TECNIA INSTITUTE OF ADVANCED STUDIES
Grade 'A' Institute
Department of Journalism and Mass Communication
Bachelor of Arts (Journalism and Mass Communication)
Scheme and Syllabus (w.e.f. Academic Session 2022-23)
As per UGC Curriculum & Credit Framework for Undergraduate Programme (CCFUP)
(Dec 2022): GGSIP University, Delhi

COURSE CODE: BA(JMC)204
COURSE NAME: Basics of Public Relations

LEARNING OBJECTIVES:
This course will provide the learners the following:-
- Define Public Relations
- Describe role and importance of Public Relations
- Describe the functions of PR agency
- Utilize knowledge gained in planning and designing a public relations campaign

PRE-REQUISITES: None

COURSEOUTCOMES (COS):
After completion of this course, the learners will be able to:-

CO #	Detailed Statement of the CO	BTL	Mapping with POs
CO1	Learners would be able to define the concept and functioning of Public Relations.	BTL-2	PO1, PO2
CO2	Learners would be able to understand the ethical norms of PRSI and IPRA.	BTL-2	PO3, PO4
CO3	Learners would be able to interpret the structure and functioning of a PR agency.	BTL-4	PO5, PO6
CO4	Learners would be able to examine the roles and responsibilities of PROs in different sectors.	BTL-4	PO7, PO8
CO5	Learners would be able to classify the concept and classification of Corporate Communication and PR.	BTL-4	PO2, PO5
CO6	Learners would be able to formulate PR campaigns.	BTL-6	PO6, PO8

Course Outcomes	Program Outcomes (Scale - 1: Low, 2: Medium, 3:High)											
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO1	3	3	3	1	2	1	-	1	2	2	2	2
CO2	3	3	3	2	1	-	1	2	-	-	2	2
CO3	3	2	1	-	1	1	1	2	2	-	2	2
CO4	3	3	3	3	3	3	2	3	2	3	3	3
CO5	3	3	3	3	2	1	3	3	3	3	3	3
CO6	3	3	3	3	2	2	2	3	2	3	3	2
AVERAGE	3	2.8	2.6	2.4	1.8	1.6	1.8	2.3	2.2	2.7	2.5	2.3

HoD
BA(JMC)-TIAS
HOD- Dept. of J&MC