

**Bhagwan Mahavir University, Surat**

**FY B.M.S (BACHELOR OF MANAGEMENT STUDIES)  
1060205201 - CORPORATE COMMUNICATION AND PUBLIC  
RELATION**

**First Year B.M.S****Semester – II**

<b>Subject Name</b>	Corporate Communication and Public Relation
<b>Subject Code</b>	1060205201
<b>Objectives</b>	To provide a basic understanding of the concepts of corporate communication and public relations and to introduce the various elements of corporate communication and considering their roles in managing organizations
<b>Subject Outcome</b>	<ul style="list-style-type: none"> <li>• Describe the strategies, tactics, and techniques of public relations programs</li> <li>• Develop an understanding of the various writing tasks for specific audiences and purposes</li> <li>• Develop a basic communications plan</li> </ul>
<b>Course Duration</b>	The course duration is of 40 sessions of 60 minutes each.
<b>Teaching Methods</b>	The course will use the following pedagogical tools: (a) Lectures and Discussions (b) Assignment/Activities/Quiz/Class participation
<b>Evaluation</b>	<b>Continuous Evaluation</b>
	<b>Internal Assessment-(30 Marks)</b> Internal Exam/Assignments/Quiz/Class participation/Attendance, etc.
	<b>External Assessment- (70 Marks)</b>

**Course Contents**

<b>Unit 1</b>	<b>FOUNDATION OF CORPORATE COMMUNICATION</b>	<b>25%</b>
	1.1 Corporate Communications: Scope and Relevance 1.2 Corporate Communication in India 1.3 Corporate Communication in Contemporary Organization 1.4 Keys Concept in Corporate communication 1.5 Stakeholder management and communication 1.6 Ethics and Law in Corporate Communication. 1.7 Importance of Ethics in Corporate Communication : Mass Media Laws: Defamation, Invasion of Privacy, Copyright Act, Digital Piracy Information and data security and safety. 1.8 Influencer Marketing /Digital Marketing	

<b>Unit 2</b>	<b>UNDERSTANDING PUBLIC RELATION</b> 2.1 Fundamental of Public Relations 2.2 Corporate Public Relations 2.3 Public Relations for Small Businesses 2.4 Transparency in Corporate Brand leverage management 2.5 Emergence of Public Relations 2.6 Theories of relationships, persuasion & Social Influence, Mass communication 2.7 Public Relations Roles & Models 2.8 Understanding public opinion 2.9 Evaluating Public Relations Effectiveness	<b>25%</b>
<b>Unit 3</b>	<b>FUNCTIONS OF CORPORATE COMMUNICATION AND PUBLIC RELATIONS</b>	<b>25%</b>
	3.1 Media Relations 3.2 Employee Communication 3.3 Crisis Communication 3.4 Financial Communication 3.5 Investors relationship management	
<b>Unit 4</b>	<b>EMERGING TECHNOLOGY IN CORPORATE COMMUNICATION AND PUBLIC RELATIONS</b>	<b>25%</b>
	4.1 Contribution of Technology to Corporate Communication & Public relations 4.2 Corporate Blogging 4.3 Digital PR Stroke, Online reputation management	

**Reference Books:**

1. Paul A. Argenti, 2012, Corporate Communications, McGraw-Hill Education,
2. Parvati Mahalanobis, 2005, Textbook of Public Relations and Corporate Communications, Dominant publishers & Distributors
3. Harvard Business School, 2006, The Essentials of Corporate Communications and Public Relations, Harvard Business School Press
4. Iqbal S. Sachdeva, 2009, Public Relations: Principles and Practices, Oxford University Press
5. Dan Lattimore, 2007, Public relations: The profession & Practice, McGraw Hill
6. Joep Cornelissen, (2011) Corporate Communication: Guide to Theory and practice, Delhi, Sage publications