



PUBLIC RELATIONS

23MBPE686

(COURSE HANDBOOK)

MBA

COURSE HEAD:

Asst. Prof. Susanna DSilva

1. GENERAL INFORMATION

Welcome to Public Relations!

The " Public Relations " course is designed to guide you through the course, providing an overview of its objectives, learning outcomes, and structure. It serves as a roadmap for understanding importance of Knowledge Management (KM) in steering the organization to reach its objective.

Public Relations (PR) is a crucial aspect of communication that helps organizations build and maintain a positive reputation with their stakeholders. This course provides a comprehensive understanding of PR strategies, theories, and practical applications in various contexts. It covers key areas such as media relations, crisis management, employee communication, and community engagement. Students will develop essential skills in strategic communication, reputation management, and relationship-building to effectively manage public perception and organizational image.

The course begins with an introduction to Public Relations, outlining its definition, scope, and significance in business, government, and nonprofit sectors. It explores the evolution of PR and distinguishes it from related fields like marketing and advertising. Understanding the fundamentals of PR helps students grasp its role in shaping public opinion and fostering trust between organizations and their audiences

Students learn the key PR theories, including the Excellence Theory, Two-Way Communication Model, and Agenda-Setting Theory. The course highlights how these theories guide PR strategies and decision-making. The course also delves into Community Relations, which focuses on building strong relationships it equips students with the skills needed to interact with the media, manage press releases, and handle media interviews.

By the end of this course, you will have a solid foundation in public relations principles and practices. They will be able to apply PR strategies in different organizational contexts, develop communication plans, manage relationships with stakeholders, and respond effectively to crises. The course prepares you for careers in corporate communication, media relations, public affairs, and other PR-related fields

Course Objectives

- Impart Conceptual Knowledge on theories and concepts
- Familiarize with models of Public relations
- Impart insights on knowledge management lifecycle and dissemination.
- Acquaint with current trends in Public relation.

1.1. Course Outcomes

By the end of this course, students will be able to:

- CO1:** Summarize the various approaches and models of public relations.
- CO2:** Summarize the theories of PR to which helps to strengthen relations with various stakeholders.
- CO3:** Identify the role of employee communication and develop effective communication policies.
- CO4:** Apply the guidelines of community relations to build a positive brand image.
- CO5:** Describe the role of media in crisis management.

1.2. Set Text and Suggested Sources

All the below mentioned books are available in the 1st Floor Library.

Key Text Books:

1. Lattimore, Laskin, Heiman & Toth "Public Relations – The Profession and Practice", 3rd Edition, Tata McGraw Hill, 2012.
2. Jackson, Smith and Stansbury "Public Relations Practices – Managerial Case Studies and Problems Center", 7th Edition, Prentice Hall of India, 2008.
3. Paul Baines, John Egan, Frank Jefkins, Routledge, "Public Relations", 3rd Edition, 2007,

Reference Books:

1. Ronald D. Smith "Strategic Planning for Public Relations", 1st Edition, Taylor & Francis, 2004.
2. Philip Henslowe, "Public Relations: A Practical Guide to the Basics", 1st edition, Kogan Page Publishers, 2003.
3. Allen H Center, Patrick Jackson, Stacey Smith, Frank R Stansberry, "Public Relations Practices, Managerial Case Studies and Problems", 7th Edition, Pearson International, 2008.

2. THE COURSE

2.1. Course Description

| PUBLIC RELATIONS | | | |
|----------------------------|------------------|-----------|-----------|
| Semester | IV | CIE Marks | 50 |
| Course Code | 23MBPE686 | SEE Marks | 50 |
| Teaching Hours/Week(L:T:P) | 4:0:0 | Exam Hrs | 03 |
| Total Hours | 52 | Credits | 04 |

The course Public Relations is designed to provide students with foundational knowledge about the need and relevance of knowledge management. The course will run for 13 weeks during Semester IV and consists of 5 modules that cover essential topics in personality and perception. Each week includes 4 lectures, delivered by Ms

Susanna Zeena Dsilva, focusing on theoretical concepts, and course-related activities. Spanning a total of 52 hours, this 4-credit course is assessed through Continuous Internal Evaluation (CIE) for 50 marks and a Semester-End Examination (SEE) for 50 marks, with 3-hour exam duration. This structure ensures a balanced and engaging learning experience for students.

2.2. Initiating Contact with Staff and Other Students

Students are encouraged to use class hours for inquiries and are welcome to visit the faculty office for additional support. Given the large class size, emailing is also an effective communication option.

2.3. Resources

Resources include dynamic tools such as digital libraries, e-learning platforms, and research databases, which provide students with anytime, anywhere access to academic materials and interactive courses through a variety of resources available on the college website, including the VTU Consortium, open-access repositories, and government portals (e.g., NPTEL, NDLI).

E-learning and digital library can be accessed via the college website <https://mite.ac.in/> (Campus Life section > Library > VTU Consortium/e-learning platforms/additional sources).

Important Weblinks:

- https://www.researchgate.net/publication/314759571_Public_Relations
- <https://www.sciencedirect.com/journal/public-relations-review>

2.4. Staff

Course Convenor: Ms Susanna Zeena Dsilva

Cabin: 3rd floor, PG Block

Email: susanna@mite.ac.in

2.5. Topics and Reading materials for each module

Module 1

No. of Hours: 09

- **Topic: Public Relations**
 - Proactive and Reactive Approaches, Public Relations Process, Behavioural Public Relations Model, Persuasion Model, Two way symmetrical Communications Model, 20 great truths about Public Relations
- **Essential Readings:**
 - Lattimore, Laskin, Heiman &Toth “Public Relations – The Profession and Practice”, 3rd Edition, Tata McGraw Hill,2012. (Chapter 1)
- **Additional Reading:**
 - Ronald D. Smith “Strategic Planning for Public Relations”, 1st Edition, Taylor &Francis, 2004.
 - Philip Henslowe, “Public Relations: A Practical Guide to the Basics”, 1st edition, Kogan Page Publishers, 2003.

Module 2

No. of Hours: 11

- **Topic: Theoretical basis for Public Relations:**
 - Theories of Relationships – Systems Theory, situational Theory, Theories of Persuasion and Social Influence, Social Exchange Theory, Diffusion Theory, Social Learning Theory, Elaborated Likelihood Theory, Theories of Mass communication, Uses and Gratification Theory, Agenda Setting Theory, Public Relations roles, Models of Public Relations, Approaches to conflict resolutions.
- **Activities:**
 - Students are provided with a case study of a company that successfully implemented Public Relation (e.g., Toyota, Google, IBM)..
- **Essential Readings:**
 - Lattimore, Laskin, Heiman &Toth “Public Relations – The Profession and Practice”, 3rd Edition, Tata McGraw Hill,,2012. (Chapter 3)
- **Additional Reading:**
 - Ronald D. Smith “Strategic Planning for Public Relations”, 1st Edition, Taylor &Francis, 2004.
 - Philip Henslowe, “Public Relations: A Practical Guide to the Basics”, 1st edition, Kogan Page Publishers, 2003.
- **Additional weblink:**
 - https://highereducation.com/sites/default/files/0073512052/930653/Chapter_3.pdf
 - <https://www.tandfonline.com/doi/full/10.1080/1062726X.2023.2259523#abstract>

Module 3

No. of Hours: 10

- **Employee communication.**
 - Role of employee communication, concept of Organizational culture, Establishing Communication Policy, Organizational change, Importance of employee communication, Special employee, Communication Situations, Media of Employee communications, Objectives of Internal media, Starting internal media, controlling internal. Media - Occasional and Special media rules of Effective Employee Relations. Frontline supervisors as the key communicators.
- **Activities:**

Students will be given a group activity a real-world business problem related to importance to employee communication.
- **Essential Readings:**
 - Lattimore, Laskin, Heiman &Toth “Public Relations – The Profession and Practice”, 3rd Edition, Tata McGraw Hill,,2012. (Chapter 10)
- **Additional Reading:**
 - Allen H Center, Patrick Jackson, Stacey Smith, Frank R Stansberry, “Public Relations Practices, Managerial Case Studies and Problems”, 7th Edition, Pearson International, 2008. (Chapter 3)
- **Additional weblink**
 - https://www.researchgate.net/publication/295812195_A_STUDY_ON_IMPACT_OF_EMPLOYEE_COMMUNICATION_ON_EMPLOYEE_ENGAGEMENT_LEVEL

Module 4

No. of Hours: 11

- **Topic: Community Relations**
 - Community Relations, Importance of Public Relations, Community Relations Process, Guidelines for Effective Relations Programs, Specific Functions of Public Relations, Criteria for Community relations Activities, Corporate Social Responsibility & Philanthropy. Emerging Challenge of Community Activism.
- **Activities:**
 - Students will be given assignments on CSR Activity detailed analysis of a company.
- **Essential Readings:**
 - Lattimore, Laskin, Heiman &Toth “Public Relations – The Profession and Practice”, 3rd Edition, Tata McGraw Hill,,2012. (Chapter 11)
- **Additional Reading:**
 - Allen H Center, Patrick Jackson, Stacey Smith, Frank R Stansberry, “Public Relations Practices, Managerial Case Studies and Problems”, 7th Edition, Pearson International, 2008. (Chapter 4)
- **Additional weblink:**
 - <https://www.sciencedirect.com/science/article/abs/pii/S036381117780009X>

Module 5

No. of Hours: 11

- **Topic: Media Relations & Crisis Management**
 - Role of Media in Public Relations, Social Media, working with the media, Media Relations Program, Elements, Role of Technology in Public Relations. Crisis Management, public relations challenges, Types of Issues, target audiences, Public Service as Preventive Public Relations, Special Interests, Importance of compromise, Issue Anticipation, Scenario Technique. Crisis Management, Understanding how people typically react to issues, Human Nature, Role of communications, Types of crises, News media influence, Fundamental guidelines.
- **Activities:**
 - Students should develop a Crisis management Strategy, apply to a organization which is facing challenge in their market existence.
- **Essential Readings:**
 - Lattimore, Laskin, Heiman &Toth “Public Relations – The Profession and Practice”, 3rd Edition, Tata McGraw Hill,,2012. (Chapter 9)
- **Additional Reading:**
 - Allen H Center, Patrick Jackson, Stacey Smith, Frank R Stansberry, “Public Relations Practices, Managerial Case Studies and Problems”, 7th Edition, Pearson International, 2008. (Chapter 7)
- **Additional weblink :**
 - <https://www.coursera.org/learn/media-relations-and-crisis-management?action=enroll>

3. ASSESSMENT

The assessment for the Public Relation module is divided into two components: Continuous Internal Evaluation (CIE) and Semester End Examination (SEE), each accounting for 50% of the total marks.

Continuous Internal Evaluation (CIE)

comprises two internal tests, scheduled for the 8th and 14th week, which together contribute 30% of the total marks. Additionally, students can earn 20% through the completion of assignments (10 marks are allotted for the case study of a company that successfully implemented Public Relation, 10 marks are allotted for assignment on CSR Activity detailed analysis of a company. presentation.)

Semester End Examination (SEE) Constitutes the remaining 50% of the total marks. Key information regarding examination dates and related details can be accessed via the college website (Academics and Courses section > Calendar of Events > PG Even Sem).

Rubrics for Assignment Evaluation (Total: 20 Marks / 40% of CIE)

| 1. A case study of a company that successfully implemented Public Relation (10 Marks) | | | | | |
|--|-------------------------------------|---------------------------------|------------------------------------|----------------------------|------------------------------------|
| Criteria | 10-09 Marks (Excellent) | 08-07 Marks (Proficient) | 06-05 Marks (Adequate) | 04-03 Marks (Basic) | 02-01 Mark (Unsatisfactory) |
| Creativity and Delivery | Highly creative, impactful delivery | Creative, minor delivery gaps | Basic delivery, limited creativity | Minimal effort | No meaningful participation |
| Subject Understanding | Deep understanding, well-integrated | Good understanding | Basic understanding | Weak understanding | No effort to understand |

| 2. Students will be given assignments on CSR Activity detailed analysis of a company. (10 Marks) | | | | | |
|---|-------------------------------------|---------------------------------|------------------------------------|----------------------------|------------------------------------|
| Criteria | 10-09 Marks (Excellent) | 08-07 Marks (Proficient) | 06-05 Marks (Adequate) | 04-03 Marks (Basic) | 02-01 Mark (Unsatisfactory) |
| Creativity and Delivery | Highly creative, impactful delivery | Creative, minor delivery gaps | Basic delivery, limited creativity | Minimal effort | No meaningful participation |
| Subject Understanding | Deep understanding, well-integrated | Good understanding | Basic understanding | Weak understanding | No effort to understand |