

COMMUNICATION IN PUBLIC RELATIONS

Objective : To provide understanding on basic principles of public relations & Communication.

Unit - I - Public Relations :

Definitions, Nature, Scope, objectives, History and development, public in PR, PR in management organization of PR Department, Theory and practice in PR processors – fact finding, planning, communicating, evaluation. Staff & budget making of the PR man, code of ethics, PR association.

Unit – II Tools and Media of Public Relations:

Press in India, readership, impact of press. appeal of radio and press writing for radio, preparing news and features, for radio, SITE programmes features & documentary on TV – features films slider, campaigns, lobbying, company literature, annual report, manuals, brochure, information bulletins.

Unit – III Corporate Public Relations:

Internal public, employee orientation, employee communication, employee survey. Suggestion programmes, employee newspapers. liaison with the newspapers –participating in Government programmes – Civic amenities, customer relations - complaints of customers, PR in Marketing Sales.

Unit – IV Marketing :

Functions – modern consumer oriented marketing concept, social marketing concepts, Defining and analysis of service markets, Analysis market opportunity, consumer markets and buyer behaviour, Market forecasting, promotion & post pricing techniques.

Unit - V Advertising :

Advertising as a medium of PR advertising for marketing institutional advertising media – marketing characteristics a functions of media - papers radio, television of media – films, posters, hoarding, kiosk, neon signs, city transport, & effectiveness of different media, selection of media planning.

Text Books :-

S.No	AUTHOR	TITLE	PUBLICATION
1.	Urmila Rai	Business Communication	
2.	M.Balasubramanyam	Business Communication	

Reference Books:

1. P.Little Communication In
Business
2. Ron Indlow Essence Of Effective
Communication
3. D.S.Mehta Hand Book Of Public
Relation
4. James E.Gowing Managing Public
Relations
5. Rogen Leywood All About P.R