

SEMESTER IV

HUMAN RESOURCES SPECIALISATION

PUBLIC RELATIONS

Semester	IV	CIE Marks : 40
Course Code	18MBAHR401	SEE Marks : 60
Teaching Hours / week (L:T:P)	3-0-0	Exam Hours : 03
Credits : 03		

Course Objectives:

1. To provide an understanding of the fundamentals tools of public relations practices.
2. To provide a multidisciplinary understanding of the emerging trends in the field of public relations.
3. To Understand the role of employee communication and organizational change.
4. To Understand the importance of community relations

Unit 1:

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.

Unit 2:

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.

Uni 3:

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 1: Investing in Employees Pays Off (CJSS).

Case 2: Southwest Airlines – Where Fun, LUV, and Profit Go Hand – in Hand (CJSS).

Unit 4:

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 3: Community Relationships Maintained During Hospital Closing (CJSS).

Unit 5:

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 4: Fatal Tiger Attack at San Francisco Zoo (LLHT).

Unit 6:

Issues in Public Relations/ Crisis Management – public relations challenges –Types of Issues - target audiences-Public Service as Preventive Public Relations – Special Interests – Importance of compromise –Issue Anticipation–Scenario Technique.

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

Case 5: Take your choice – Tobacco or Health (CJSS).

PRACTICAL COMPONENT:

- Related cases for each module to be discussed in the classes and presentation can be done for each case by group of students.
- 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.
- 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.
- 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.

COURSE OUTCOMES:

1. To demonstrate an understanding of the fundamentals tools of public relations practices.

2. To describe the various emerging trends in the field of public relations.
3. To analyze the importance of employee communication and organizational change.
4. To evaluate the importance of community relations.

RECOMMENDED BOOKS

1. "Public Relations – The Profession and Practice", Lattimore, Laskin, Heiman & Toth, third edition, Tata McGraw Hill, 2012 (LLHT).
2. "Public Relations Practices – Managerial Case Studies and Problems" Center, Jackson, Smith and Stansbury, Seventh Edition, Prentice Hall of India, 2008 (CJSS).
3. Public Relations - Paul Baines, John Egan, Frank Jenkins, Routledge, 3rd edition, 2007, ISBN - 1136370773, 9781136370779.

REFERENCE BOOKS:

1. Strategic Planning for Public Relations, Ronald D. Smith, revised edition, Taylor & Francis, 2004, ISBN - 1135606080, 9781135606084.
2. Public Relations: A Practical Guide to the Basics, Philip Henslowe, 1st edition, Kogan Page Publishers, 2003, ISBN - 0749440724, 9780749440725.
3. Public Relations Practices, Managerial Case Studies and Problems, Allen H Center, Patrick Jackson, Stacey Smith, Frank R Stansberry, 7th Edition.

CO-PO MAPPING

CO	PO				
	PO1	PO2	PO3	PO4	PO5
CO1	X			X	
CO2				X	X
CO3		X			X
CO4	X				X

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