

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)254

COURSE NAME: Public Relation Lab

LEARNING OBJECTIVES:

This course will provide the learners the following:-

- Plan, design and implement different media release for the launch of a product/service /idea
- Demonstrate proficiency of skills to design and manage a PR pitch and 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 plan and design the press release on a product launch.	BTL-6	PO1, PO2
CO2	Learners would be able to organize a mock press conference.	BTL-6	PO3, PO4
CO3	Learners would be able to design and implement a PR Campaign.	BTL-6	PO5, PO6

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	3	1	-	-	-	-	-	2	3
CO2	3	3	3	3	-	-	-	-	1	-	2	2
CO3	3	3	3	3	3	2	1	3	3	1	2	3
AVERAGE	3	3	3	3	2	2	1	3	2	1	2	2.6


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