

Faculty of Commerce & Business Administration

Public Relations Management

Information :

Course Code : MGT 315

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Area Of Study :

This course is designed to provide students with a sound foundation of knowledge on the nature of public relations including development of skills in the design and development of public relations campaigns. Public Relations focuses on understanding and developing the relationship between an organization, and the "public" with which that organization must effectively co-exist. Managing an organization's relationship with its publics is central to public relations. This course is designed to introduce students to Public Relations, including the nature and history of the profession, along with the theoretical and applied foundations of contemporary public relations practice.

Description :

A practical course designed to familiarize students with the public relations industry and the key roles and responsibilities of public relations practitioners. Students are introduced to the history and evolution of the public relations, function in organizations, and develop a working knowledge of important issues in the contemporary industry. They also develop and apply actual skills in public relations activity.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Explains the rationale behind maintaining Public Relations
2 -	Explains the relationship between Community and Public Relations
3 -	Illustrates the implications and benefits of having good Public Relations in the society.
4 -	Explains the process of Interpersonal Communication and explains its relation with Public Relations.
5 -	Explains the concept of Public Relations Field Dynamics and its application

b.Intellectual Skills: :

1 -	Discover the nature of public relation and its relationship with other functions in the organization
2 -	Identify ways to respond to public relation problems

c.Professional and Practical Skills: :

1 -	Teach the students the ability to communicate the company they are going to work in with the public. They will learn how to enhance the company image.
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d.General and Transferable Skills: :

1 -	Asses public relation problems
2 -	Interact efficiently and efficiency in the public relation process

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction to public relations tools and practices	4	3	1
Internal public relations – strengthening the organization	4	3	1
External public relations –building the organization.	4	3	1
Media relation-getting good publicity and dealing with bad publicity	4	3	1
PR process	4	3	1
1st midterm exam	2		
PR and building strategic alliances	4	3	1
Communication planning . Research and evaluation	4	3	1
The organization and society : ethics and responsibilities	4	3	1
The Strategies of Public Relations	4	3	1
2nd midterm exam	2	0	0
Public Relations in the Digital Age	4	3	1
Global Public Relations	4	3	1
Public Relations and the Law	4	3	1
Revision	4	3	1

Teaching And Learning Methodologies :

Text book
Related published works
Examples and case studies
- Individual and group assignment

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
1st Mid-Exam	20.00	6	
2nd Mid-Exam	20.00	11	
Attendance & Participation	20.00	13	
Final Exam	40.00	16	

Course Notes :

Brief Lecture Notes
PowerPoint Slides

