Comilla University

Department of Mass Communication and Journalism

Course Title: Publilc Reatiolns

Course Code: 402

Course Instructor: Kazi M. Anisul lslam

Instructor's email: kazicou@gmail.com

Overview and Objective of the Course

Public Relations (PR) plays a vital role in building favorable relationships between an organization and its key publics, as well as enhancing corporate image and goodwill. Most organizations rely on a Public Relations Officer or Communication Officer to anticipate public concerns, handle complaints, manage crises, engage with the media, and maintain brand reputation.

This course introduces students to the fundamental and strategic aspects of Public Relations across national and international contexts. By completing this course, students will understand and apply how PR shapes organizational reputations, manages multi-stakeholder relationships, mitigates crises, and executes strategic campaigns across diverse social, cultural, and political environments.

Course Contents

Concept: Definition, Fallacies/Myth, Types, Differences, Histroy, Qualities, Functions, Public Opinion

Theories and Models: Different Theories, Four Models, RACE Formula

Applications: Principles and Tools, Media Relations and Writing, PR Campaign and Issue Management, Case Study Analysis

PR in Organizations: PR in Different Organizations, Institutional PR, PR and Corporate Communication, Corporate Social Responsibility-CSR

PR in Crisis: Crisis Management, Strategic Communication

Ethics: Ethical Standards and Guidelines

PR in Digital Age: New Techonologies, Social Media Integration, Digital PR Tools, AI, Apps

Recommended Readings

- **Schechter, S. (2023).** *Public relations: From strategy to action*. BCcampus Open Education / Douglas College Open Textbooks.
- **Smith, R. D. (2014).** *Public relations: The basics*. Routledge.
- **Cutlip, S. M., Center, A. H., & Broom, G. M.** *Effective Public Relations*. Pearson / Prentice Hall.
- **Wilcox, D. L., Cameron, G. T., & Reber, B. H.** *Public Relations: Strategies and Tactics*. Pearson.
- **Newsom, D., Turk, J. V., & Kruckeberg, D.** *This is PR: The Realities of Public Relations*. Wadsworth / Cengage Learning.
- **Baskin, O., Aronoff, C., & Lattimore, D.** *Public Relations: The Profession and the Practice*. McGraw-Hill Education.
- **Black, S., & Sharpe, M. L.** *Practical Public Relations*. Universal Book Stall.

N. B.: In addition to standard texts, relevant research papers and news articles will be assigned. Students and the instructor are welcome to suggest and incorporate additional relevant readings throughout the semester.

Assesment Framework

Attendance	5
First Midterm	10
Second Midterm	10
Assignment	10
Presentation	5
Final	60
Total	100