## Corporate Communication & Public Relations MSTD – 02604

# IUB

Department of MEDIA STUDIES

Program: ***BS***

Course outline

Corporate Communication & Public Relations

Instructor: ABIDA NOUREEN level BS 6th

Class days: Monday, Tuesday

Venue Dep’t of Media Studies

## *Course Description*

This course will study the history and development of public relations, its modern concepts, processes and procedures of public relations, planning and designing PR endeavors; ethical considerations and case studies; profile of PR man; tools, techniques, expertise and research in public relations with special reference to Pakistan. It will examine public relations in government and autonomous bodies and commercial firms. Students will be given lessons on some technical writing e.g. preparation of brochures, booklets, reports, company profile.

At the end of this course, you should be able to have grip on

* History and development of public relations
* Modern concepts, processes and procedures of public relations
* Planning and designing PR endeavors
* Ethical considerations and case studies
* Profile of PR man
* Tools, techniques, expertise and research in public relations with special reference to Pakistan.
* Examine public relations in government and autonomous bodies and commercial firms.
* Technical writing e.g. preparation of brochures, booklets, reports, company profile.

**Teaching Learning Method**

All the teaching learning methods will base on interactive learning. Beside this, following methodologies will be used

* + Lectures
  + Presentations
  + Discussions

The role of teacher will be as a facilitator in all learning process

**Activities**

All the session will be followed by different activities which will vary according to the topic under discussion

**Learning Aids:**

Learning aids will include

* Graphs
* Charts
* Models
* Multimedia

**Learning Hours**

1:30 contact hours session will be held twice a week on the days mentioned in the Time Table

**Evaluation**

Following are the main areas what would be assessed.

* The course objective as set out in the core curriculum.
* It is the students overall competence that will be assessed, as described in the course objective.
* The assessment of the students will show the extent to which they have achieved the objectives set out in the curriculum.

Mid-term and final exam will be conducted

Beside these exams, formative assessment will be made through the following manner.

* Assignments
* Presentations
* Class participations
* Quizzes (surprised / announced)
* Any other appropriate method

**Attendance Required**

85% per semester attendance is required

**Contact**

[Abidas84@gmail.com](mailto:Abidas84@gmail.com)

General rules

1. For each absence ‘1’ mark would be deducted. Those students who would have more then 5 absences would not be allowed to sit in final examination.

2. Students are advised to be in class at declared time in time table. No late entrance would be allowed after the course instructor’s arrival.

3. Attendance would be marked within initial 10 minutes of the class, after which no attendance would be marked and the student will considered being absent

4. Assignment should be submitted on decided date and time; no further relaxation would be given to anyone at any time.

**Recommended Books:**

1. Cornelissen, J. (2017). Corporate communication: a guide to theory & practice. Los Angeles: Sage.
2. Simon, R. (1966). Perspective in public relations. University of Oklahoma Press.
3. Roalman, A. R. (1968). Profitable public relations. Homewood Ill.: Dow, Jones-Irwin. Cutlip, S. M., Center, A. H., & Broom, G. M. (1994). Effective public relations. Englewood Cliffs: Prentice Hall.
4. Lattimore, D. (2007). Public relations: the profession and the practice. New York: McGraw-Hill.
5. Marston, J. E. (1963). The nature of Public Relations. New York: McGraw-Hill.
6. Newsom, D., Turk, J. V., & Kruckeberg, D. (2013). This is PR: the realities of public relations. Australia: Wadsworth Cengage Learning.
7. Packard, V. O., & Miller, M. C. (2007). The hidden persuaders. Brooklyn: Ig.

Top 10 Books and their summery for Public Relations or Corporate Communication

**Contagious why Things catch on by John Berger**

This Book provides a set pf actionable techniques for helping information speard, perfect for any PR PRO hoping their story will catch on

**Everybody Writes by Ann Handley**

She offers lessons and rules that apply across all of our digital assets, from websites to blog ppsts to emails and more

**Spin Sucks: Communication and Reputation Management in the digital age by Gini Dietrich**

In her book, you will learn how to share your story more powerfully, humanize your organization create fresh content and more

### [The New Rules of Marketing and PR](https://www.amazon.com/New-Rules-Marketing-PR-Podcasting/dp/1596592907) **by David Meerman Scott**

In this book, David Meerman Scott shows you how to leverage the potential of online communication, including how to use it to speak directly with customers or clients and build long-lasting relationships with those who make your company work.

### [Writing Tools: 55 Essentials for Every Writer](https://www.amazon.com/Writing-Tools-Essential-Strategies-Writer/dp/0316014990) **by Roy Peter Clark**

An oldie-but-goodie, Roy Peter Clark’s Writing Tools whittled down 30+ years of experience in journalism, professional writing and teaching into a series of short essays on different aspects of writing.

Although not necessarily published as a book about PR, Writing Tools has become a classic for writers of all industries since its original publication in 2008. Get a copy of the revamped 2018 edition, which includes five never-before-shared tools.

### [The Business of Persuasion](https://www.amazon.com/Business-Persuasion-Harold-Burson-Relations/dp/0795350457) **by Harold Burson**

Lauded as the “must-read book on public relations,” The Business of Persuasion is a business memoir of the 96-year-old founder of Burson-Marsteller.

In its pages, readers will learn what public relations really entails through personal and professional examples.

### [The Little Book of Big PR: 100+ Quick Tips to Get Your Business Noticed](https://www.amazon.com/Little-Book-Big-PR-Business/dp/0814436218) **by Jennefer Witter**

A successful PR pro can help a business gain attention from potential customers and build brand credibility, and this book helps to give eager communicators the tools to get there.

Written for small business owners and entrepreneurs not fluent in the art of PR, this book still has plenty to share with novices and experts in the field, from how to craft the perfect pitch to tips for dealing with reporters.

### [**Known**](https://www.amazon.com/KNOWN-handbook-building-unleashing-personal/dp/0692816062) **by Mark Schaefer**

Perfect for PR pros looking to break out on their own, Known is a collection of case studies, exercises and personal branding stories from some of the world’s most successful people spanning industries like banking, education, fashion and more.

Although not necessarily written for public relations professionals, Known provides a path to establishing a personal business and experiencing success in the digital age.

### [**Social Media: Marketing Strategies for Rapid Growth Using Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube**](https://www.amazon.com/Social-Media-Marketing-Strategies-Instagram/dp/1530429765) **by John Williams**

In today’s digital landscape, a list of industry works without mention of social media would be missing a significant piece of the puzzle.

Williams tells readers how to grow a supportive following across social networks and strategies for telling brand stories in a way that engages audiences, making it one of our favorite books on public relations

### [**On Writing Well: The Classic Guide to Writing Nonfiction**](https://www.amazon.com/Writing-Well-Classic-Guide-Nonfiction/dp/0060891548) **by William Zinsser**

Another work that is not necessarily a book about PR, On Writing Well has been praised as a book for anyone and everyone who needs to learn how to write or improve their craft.

Zinsser offers the fundamental principles as well as the experience he’s gleaned throughout his distinguished career as a writer and teacher. As one of the most powerful tools in any PR pro’s arsenal, On Writing Well is a valuable resource for improving skill and increasing effectiveness.