

AC – 27-11-2024

Item No. –03

Approved by the BOS in Bachelor of Commerce (Management Studies) on 16-11-2024 Item no. 04.

As Per NEP 2020

Tolani College of Commerce (Autonomous)



Title of the Course: - Public Relationship Management

Programme: Bachelor of Management Studies Semester -V

Syllabus for 2 Credits

Course from the Academic Year – 2025-2026

Name of the Course: Public Relationship Management

Sr. No.	Heading	Particulars
1	Description the course:	Public Relationship Management is the strategic process of managing communication between an organization and its stakeholders
2	Vertical:	Major
3	Type:	Theory
4	Credit:	2 credits
5	Hours Allotted:	30 Hours
6	Marks Allotted:	50 Marks Continuous Evaluation 20 marks and Semester End Examination 30 marks
7	Course Objectives: 1. To understand the role of public relations. 2. To acquaint learners with public relationship management.	
8	Course Outcomes: 1. Learners will be able to understand the role of public relations. 2. Learners will be able to enhance their public relationship management.	

	<p style="text-align: center;">Modules</p>
	<p>Module 1: Public Relations</p>
	<ul style="list-style-type: none"> • Public Relations: Definition, Meaning, Importance, Objectives, Scope and functions. Organization of Public Relations of Corporate Bodies, Internal Organization, Seeking Consultancy Services. • Role of Public Relations for Corporate Internal Security in Managing Delegates and Visitors, Qualities of good Public Relations Personnel. • Selection, Training and Development of Public Relations Staff, Importance of Mannerism and Body language in Public Relations.
	<p>Module 2: Public Relationship Management</p>
	<ul style="list-style-type: none"> • PR firms in India: status and growth relationship of PR, corporate communications: internal and external communications, Communication mix, relationship Marketing and customer equity- key players and issues within the industry. • PR Theories and Model: Two-Way Symmetrical and Asymmetrical Models, Press Agency/Publicity Model, Excellence Theory of Public Relations, Relationship Management Theory, Situational Theory of Publics • Tools and Techniques: Media Relations-Press Releases, Press Conferences, Media Kits, Digital PR: Blogs, Social Media Platforms, Influencer Collaboration, Event Management and Sponsorship.
10	<p>Reference Books:</p> <ul style="list-style-type: none"> • Wilcox, Dennis L., and Glen T. Cameron. Public Relations: Strategies and Tactics. 12th ed., Pearson, 2015. • Scott, David Meerman. The New Rules of Marketing and PR: How to Use Content Marketing, Podcasting, Social Media, AI, Live Video, and Newsjacking to Reach Buyers Directly. 8th ed., Wiley, 2022. • Theaker, Alison. The Public Relations Handbook. 6th ed., Routledge, 2021. • Smith, Brian W. The Art of Public Relations: A Strategic Approach. Sage Publications, 2018. • Diggs-Brown, Barbara. The PR Styleguide: Formats for Public Relations Practice. 3rd ed., Cengage Learning, 2012. • Stacks, David W., and Michael J. Michael. Public Relations: A Managerial Approach. Allyn & Bacon, 1999. • Cutlip, Scott M., and Allen H. Center. Effective Public Relations. 11th ed., Pearson, 2011.

Evaluation Pattern

Continuous Evaluation: 40%

Semester End Examination: 60%

The Continuous evaluation will consist of

	Total Marks
Assignment/Case Studies/Project/ Field Visit	10
Online MCQ Objective Test	10
Total	20

A learner must be present for each of the sub-components.

Semester End Examination Question Paper Pattern

Maximum Marks: 30

Duration: 1 Hours

All Questions are Compulsory

Q. No.	Particular	Marks
Q-1	Attempt any ONE of the following: (From Module I) A. Full Length Question B. Full Length Question	10 Marks
Q-2	Attempt any ONE of the following: (From Module I) A. Full Length Question B. Full Length Question	10 Marks
Q-3	Short Notes attempt any TWO of the following A. Module I B. Module I C. Module II D. Module II	10 Marks

Note: Any of the short notes of 5 Marks can be a case study.

Sr. No.	Name	Signature
1	Dr. Sadhana Venkatesh	
2	Ms. Shalini Clayton	
3	Ms. Ashiyana Shaikh	