



QURTUBA UNIVERSITY

Of Science and Information Technology

D.I Khan, Peshawar Khyber Pakhtunkhwa, Pakistan.

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

Course Objectives

This course endeavors to introduce the multidimensional understanding of Public Relations not only as defined but also as practiced. The main focus will be on describing various Public Relations tools, their importance and guidelines for using them effectively. Students will be introduced to the basics of public relations writing including the concepts of good writing, techniques for persuasive writing and finding and generating newsworthy information. They will study the do's and don'ts of writing media releases for the print and electronic media, feature articles, newsletters and speeches. The course will also highlight the importance and utility of conducting research in Public Relations.

Grading Criteria

Distribution	Weight
Quizzes, Assignments, and class participation	10
Mid Term	20
Final Term	70
Total	100

Recommended Books

- Essential of Public Relations Author Frank Jefkins
- Public relation Author Shirley Harrison

WEEK WISE BREAKDOWN

Week	Description
1	Introduction to public relation ◇ What do you mean by Public relation ◇ Historical Backgrounds ◇ Publics ◇ PR defined ◇ PR & Advertising
2	Definition, Concepts & Principles of Public Relations ◇ Essentials of a PR Definitions ◇ Public relations & Advertising
3	An organization and its publics ◇ Basic Publics ◇ The media ◇ Publics of the IPR
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
5	The Service Nature of public relations ◇ Service to the organization - feedback ◇ Service to the Mass Media ◇ Service to the organization's publics
6	Qualities needed by the PR Practitioner ◇ Ability to communicate ◇ Ability to organize
7	◇ Ability to get on with people ◇ Personal Integrity ◇ Imagination
8	PR Organizations, UK & Internationals ◇ Institute of Public Relations ◇ Public relations consultant association ◇ British association of Industrial editors
	Two Assignments + Two Test Mid Term Exam
9	International Public relations associations ◇ European federations of Public relations (CERP) ◇ International association of business communications
10	Common and Statute Law affecting Public Relations ◇ Contract ◇ Defamation ◇ Copyright ◇ Passing off ◇ Lotteries ◇ Statute Law

11	Public relation in Industry & Commerce ◇ PR in marketing department
12	◇ Employee relations ◇ Community relations
13	Public relation in Local govt. ◇ Regional Hospital Boards ◇ Development Corporations ◇ Qualities of a Local Govt. PRO ◇ Range of Local Govt. PR work
14	Public relations in Non- Commercial Organizations ◇ The Police ◇ The Armed forces
15 & 16	◇ Charities and Voluntary bodies ◇ Religious organization ◇ Public relation in Qurtuba University & comparison with other universities
	Two Assignments + Two Test+ Presentation Final Term

Learning Outcomes:

- Apply basic public relations theories and principles to practice.
- Compose written public relations materials in a logical, coherent, concise, and appropriate format.
- Deliver effective presentations to work teams, clients, and publics.
- Synthesize broader liberal arts knowledge with the principles of public relations in order to create effective public relations campaigns.
- Plan and implement basic research projects, read and interpret research data as they apply to public relations campaigns.