

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



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

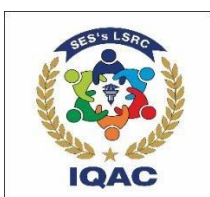
Department of English (for Commerce programme)

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

Date of approval by the BoS: 23rd April 2024

Approved by the Academic Council: 29th April 2024

Ratified by the General Body: 6th May 2024



Programme: FYB.Com			Semester : I		
Course: Public relations I			Code: UGBCOMISEC124		
Academic Year: 2024-2025			Batch: 2024-2027		
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

Learning Objectives :	<ol style="list-style-type: none"> To introduce the learner to Public relations and its features. To enable the learner to design a PR campaign
Learning Outcomes :	<ol style="list-style-type: none"> The learner will be able to interpret facts and features of Public Relations. The learner will be able to design a PR campaign.
Pedagogy:	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 Used (only pointers)	Module wise Duration/ Lectures
I	Introduction to Public Relations – Definition, Importance, Functions, Models, Internal and External Public Relations, Evolution of PR in India	Lecture, Presentation, Classroom interaction	15

II	The Public Relations Process—RACE (Research, Analysis, Communication, Evaluation), and How to design a PR campaign	Lecture, Presentation, Demonstration, Hands-on training	15
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REFERENCE BOOKS

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

QUESTION PAPER PATTERN (for Semester 1)

Marks: 30

Duration: 1 hour

Semester 1:

1. Paragraph answers any 2 out of 3 (2X5=10 marks)
 2. Essay answer any 1 out of 2 – 10 marks
 3. Design a PR campaign – 10 marks
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