Course Name : PUBLIC RELATIONS
Course Code : HRM518
Semester : 6th
Credit Hours : 03
Total Weeks : 16/18
Total Hours : 48/54
Total Marks : 100
Pre-requisite : None

Week – 1:
Introduction to public relation
○ What do you mean by Public relation
○ Historical Backgrounds
○ Publics
○ PR defined
○ PR & Advertising

Week – 2:
Definition, Concepts & Principles of Public Relations
○ Essentials of a PR Definitions
○ Public relations & Advertising

Week – 3:
An organization and its publics
○ Basic Publics
○ The media
○ Publics of the IPR

Week – 4:
Factors which Influence Public attitude towards Public relations
○ Bad press relations
○ Media Art Misrepresentation
○ Behavior of PRO’s
○ Whitewashing
○ Advertising attitudes
○ Marketing attitudes
○ Dislike of PROs and PR

Week – 5:
The Service Nature of public relations
○ Service to the organization – feedback
○ Service to the Mass Media
○ Service to the organization’s publics

Week – 6:
Qualities needed by the PR Practitioner
○ Ability to communicate
○ Ability to organize

Week – 7:
○ Ability to get on with people
○ Personal Integrity
○ Imagination

Week – 8:
PR Organizations, UK & Internationals
○ Institute of Public Relations
○ Public relations consultant association
○ British association of Industrial editors

Week – 9:
International Public relations associations
○ European federations of Public relations ( CERP )
○ International association of business communications

Week – 10:
Common and Statute Law affecting Public Relations
○ Contract
○ Defamation
○ Copyright
○ Passing off
○ Lotteries
○ Statute Law

Week – 11:
Public relation in Industry & Commerce
○ PR in Marketing department

Week – 12:
○ Employee relations
○ Community relations

Week – 13:
Public relation in Local govt.
○ Regional Hospital Boards
○ Development Corporations
○ Qualities of a Local Govt. PRO
○ Range of Local Govt. PR work

Week – 14:
Public relations in Non- Commercial Organizations
○ The Police
○ The Armed forces

Week – 15:
○ Charities and Voluntary bodies
○ Religious organization

Week – 16:
○ Public relation in Qurtuba University & comparison with other universities

Text Books:
1 Essential of Public Relations
   Author Frank Jefkins

Reference Books:
2: Public relation Author Shirley Harrison