

**DISCIPLINE SPECIFIC ELECTIVE COURSE**  
**DSE HH 8C1: CORPORATE COMMUNICATION AND PUBLIC RELATIONS**

**CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE**

Course title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the Course (if any)
		Lecture	Tutorial	Practical/ Practice		
<b>Corporate Communication and Public Relations DSE HH 8C1</b>	<b>4</b>	<b>2</b>	<b>0</b>	<b>2</b>	<b>Studied up to Semester VII</b>	<b>NIL</b>

**Learning Objectives**

- To introduce the concepts and practices of corporate communication and public relations (PR).
- To understand the role of corporate communication in managing an organization's image, reputation, and stakeholder engagement.
- To explore the strategies and tools used in PR campaigns.
- To equip students with practical skills to design and implement effective corporate communication and PR initiatives.

**Learning Outcomes**

Upon successful completion of the course, students will be able to:

- Explain the principles and functions of corporate communication and public relations.
- Analyse the role of communication in building an organization's brand and reputation.
- Develop PR campaigns using appropriate tools and strategies.
- Create crisis communication plans to manage organizational challenges.
- Evaluate the impact of PR activities using measurable parameters.
- Understand the ethical implications and best practices in corporate communication and PR.
- Use digital platforms effectively for corporate communication.

## SYLLABUS OF DSE HH 8C1

### THEORY (Credits 2; Hours 30)

#### UNIT I: Fundamentals of Corporate Communication

12 Hours

This unit introduces the basics of corporate communication, its importance, and application in organizations.

- Definition, scope, and significance of corporate communication
- Components of corporate communication: internal and external communication
- Corporate identity, image, and reputation management
- Crisis communication: strategies and tools
- Role of leadership in crisis situations
- Managing rumours, misinformation, and media scrutiny
- Key communication tools: newsletters, press releases, and corporate presentations
- Ethical considerations in corporate communication

#### UNIT II: Principles of Public Relations

10 Hours

This unit focuses on the core principles and strategies of PR in building and maintaining relationships.

- Introduction to PR: definition, importance, and scope
- Functions of PR: media relations, community engagement, and corporate social responsibility (CSR)
- Steps in PR campaigns: research, planning, execution, and evaluation
- Role of PR in crisis management and reputation repair
- Measuring the effectiveness of PR and corporate communication
- Case studies of effective PR campaigns

#### UNIT III: Media and Communication Strategies

8 Hours

Exploration of various media tools and strategies for effective communication.

- Media planning and selection: traditional and digital platforms
- Writing for PR: press releases, speeches, and newsletters
- Social media and PR: using platforms like LinkedIn, Twitter, and Instagram
- Emerging trends: influencer marketing and content marketing in PR

## PRACTICAL

### (Credit 2; Hours 60)

- Developing a Corporate Communication Plan: Create a communication strategy for an organization, including objectives, target audience, and tools.
- Drafting PR Materials: Write press releases, newsletters, and speeches for a mock event.
- Media Relations Exercise: Practice handling media queries and preparing press kits.
- Social Media PR Campaign: Develop and execute a mock social media campaign for a brand or organization.
- Crisis Communication Simulation: Role-play a crisis scenario and draft a response strategy.
- Case Study Analysis: Analyze a real-world PR campaign and present key takeaways.

### Essential Readings

- Jethwaney, J., & Bhatanagar, N. K. (2019). *Corporate communication: Principles and practices* (3rd ed.). Oxford University Press.
- Argenti, P. A., & Forman, J. (2002). *The power of corporate communication: Crafting the voice and image of your business*. McGraw-Hill.
- Broom, G. M., & Sha, B.-L. (2013). *Cutlip & Center's Effective Public Relations*. Pearson.
- Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice*. SAGE Publications.
- Newsom, D., Turk, J., & Kruckeberg, D. (2012). *This is PR: The Realities of Public Relations*. Wadsworth.
- Wilcox, D. L., & Cameron, G. T. (2014). *Public Relations: Strategies and Tactics*. Pearson.

### Suggested Readings

- Gregory, A. (2020). *Planning and Managing Public Relations Campaigns*. Kogan Page.
- Tench, R., & Yeomans, L. (2017). *Exploring Public Relations and Corporate Communication*. Pearson.
- Case studies and articles from the *Harvard Business Review*.
- Relevant blogs and video tutorials from PRSA and CIPR (accessed online).

### Note:

**Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.**