

JMS 503 Corporate Communication and PR

Total = 40 hrs

Course Objectives

1. To form a basic comprehension of corporate communications, a holistic approach towards various intricacies of corporate communication & PR
2. To introduce students to the core activities with which corporate communications is involved in order to understand apt action in an apt time
3. To generate an understanding of the differences between public relations, advertising and marketing
4. To provide students with the skill-set required to be able to construct communications planning tools and understand their relevance
5. To understand how to identify the key issues for an organization facing a particular issue and be able to determine the action required in order to achieve an objective
6. To broaden an understanding of the business world by exposing them to selected case studies, through both readings and presentations by reputed senior public relations practitioners.
7. To supply skills to understand and implement basic issues regarding the creation, development and production of communications products and tools.

Course outcomes

1. Identify various communications roles within an organization
2. Develop key messages according to a specific context and set of objectives
3. Understand and use effectively certain communications and public relations processes
4. Construct a realistic communications plan
5. Appreciate how communications affects an organization
6. Nourished skills and etiquettes to be an excellent CC & PR professional

Unit – I

Corporate communication: definition, nature, scope, principles and functions of corporate communication. Corporate social responsibility. Flow of communication in an organization – Bottom-up, top down, vertical and horizontal, barriers to communication.

10hrs

Unit – II

Evolution of PR, PR in India, organization of a PR department, PR firms, Role of public Relations Practitioner.

6hrs

Unit – III

PR process – fact finding, planning, implementation, Evaluation, internal and external publics.

6hrs

Unit – IV

PR tools – press agency, media conference, press release, house journals, annual reports, interviews, speeches, persuasion, propaganda publicity and public opinion.

8hrs

Unit – V

PR in government, crises PR, Community Relations, Consumer Relations, PR for the public sector, PR for tourism. Event management, ethics in PR, PR and new media.

10hrs

Books recommended:

1. Balan K.R (2010). Applied Public Relations and Communication, Sultan Chand and Sons, New Delhi.
2. Dennis L. Wilcox, Philip H. Ault & Warren K. Agee (1997). Public Relations Strategies and Tactics, Longman Pub Group, United Kingdom.
3. Mehta D.S (1997). Handbook of Public Relations in India, Allied Publishers Pvt. Ltd, New Delhi.
4. Scott M. Cutlip, Allen H. Center & Glen M. Broom (2000). Effective Public Relations, Prentice Hall, United States.
5. Sandra Oliver (2004). A Handbook of Corporate Communication and Public Relations, Routledge, United Kingdom.
6. Jolly Mohan Kaul (1976). Public Relations in India, Naya Prokash Publisher, Kolkata.
7. Frank Jefkins (1993). Planned Press and Public Relations, Routledge, United Kingdom.
8. Dennis L. Wilcox & Bryan H. Reber (2015). Public Relations Writing and Media Techniques, Pearson Education, United States.
9. Paul A Argenti (2012). Corporate Communication, McGraw-Hill Education, New York, United States.
10. John Cass (2007). Strategies and Tools for Corporate Blogging, Routledge, United Kingdom.
11. John Brown, Pat Gaudin & Wendy Moran (2013). PR and Communication in Local Government and Public Services, Kogan Page Ltd, New Delhi.
12. Joep P Cornelissen (2004). Corporate Communications - Theory and Practice, Sage Publications Ltd, New York.