

NO.	TITLE		
1.	Subject	<b>Public Relations and Communication</b>	
2.	Subject Code	DHRM 405	
3.	Status	Major	
4.	Credit Hours	3	
5.	Semester	Semester 4, Year 2	
6.	Objectives	The student should be able to understand what PR is and how it got started as early forms of communication. One step towards this is the creation of a corporate identity and the use of house journals. Student also needs to know the origins of modern PR and the development of newer communication media and the development of PR consultancies. It also provides basic understanding of communication in workplace.	
7.	Learning Outcome	<p>At the end of the lesson, the student will be able:</p> <ul style="list-style-type: none"> <li>- To understand the use of public relation in advertising, sales promotion, propaganda and publicity.</li> <li>- Use the role of Public Relation Department and program in it.</li> <li>- To distinguish the various functions and techniques of different communication presentations; both in the oral and written format.</li> <li>- To write a piece of written communication in letter, memo, meeting documentation, reports and perform an oral presentation competently.</li> <li>- To achieve an understanding of the English grammar and apply it to their written and spoken presentations.</li> </ul>	
9.	Synopsis	This course introduces students to alternative methods of communication, both in the oral and written format. Nevertheless, this course provides a good understanding when dealing with human interaction and with that, the students will be able to identify the importance of Public Relations in every conversation.	
10	Syllabus and Contact Hours	Syllabus	Contact Hours
		<b>1. History of Public Relations</b> <ul style="list-style-type: none"> <li>• Understand how Public Relations started</li> <li>• Explain the beginnings of Public Relations</li> </ul>	5
		<b>2. Public Relations Defined and Distinguished</b> <ul style="list-style-type: none"> <li>• Give definitions of Public Relations. Explain the following: advertising, sales promotion, propaganda, publicity and Public Relations</li> <li>• Know the types of images</li> <li>• Explain a PR practitioner's characteristics</li> </ul>	5

		<p><b>3. Public Relations Consultant and Departments</b></p> <ul style="list-style-type: none"> <li>• Know what a PR consultancy is</li> <li>• Understand the fee structure</li> <li>• Discuss the advantages and disadvantages of a PR consultancy</li> <li>• Understand the need for internal PR department</li> <li>• Outline the PR department's activities</li> <li>• Discuss the advantages of a PR department</li> </ul> <p><b>4. Planning Public Relations Programs</b></p> <ul style="list-style-type: none"> <li>• Give the reasons for planning PR programmes</li> <li>• List the six stages involved in PR planning</li> </ul> <p><b>5. Publics of Public Relations</b></p> <ul style="list-style-type: none"> <li>• Understand what is meant by PR</li> <li>• Identify who are the publics concerned</li> </ul> <p><b>6. Press Relations</b></p> <ul style="list-style-type: none"> <li>• Understand what is meant by publics in PR</li> <li>• Know how a news release should be written and the rules to follow</li> </ul> <p><b>7. Created Private Media</b></p> <ul style="list-style-type: none"> <li>• Identify the various media for specific publics</li> <li>• Know about the tools of communication such as house journals.</li> </ul> <p><b>8. Management and Employee Relations</b></p> <ul style="list-style-type: none"> <li>• Understand the internal public relations media and techniques</li> <li>• Explain the objectives employee communications</li> </ul> <p><b>9. Photography</b></p> <ul style="list-style-type: none"> <li>• Know the importance of photography</li> <li>• Understand the uses of photography</li> <li>• Explain photo captions</li> </ul>	6
			5
			4
			4
			5
			4
			4
		<b>TOTAL</b>	<b>42</b>
11.	Main Reference	<p>Jefkins, F. (1998). <i>Public Relations</i>. Prentice Hall.</p> <p>Taylor, S. (1999). <i>Communication for Business: A Practical Approach</i> (3<sup>rd</sup> ed.). Pitman Publishing.</p>	
12.	Additional Reference	<p>Bowman, P., &amp; Ellis, N. (1969). <i>Manual of Public Relations</i>. London: Heinemann.</p> <p>Azar, B. S. (2007). <i>Understanding and Using English Grammar</i> (3<sup>rd</sup> ed.). Pearson ESL.</p> <p>Wren, M. (2002). <i>High School English Grammar &amp; Composition</i>. Crescent News Agency.</p>	

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