

**ELECTIVE COURSE – IV : PUBLIC RELATIONS MANAGEMENT**

**Objectives:**

1. To understand the role of public relations in building and maintaining a healthy corporate image.
2. To gained working knowledge of the various tools used in public relations.

**UNIT – I**

- 1) Introduction to P.R. – Definition, Nature, History and Development, Role of PR, PR associations.

**UNIT – II**

- 2) Public Opinion – The Psychological factors that affect the perception of the public, their thought process and decision making process.

**UNIT – III**

- 3) Public Opinion Research.
- 4) Public Relations: The process

**UNIT – IV**

- 5) Media & Tools: Press, Radio, Television, Documentaries, Films.
- 6) Company Literature : Annual reports, manuals Brochures Information bulletins, House Journals, News Letters, Direct mailing.

**UNIT – V**

- 7) Advertising and Promotional Techniques: Promoting and positioning your organization through Advertising, Exhibitions, open house, Tournaments etc.,
- 8) Lobbying, Managing Rumours & Leaks.

**References:**

1. Effective Public Relations – Scoot M.Cutlip / Allen H.Centre / Broom
2. Public Relations – Sam Black.