

BHARATHIAR UNIVERSITY: COIMBATORE 641046.

**CERTIFICATE PROGRAMME IN
PUBLIC RELATION & CORPORATE COMMUNICATIONS**

(For CPOP Students admitted during the academic year 2013-2014 & Onwards)

SCHEME OF EXAMINATIONS – CBSC Pattern

Course Title	Ins.hrs / week	Examinations				Credits
		Dur.H	CIA	Marks	Total	
SEMESTER – I						
1.1. Communication & Presentation Skills For Events	5	3	25	75	100	4
1.2. Public Relations	5	3	25	75	100	4
1.3. Corporate Communications	5	3	25	75	100	4
TOTAL	-	-	-	-	300	12

Eligibility for admission: Candidates for admission to the Certificate Course shall be required to have passed the Higher Secondary examinations (Academic or Vocational).

Duration of the course: The course shall extend over a period of Six Months comprising of One semester.

Medium of instruction and examinations: The medium of instruction and examinations shall be in English.

Other requirements: LIVE Event trainings as and when suggested by Institute is to be completed within the duration of the course followed by submission of the report and Presentation on Event Management.

COMMUNICATION & PRESENTATION SKILLS

UNIT – I

Introduction To Communication -Meaning, Importance & Objectives, Principles Of Communication, Forms Of Communication, Communication Process, Barriers Of Effective Communication, Techniques Of Effective Communication. Nonverbal Communication - Body Language, Gestures, Postures, Facial Expressions, Dress Codes. The Cross Cultural Dimensions Of Business Communication. Listening & Speaking, Techniques Of Eliciting Response, Probing Questions, Observation. Business And Social Etiquettes.

UNIT – II

Group Communication - Importance, Meetings - Group Discussions. Video Conferencing. Reports - Types Of Business Reports - Format, Choice Of Vocabulary, Coherence And Cohesion, Paragraph Writing, Organization Reports By Individual, Report By Committee. The Communication Process - The Communication Process, Communication Fundamentals.

UNIT – III

Presentation As An Effective Communication Tool - Know your subject matter, Know your audience, Develop a theme, Prepare your script: The opening, The Body, The summary, The closing, Select the proper visual aids, Prepare a story board, Produce the visuals, Rehearse-rehearse-rehearse, Presentation Day, Follow up: Kiss, Slide Use tips, Mathematics on slides, Rehearsing, Answering Questions, Some deadly sins of visual presentation: The Illegible Image, The useless image,

UNIT – IV

Use Of Celebrities & Use Of Media In Communication - The use of celebrities, Endorsements, Testimonials, Placements, Dramatizations, Representatives, Identification, Various media in communication Television, Radio, Radio and TV Similarities, Radio Differs from TV, Classifications of Magazines, News paper classifications, News paper characteristics, Unique News paper Features, Internet communications objectives.

UNIT – V

Writing Press Releases And Reports- The Approach, Speaking Up For Your Special Event Whom To Contact, Sample Letter For Contacting Local Organizations, Invitations And Programs, Your Invitation Should Fit The Occasion, Designing Elements, Addressing Invitations, Every Invitation Or Program Must Include, After The Invitations Are Mailed. Media Relations-In Dealing With The Print Or Broadcast Media Person, New Press Advisory, Headline For The Press Release.

REFERENCES :

1. Leslier&Flat lay, Basic Business communication. Tata McGraw Hill.
2. Event Management & Public Relations by Savita Mohan - Enkay Publishing House.
3. Effective Presentation Skills : A Practical Guide for Better Speaking by Steve Mandel

PUBLIC RELATIONS

UNIT – I

Purpose & Philosophy Of Pr, What Pr Is, Objectives Of Public Relations, The Primary Purpose Of Pr, Hostility, Prejudice, Apathy, Ignorance, Emergence Of Public Relations, Public Relations Today, Public Relations And Propaganda, Defining Objectives And Planning A Programme.

UNIT – II

Four Steps Public Relations Process, Defining PR Problems, Planning And Programming, Taking Action And Communicating, Evaluating The Program, Elements Of Public Relations, Human Relations, Empathy, Persuasion, Dialogue, Objectives Of Public Relations.

UNIT – III

Public Relations As A Profession, Overview, Profession, Codes Of Professional Conduct, Functions Of Public Relations Department, Policy, Publicity, Product Publicity, Relations With The Government, Community Relations, Shareholders Relations, Promotion Programmes, Donations, Employee Publications, Guest Relations, Establishment Of Relations With The Public, The Need For Public Relations, Scope Of Public Relations, Professional Code-Public Relations.

UNIT - IV

Ethics And Challenges Of Public Relations, International Public Relations Association (Ipra) Code Of Conduct, The European Code Of Professional Conduct, All About Marketing, Advertising, Functions Of Advertising, Pr As A Component Of Communication And Strategies, Strategic Management, Theories Of Communication, Mass Communication Theory And Research. Functional Approach To Mass Communication Theory, Human Action Approach.

UNIT -V

Models Of Communication, Communication Models, The Advantages Of Models, Limitations Of Models, Classical Communication Models, Transmission Model And Its Criticism, Report Writing, Copyright And Other Legal Issues.

REFERENCES

1. “ Advertising and Promotion” – Geroge E- Belch & Michael. A. Belch- Tate McGraw- Hill – Sixth Edition.
2. “ Advertising and Promotion” – Kruti shah and Alan D’souza Tata McGraw -Hill
3. “ Principles of Advertising and IMC” – Tom Duncan-Tata McGraw-Hill- Second Edition.

CORPORATE COMMUNICATION

UNIT I:

Communication basics – Business Communication – components – Types – formal communication network – Work team communication – variables – goal – conflict resolution – non – verbal communication – Cross cultural communication – Business meetings – Business Etiquette.

UNIT II:

Understanding Corporate Communication – Employee Communication – Managing Government Relations – Writing for Media and Media Relations

UNIT III:

Corporate Communication in Brand Promotion – Financial Communication – Crises Communication.

UNIT IV:

Report writing: Characterizing & business reports – Types and forms & reports – Project proposals – collection of data – tables constitution – charts – writing the report – documenting the sources – proof reading.

UNIT V:

Business Presentation: Written and oral presentation – work – team presentation – Delivering the business presentation visual aids – slides – electronic presentation – hand-outs – delivering the presentation – career planning – preparing Resume – job applications – preparation for a job interview – employment interviews – follow-up.

REFERENCES :

1. Scot Ober, Contemporary business communication, fifth edition, biztantra.
2. Lesiler&Flat lay, Basic Business communication. Tata McGraw Hill.