

| S. N. | Name of Assistant/ Associate Professor | SUBJECT/ CLASS/ SEMESTER | TOPIC/ Chapters to be covered |
|-------|----------------------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| | | 16MJM22C2 Public Relations and Corporate Communication MA-JMC Semester - II | <p>4.3 Public Opinion Research</p> <p>4.4 Quantitative & Qualitative Research, Content Analysis</p> <p><u>January</u></p> <p>Unit-1</p> <p>1.1 PR: Meaning, Definition, Concept</p> <p>1.2 History of PR</p> <p>1.3 PR programmes</p> <p><u>February</u></p> <p>Unit-II & Unit-I</p> <p>1.4 Qualities of PR Professional, Duties & Responsibilities of PRO</p> <p>2.1 Role & function of PR, Image Management</p> <p>2.2 Tools of PR, PR Publics</p> <p>2.3 Digital PR, Crisis PR Management</p> <p>2.4 Organisation structure of PR department/organisation</p> <p>3.1 PR, Publicity, Propaganda, Public Affairs, lobbying etc.</p> <p><u>March</u></p> <p>3.2 Theories of PR, Symmetrical</p> |