

Comilla University
Department of Mass Communication and Journalism
Course Code: MCJ-402
Course Title: Public Relations

(Marking Distribution: Total Mark 100

Before final 40: First Mid 10, Second Mid 10, Assignment 10, Presentation 5, and Attendance 5
Final: 60) (A Sample question is enclosed)

Objectives: The objective of the Public Relations course is to introduce students to the principles and practices of effective communication between organizations and their publics. It aims to develop skills in strategic planning, media relations, and reputation management.

Course Contents:

1. Definition, Nature and History of public relations, Public Relation as a career
2. Deferent Theories in Public Relations
3. Public Relations Model Through the Ages
4. Communication
5. Public Opinion
6. Public Relations Strategy and RPIE, RACE, ROPE, ROSIE Models
7. Differences among PR advertisement, Publicity, Promotion and Propaganda
8. PR as a Marketing, PR campaign and issue management
9. Public Relations in deferent organizations
10. Public Relations and Corporate Communication
11. Issues and Crises Management
12. Public Relations and Social Media
13. Writing Press Release

Books Recommended:

1. Seitel, F. P. (2016). *The practice of public relations* (13th ed.). Pearson.
2. Kelleher, T. (2020). *Public relations* (2nd ed.). Oxford University Press.
3. Cutlip, S. M., Center, A. H., & Broom, G. M. (2006). *Effective public relations* (9th ed.). Pearson Prentice Hall.
4. Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2014). *Public relations: Strategies and tactics* (11th ed.). Pearson.