

Shri Shivaji Arts and Commerce College, Amravati (MS)
Department of Mass Communication
Short term online course
Public Relations & Media Management
10th April 2021 – 12th May 2021
Syllabus

Public Relations

Duration 3 week,1 hour per day

Unit – I

Introduction- Public Relations (PR)
Definition, Concept of PR
PR as a Communication Function

Unit – II

PR- Publicity, Propaganda, Public Opinion
PR as a Management Function

Unit – III

Stages of PR- Planning, Implementation, Research, Evaluation
PR and Media Relations
PR Tools, Press Conference, Press Releases

Paper - II

Media Management

Duration 3 week,1 hour per day

Unit – I

Starting of a Media:
Media Organization and Management.
Principles of Media Business operations.


Unit – II

Problems and Prospects of Newspaper Industry.
Small newspaper and their problems.
Structure of Newspaper, Radio and Television in India.

Unit – III

Govt. Agencies and Media relation.
Media Marketing- Techniques/ News Trends
Media and Branding.




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Amravati