

DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE HP 8 C2: 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		
DSE HP 8C2 Corporate Communication and Public Relations	4	3	1	0	Class XII pass with science	NIL

Learning Objectives

- To introduce students to the principles and practices of corporate communication and public relations.
- To develop an understanding of how organizations communicate with internal and external stakeholders.
- To explore tools, techniques, and strategies for effective PR campaigns.
- To train students in creating and implementing corporate communication plans, with a focus on crisis management and digital media.

Learning Outcomes

Upon completing this course, students will be able to:

- Understand the principles, scope, and significance of corporate communication and public relations.
- Analyze the role of communication in maintaining organizational image and relationships.
- Develop effective communication strategies tailored to various stakeholders.
- Design and evaluate PR campaigns for organizations and brands.
- Apply communication techniques during crises and manage reputation risks.
- Utilize digital platforms to enhance corporate and public relations efforts.
- Exhibit skills in creating corporate communication tools such as press releases, newsletters, and reports.

SYLLABUS OF DSE HP 8C2

THEORY (Credits 3; Hours 45)

UNIT I: Introduction to Corporate Communication

8 Hours

This unit focuses on the fundamentals of corporate communication, highlighting its role in managing brand image, reputation and crisis through effective strategies and best practices. Furthermore, it explores the use of communication tools for effective communication and trust building, while emphasizing the significance of ethics and professionalism in this field.

- Definition and significance of corporate communication
- Components: internal communication and external communication
- Role of corporate communication in brand image and reputation management
- Crisis communication: strategies and best practices
- Building resilience and trust through effective communication
- Monitoring online reputation and handling misinformation
- Communication tools: corporate presentations, newsletters, and reports
- Ethics and professionalism in corporate communication

UNIT II: Public Relations (PR): Principles and Practices

8 Hours

Unit 2 focuses on PR as a strategic tool for managing organizational relationships, along with definitions, objectives and functions of PR. It provides a systematic approach to designing PR campaigns, supported by insights from real-world cases. Additionally, this unit highlights the role of digital PR and how organisations leverage it to their advantage.

- Definition, scope, and objectives of PR
- Functions of PR: media relations, CSR initiatives, event management
- Steps to creating a PR campaign: research, planning, execution, and evaluation
- Case studies: successful PR strategies
- Role of PR in managing organizational crises
- Digital PR: blogs, social media platforms, and SEO integration

UNIT III: Communication Strategies and Media

7 Hours

This unit provides an overview of communication channels and strategies in the corporate and PR space. It discusses significance of media planning, role of social media in PR, and various writing techniques for PR. Unit 3 also incorporates the significance of content marketing and storytelling to enhance corporate communication.

- Media planning: Selecting appropriate channels for different audiences
- Writing for PR: Press releases, newsletters, and digital content
- Social media in PR: Trends, tools, and influencer collaborations
- Content marketing and storytelling in corporate communication

UNIT IV: Crisis Communication and Reputation Management

7 Hours

This unit focuses on the strategies and tools used by organizations to manage communication during crises and protect their reputation. It explores the nature and types of corporate crises, the importance of timely and transparent communication, and how to build trust with stakeholders during difficult times.

Students will learn how to develop a crisis communication plan, handle media interactions under pressure, and implement reputation recovery strategies.

- Introduction to Crisis Communication
- Types of Crises
- Crisis management planning
- Components of Crisis Communication Plan
- Role of PR during crises
- Media Relations in Crisis
- Brand image and reputation management
- Case studies of corporate crisis handling

TUTORIAL
(Credit 1; Hours 15)

1. Q&A sessions, Group Discussions, and Problem-Solving exercises with the students.
2. Presentation and discussion of project/research activity by students, including:
 - Corporate Communication Tools: Analyzing and drafting press releases, newsletters, and social media posts for mock campaigns.
 - PR Campaign Design: Developing a comprehensive PR campaign plan, including research, target audience analysis, and execution strategy.
3. Evaluation and feedback by the teacher to guide further learning and improvement.

Essential Readings:

- Cornelissen, J. (2020). *Corporate Communication: A Guide to Theory and Practice*. SAGE Publications.
- Broom, G. M., & Sha, B.-L. (2013). *Cutlip & Center's Effective Public Relations*. Pearson.
- 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:

- Tench, R., & Yeomans, L. (2017). *Exploring Public Relations and Corporate Communication*. Pearson.
- Gregory, A. (2020). *Planning and Managing Public Relations Campaigns*. Kogan Page.
- Relevant PR case studies and resources from PRSA and CIPR.

Note:

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