

**MCF-361 Public Relations: Principles & Practices (3 credit hours)**

**Pre-requisites:** None

**Course Objectives**

1. This course is designed to introduce students to the principles and techniques of public relations as currently practiced. Emphasis will be on the public relations processes and such activities that bring out student's problem-solving approach and creativity in message construction. The course would also enable students to acquire, tactics and abilities to plan, develop and design effective Public Relations strategies. The focus would be more on practical side; so that students can present real output of what they have been taught.

**Learning Outcomes**

2. After completion of course, students shall be able to:
  - a. Understand the basics of Public Relations process
  - b. Analyze different organizations and their PR needs.
  - c. Understand corporate PR
  - d. Develop basic understanding of careers in PR
  - e. Able to apply theory into PR practice

3. **Contents**

- a. What is Public Relations?
  - (1) Defining Public Relations Problems
  - (2) Public Relations in Organizational Decision Making
  - (3) Difference between Advertising & Public Relations
  - (4) Planning & Programming PR
  - (5) Research: Understanding Public Relations
- b. How Public Relations influences people: (Public Opinion, Opinion leaders, Persuasion, Propaganda, Difference between Public Relations & Propaganda).
- c. The PR Process: Public Relations in Action
  - (1) Implementing the Strategy
  - (2) Planning for Public Relations Effectiveness
  - (3) Evaluating Public Relations Program Effectiveness
- d. Non Profit Organizations, Health Care & Education, Public Relations in Government & Politics, Corporate Public Relations

- e. Public Relations in Pakistan:
  - (1) Scope of PR in Pakistan.
  - (2) PR in various sectors: government, Non-government sector, Private sector,
  - (3) Corporate, etc.
  - (4) Public Relations Firms (Structure and Departments)
  - (5) Public Relations as a Career
- f. Writing for PR (News releases: Press release, feature stories, articles, columns, photo stories; Publications: newsletters, magazines, flyers, brochures, corporate reports etc.)
- g. PR Events: (The Press Conferences, Press release of press conference, Event and media Management, Special Events, exhibitions and expos)
- h. Crisis Communication & Damage Control:
  - i. The legal Environment of PR Practice
  - j. Case Studies of Public Relations

## **References**

1. Baskin, Otis; Aronoff, Craig; & Lattimore, Dan. (1997) *Public Relations: the profession and the practice*. 4<sup>th</sup> ed. Mc Graw Hill, NewYork.
2. Haywood, Roger. (1991). *All About Public Relations, Second Edition*. Mc Graw Hill, NewYork.
3. Cutlip, Scott M.; Center, Allen H.; & Broom, Glen M. ( 1985) 8<sup>th</sup> ed. *Effective Public Relations*. USA: Prentice Hall
4. Dennis L. Wilcox & Lawrence W. Nolte (1997) *Public Relations; Writing and Media Techniques*, 3<sup>rd</sup> Edition, longman, inc. New York.
5. Parsons, Patricia j. (2005). *Ethics in Public Relations- A Guide to Best Practice*. New Dehli: Kogan Page / Institute of Public Relations India