

**SES's L.S. RAHEJA COLLEGE OF ARTS AND COMMERCE**  
**(AUTONOMOUS)**



**Syllabus of Public Relations II under NEP 2020 vertical (SEC) with effect from 2024-25**

**Department of English (for Commerce programme)**

**HoD/Senior Person of the Department: Dr. Preeti Vaswani**

**Date of approval by the BoS: 23<sup>rd</sup> April 2024**

**Approved by the Academic Council: 29<sup>th</sup> April 2024**

**Ratified by the General Body: 6<sup>th</sup> May 2024**



<b>Program: FYB.Com</b>			<b>Semester : II</b>		
<b>Course : Public relations II</b>			<b>Code: UGBCOMIISEC124</b>		
<b>Academic Year: 2024-2025</b>			<b>Batch: 2024-2027</b>		
Teaching Scheme			Evaluation Scheme		
Lectures	Practical	Tutorials	Credits	Internal Continuous Assessment (ICA) (weightage)	Term End Examinations (TEE) (weightage)
30	Nil	Nil	2	20 marks/40% of the total marks	30 marks/60% of the total marks

Particulars of ICA	%
Classroom participation/ Class tests / Assignment / Project / Quiz / Presentation / Viva-Voce, etc. (any 2)	40% = 10 + 10 = 20 marks

<b>Learning Objectives :</b>	<ol style="list-style-type: none"> <li>To prepare the learner for effective and ethical public communications of behalf of organisations.</li> <li>To help the learner acquire basic skills in content development.</li> </ol>
<b>Learning Outcomes :</b>	<ol style="list-style-type: none"> <li>The learner will be able to communicate effectively on social media platforms and</li> <li>The learner will be able to develop their own content</li> </ol>
<b>Pedagogy:</b>	Lecture, Presentation, Demonstration, Classroom interaction, hands-on training

**Detailed Syllabus: (per session plan)** } to be submitted along with Teaching

**Plan Session Outline For (name of the course)**

**Each lecture session would be of one hour duration (30 sessions).**

Module	Module Content	Module Wise Pedagogy	Module Wise

		Used (only pointers)	Duration/ Lectures
I	Content development in PR: Development of Profile, How to write a press release, Writing for Social Media	Demonstration, Hands-on training	15
II	Ethics in Public Relations: Stakeholder Management and Corporate Social Responsibility, With Case studies	Lecture, Presentation, Classroom interaction	15

## REFERENCE BOOKS

4. Mastering Public Relations – EBSCO Open e-book, Saylor Foundation, <http://www.saylor.org/books>
5. Public Relations by D Muralidharan, Atlantic Publishers, 2018
6. Corporate Communication: Trends and Features by Dr. Sapna M.S., Notion Press, 2020

## QUESTION PAPER PATTERN (for Semester 2)

**Marks: 30**

**Duration: 1 hour**

**Semester 1:**

3. Paragraph answers any 2 out of 3 (2X5=10 marks)
  4. Case study analysis – 10 marks
  5. Design a Press Release – 10 marks
-