: Maintaining Employee Relationship in a Tragedy (LLHT)

Kodak Communicates One – on - One with All of its Employees (CJSS)

Module 4: (8 Hours)

Community Relations – Importance of Public Relations – Community Relations Process – Guidelines for Effective Relations Programs -Specific Functions of Public Relations – Criteria for Community relations Activities – Corporate Social Responsibility & Philanthropy-Emerging Challenge of Community Activism

Case: Community Relationships Maintained During Hospital Closing (CJSS)

Module 5: (8 Hours)

Media Relations – Media Relations –Role of Media in Public Relations – Social Media – working with the media –Media Relations Program Elements –Role of Technology in Public Relations

Case: Fatal Tiger Attack at San Francisco Zoo (LLHT)

Case: There's a Syringe in My Pepsi Can (CJSS)

Module 6: (8 Hours)

Issues in Public Relations – public relations challenges –Types of Issues - Target audiences- Public Service as Preventive Public Relations – Special Interests – Importance of Compromise – Issue Anticipation – Scenario Technique

Case: Take your choice – Tobacco or Health (CJSS)

Module 7: (8 Hours)

Crisis Management – Understanding how people typically react to issues – Human Nature – Role of communications – Types of crises – News media influence - Fundamental guidelines

Case: Bhopal – A Nightmare for Union Carbide (CJSS)

Case: Sir Ganga Ram Hospital – Disaster management Plan (IS))

Pedagogy: Lecture+ Case Studies + Seminars. Faculty should bring latest issues concerning public relations in class discussions.

Practical Component:

1. Related cases for each module to be discussed in the classes and presentation can be done for each case by group of students.
2. Team of students can be made and asked to report the media personalities about the event held in the college. Different styles of reporting the same event can be discussed in the class with its possible reactions from the media.
3. Collect the newspaper articles about various messages from organizations through spokespersons and analyze the effect of each type of delivery and impact on the audience.
4. Conduct a CSR Programme for the college like Blood donation, Eye camps in association with Lions, Rotary clubs etc and gather the information's about various challenges these organizations face during such community oriented programmes.

RECOMMENDED BOOKS

1. Lattimore, Laskin, Heiman & Toth, "Public Relations – The Profession and Practice", third edition, Tata McGraw Hill, 2012 (LLHT)
2. Center, Jackson, Smith and Stansbury, "Public Relations Practices – Managerial Case Studies and Problems", Seventh Edition, Prentice Hall of India, 2008 (CJSS)
3. Iqbal Sachdeva, "Public Relations – Principles and Practices, Oxford University Press, 2009 (IS)