**DEPARTMENT OF MASS COMMUNICATION**



# MCOM 303 – Public Relations

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| **Course Information**Course Title: Public RelationsCourse Code: MCOM 303Credit Hours: 3Pre-req: MCOM 200Section A: T/R 9:30 – 10:45 am (E-347)Section B: T/R 11 am – 12:45 pm (E-244) | **Instructor Information** Name: Mehwish BatoolE-mail: mehwishbatool@fccollege.edu.pkOffice Information: Office # 117, Faculty BlockOffice Hours: T/R- 12:30 – 2 pm*In case you need to see me outside these office hours, please take appointment via email*  |

# Course Introduction:

This course in designed to help students understand basic concepts and principles of public relations. The course will provide insights on historical evolution, current practices and new directions for public relations. Structure and functions of Public Relations in government, corporate sector and PR agencies work will also be discussed. An introduction to PR campaign management and digital media management will also be discussed.

# Learning Goals:

At the end of this course, students will be able to:

* Understand the process and functions of Public Relations
* Learn about the nature of Public Relations in various organizations
* Develop skills and competencies needed by PR professionals
* Design PR campaign by utilizing appropriate tools and techniques

# Course Delivery:

1- All the course material (announcements, videos, presentations, notes, readings) will be delivered using:

* Moodle (reading material, presentation, notes, recording of online sessions)
* Email (For announcements etc.)

The assignments etc. will be submitted only via Moodle. Recordings of live sessions will be linked to Moodle so that students can access them any time.

2- Student queries will be facilitated through:

* In class sessions
* Moodle chat feature
* Email
* Office hours: On campus students can walk-in during office hours. Online students need to take an appointment via email. I will schedule a Zoom meeting with them.

3- A Google sheet will be shared on Moodle where marks will be updated after each assessment. This way, student will be able to check their progress in real-time.

**Syllabus**

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| Module 1**Understanding Public Relations**  |
| We will look at different definitions of Public Relations, how it has been developed over the years, what is the role of public and how it differs from advertising. **Units of Study:*** Introduction to Public Relations
* Understanding Public Relations (Existing Definitions in different disciplines)
* Publics in Public Relations
* PR distinguished from Advertising, Marketing, Sales, Publicity
* Brief history of PR
* Public Relations Theories
* Public Relations Models

**Activities:*** Brand recall activity
* Who is my public? (Graded)
* Discussion on Reading (Excellence Theory and Situational Theory) Graded
* Discussion on current topic
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| Module 2**PR Landscape in Pakistan**  |
| This module will highlight the existing issues, challenges and opportunities in Pakistan’s PR industry. We will look at top rated PR firms and how governmental and international organizations are doing strategic communication in the country.**Units of Study:** * PR in Pakistan
* Govt. PR vs. agency setup
* Key PR agencies and consultancies in Pakistan
* Code of conduct for PR practitioners

**Activities:*** Graded activity on services and portfolio of key PR agencies and consultancies in Pakistan
* Discussion on latest trends and issues in PR sector
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| Module 3**Writing for Public Relations**  |
| This module will cover the writing techniques that are essential for communication professionals. **Units of Study:*** News Writing vs. Public Relations writing
* Writing the press release
* Headlines and taglines
* Backgrounders
* Fact sheets
* Rebuttal
* Media/Press Advisory or Media Alert
* Newsletters and Magazines
* Pitching to the media
* Pitching to the clients

**Activities:*** Headline writing activity
* Write a media alert for an upcoming event at FCC (Graded)
* Newsletter planning
* Mock pitching session
* Write a press Release
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| Module 4**Media Relations, Political Communication & Lobbying**  |
| We will learn about the importance of managing good relations with the media and the tools to engage with the press.**Units of Study:** * Benefits of engaging the media
* How to develop media relations
* Writing a media plan
* Strategic Political communication
* Lobbying

**Activities:*** Developing media plan (Graded)
* Discussion on Case Study (Graded)
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| Module 5 **Internal PR, Crisis Communication, CSR & Corporate Communication**  |
| In this module, we will learn about the principles of corporate communication and best practices for organizational communication, crisis communication, CSRs etc.**Units of Study:** * Corporate communication
* Internal communication and employee relations
* Understanding crisis communication
* Addressing the crisis in 3 phases & the PEACE approach
* Corporate Social Responsibility

**Activities:*** Develop Crisis communication simulation using PEACE approach (Graded)
* Evaluating CSR plans
* Discussion: Is CSR being used as a crisis management tool?
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| Module 6**Designing Communication Campaigns**  |
| This module will cover the basics of communication campaign design **Units of Study:** * Types and characteristics of communication campaigns
* Race and Rope Approach
* PR research
* Objectives
* Programming
* Evaluation

**Activities:*** Developing communication campaign
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| Module 7**Doing Public Relations through Digital**  |
| This module will provide insights on best practices and new directions for digital media management. **Units of Study:** * Content Marketing
* User-generation Content
* Social Media Marketing

**Activities:*** Design social media posts
* Video on social
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**Notes:**

* In case any change in the university’s policy changes about blended learning system, course content and delivery mode might be changed accordingly.
* There might be a seminar or guest speaker session. Attending such sessions will be mandatory for all students. Announcements for the such sessions will be made during the class and via emails.

# Grading Criteria:

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| **Mid-term exam** | **25%** |
| **Presentation/Graded Activities/Discussion boards\***  | **30 %** |
| **Final Exam** | **35%** |
| **Attendance**  | **10%** |
| **Total** | **100** |

* **Grading Legend:**

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| **Grades** | **Quality Pts** | **Numerical Value** | **Meanings** |
| A | 4.00 | 93-100 | Superior |
| A- | 3.70 | 90-92 |  |
| B+ | 3.30 | 87-89 | Good |
| B | 3.00 | 83-86 |  |
| B- | 2.70 | 80-82 |  |
| C+ | 2.30 | 77-79 | Satisfactory |
| C | 2.00 | 73-76 |  |
| C- | 1.70 | 70-72 |  |
| D+ | 1.30 | 67-69 |  |
| D | 1.00 | 60-66 | Passing |
| F | 0.00 | 59 or below | Fail |

Course Policies & Procedures

**1. Attendance & timeliness**

* Students are expected to be in the class in a timely manner and attend at least **60%** of the classes during the semester. This includes all the in-class and online sessions
* Students coming late in will not be allowed to sit the class.
* Students with short attendance will be warned via email and will be subsequently asked to withdraw the course if they fail to meet the attendance requirement at any point during the semester.
* Leave applications must be submitted in advance. If a student misses a class because of an emergency, s/he must submit a written application within 24 hrs otherwise the leave won’t be accepted.
* Students with less than 60% attendance will not be permitted to sit for the final exam.
* Attendance is 10% of total grade, no credit will be given below 60%.

**2. Code of Conduct**

* Cell phones must be put on silent otherwise phones will be confiscated or penalty will be given
* Students should leave the classroom without instructor’s permission
* Students are expected to treat the instructor and their class fellows with utmost respect
* Healthy discussion/debate is welcomed rather encouraged in this course. However, students are advised to refrain from using foul language or getting into heated arguments

**3. Assessments**

* All the activities should be submitted on time & final presentation should be delivered on the scheduled date. No work would be accepted after the deadline.
* No retake will be allowed for any course activity (quiz, presentations, activities)
* Students will be provided a chance to review the assessments. However, grading should be considered final unless there is some miscalculation on part of the instructor.
* The grading criteria/assessments may be relaxed for students who may have genuine issues (e.g. unavailability of equipment, internet connectivity issue etc.). This will be dealt on case-to-case basis and the instructor will guide those students on how to successfully complete the entire course work within a stipulated time.

# 4. Adherence to Academic Integrity Policy

It is expected from all the students to abide by University’s Academic Integrity policy throughout the semester. In case of any violation, the case will be reported to academic integrity committee. Links of the relevant policies are mentioned below:

* Academic integrity: Please see [here](https://www.fccollege.edu.pk/policy-on-academic-integrity/).
* Plagiarism Policy: Please see [here](https://www.fccollege.edu.pk/wp-content/uploads/2018/05/FCCU-Plagiarism-Policy.pdf).
* Sexual Harassment Policy: Please see [here](https://www.fccollege.edu.pk/wp-content/uploads/2018/05/Doc1.pdf).
* Anti-Corruption Policy: Please see [here](https://www.fccollege.edu.pk/wp-content/uploads/2018/05/Anti-corruption.pdf).

**5. Online Classroom Etiquettes**

Appropriate classroom behavior is expected from students in a virtual classroom. Therefore, you are required to follow these guidelines:

* Log into your class or meeting in a timely manner
* Join the meeting using your real name as mentioned in university's records (nicknames and device names are not allowed)
* Make sure that you are attending the class from a distraction-free and quiet environment
* Please keep your audio on mute until you want to speak
* Keep your video on. In case of connectivity issue, you may be asked to hide the video. During class activities however, you will be required to appear on camera.
* Close unneeded applications on your computer to optimize the video quality
* Consider using a headset with an external mic for best audio quality
* If you would like to speak or answer a question, use the “Raise Hand” feature. Then unmute yourself after you are called on by your teacher.
* If you would like to use the chat box, remember that it is public, and a record of the chat is kept and archived
* Please do not use profanity or inappropriate language.
* Don’t mark your attendance (writing your names in the chat box) unless the instructor asks you to do so.
* Remember to “leave the meeting” when the session is finished.
* In case of any bad behavior, the instructor reserves the rights to warn and remove any students from the online session.