

Syllabus

Diploma in Public Relations and Media Management

Department of Mass Communication

University of Kelaniya

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1. Rationale

The Diploma course in Public and Media Relations is designed to provide a platform to gain knowledge, skills, and experience in public and media relations and related fields. It is understood that there are several social necessities which cater to this field in both private and government sectors. Public Relation is a tool of promoting one's (institutional) personality in terms of drawing an interest towards itself. In this sense, media plays a major role. On the other hand, it is hard to find a particular University course in Sri Lanka in this field to fill this social need. The curriculum of the diploma course has been developed to provide students with knowledge and skills that are required in providing services as public and media relation officers and professionals in related fields efficiently and effectively. The course would also facilitate trainees to gain insights and investigate into emerging and escalating social and professional objectives and issues.

Public and Media Relation aspects, components and issues have been taken into serious consideration in this curriculum within the professional milieu. A substantial course in Public Relation has not so far been offered by any other higher education institution either government or private sectors. Therefore this course undertakes to fill up the pervasive vacuum. Our mission in this venture is to make pertinent arrangements in the capacity of bringing upon the Public Relation education in terms of the local and international development goals. On the other hand, this fee levying course will also provide an opportunity to obtain additional funds to strengthen the existing facilities of the Department of Mass Communication.

The Department of Mass Communication of the Faculty of Social Sciences of the University of Kelaniya is the pioneer in Mass Communication studies in Sri Lanka, which commenced in 1973 with academic contribution of Professor Ediriweera Sarachchandra, Professor M.B Ariyapala, Professor Wimal Dissanayala, Professor Sunanda Mahendra, Edwin Ariyadasa, W.D Amaradewa, D.B Nihalsinghe ..etc.

The Department has been exploring various dimensions within past thirty years of both academic and professional contribution for the national development in Sri Lanka. The Department offers BA (General and Special) degree programmes and B.A external (General) degree programme and the postgraduate programmes in the levels of Master of Arts (one year course work),

Master of Social Sciences (Course work with research component two years), Master of Philosophy and Doctor of Philosophy.

Additionally, The Department offers Diploma course in Mass Communication (one year course), which is an entry qualification for pursuing external Degree or grasping to a professional qualifications. All those courses are receiving with maximum professional and academic importance.

Moreover, Unit of Human Rights and Unit for Media research have been established for expanding these domains by the Department of Mass Communication. Media Centre of the University is also coordinated by the same Department. Department has fully-fledged audiovisual studio with laboratory opportunities covering new technological applications for media productions.

Academic staff of the Department includes four Professors, three Senior Lecturers, four Permanent Lecturers and two Assistant Lecturers. In addition, there are nearly fifteen visiting lecturers, who contribute their service in broadening the capacities of the department. It is seen an accelerating escalating in the cadre positions in the recent years.

At present, the Department of Mass Communication is introducing new curricula in considering with contemporary national requirements. Diploma in Media and Public Relation studies has received a maximum applicability in this venture.

2. Justification

The Postgraduate Diploma course in Public Relations and Media Management is designed to provide a platform to gain knowledge, skills, and experience in public and media relations and managing media in the industries. It is understood that there are several social necessities which cater to this field in both private and government sectors. Public Relation is a tool of promoting one's (institutional) personality in terms of drawing an interest towards itself. In this sense, media plays a major role. On the other hand, it is hard to find a particular University course in Sri Lanka in this field to fill this social need. The curriculum of the proposed Postgraduate Diploma course has been developed to disseminate knowledge and to develop skills that are required in providing services as public and media relation officers and professionals in related fields efficiently and effectively. The course would also facilitate trainees to gain insights and investigate into emerging and escalating social and professional objectives and issues.

Aspects, components and issues of Public Relations and Media Management have been taken into serious consideration in this curriculum within the professional milieu. A substantial postgraduate course in Public Relations has not so far been offered by any other higher education institution either government or private sectors. Therefore, this course undertakes to fill up the pervasive vacuum. Our mission in this venture is to make pertinent arrangements in the capacity of bringing upon the Public Relations education in terms of the local and international development goals. On the other hand, this fee levying course will also provide an opportunity to earn additional funds to strengthen the existing facilities of the Department of Mass Communication.

3. Course output

This is the first diploma course, consisting both practical and theoretical insights of Public and Media Relations that will be offered within the Sri Lankan University system. Participants from both private and government services would be enabled to expand and reach a standard of academic and professional training on the discipline.

4. Objectives

The Objectives of this diploma programme are;

- to provide an opportunity to strengthen the career development of the personnel attached to Private and Government institutions and highly motivated students who pass the G.C.E.(A/L) examination but do not qualify to pursue University education.
- to strengthen the theoretical knowledge of Public Relation and Media process to whom employed at both private and government industries.
- to provide scientific perspective of communication skills in terms of public relation discipline to uplift the effectivity of using communication and media to contribute to national development

5. Learning Outcomes of the Diploma programme.

Upon successful completion of the Diploma programme, students will be able to

- explain basic principles of Public Relation and media in its interrelationship with other disciplines
- apply basic concepts of Public Relation for solving communication and management problems related to the industries.
- use appropriate methods to identify organizational problems in the institutions
- eradicate existing communication barriers and constraints in the industries
- design and carry out Public Relation systems and analyze results

6. Target groups

This course is designed for school leavers, Public Relation officers, Public Relation consultants, who wish to upgrade their career development in Public Relation and media related employment.

7. Course duration;

12 months

8. Medium;

Sinhala and English

9. Eligibility Criteria

The applicants should pass;

(a). at least three subjects at the General Certificate of Examination (Advanced Level)

or

(b). General Certificate of Examination (Ordinary Level) with a minimum of six subjects AND one year experience in the relevant fields

or

(c). Equivalent qualification acceptable to the Senate of the University of Kelaniya, Sri Lanka.

10. Admission to Diploma in Public and Media Relations

a. Intake

The number of students admitted to the diploma programme will be determined annually by the department

b. Selection procedure

Suitable applicants will be selected by an interview

c. Attendance

80% attendance is compulsory for all course units

11. Course Fees

The following fees should be paid in full at the commencement of the diploma course. Fees paid will not be refunded.

Registration Fee	Rs 750.00
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Examination Fee	Rs 2,500.00
Tuition Fee	Rs 40,000.00 **
Total	Rs 43,250.00
Re- Sit Examination Fee per course unit	Rs. 750.00

** Course fee of Rs 43,250.00 can be paid in two installments. The first installment of Rs 23,250.00 should be paid at the commencement of the course and the balance of Rs 20,000.00 should be paid prior to registration for final examination

12. Evaluation Criteria;

All courses will be evaluated according to the criteria given in the syllabus and a grade will be assigned for each course unit.

Evaluation of students' performance will be done through;

- Assignments
- Projects
- Placements/Internships
- Assessment of skills through practice workshops
- Viva
- Written Examination

Students are evaluated through continuous assessments and end semester examinations in respects of each course unit within the framework of rules and regulations approved by the university.

13. (1) Grading System;

Marks obtained in respect of a course unit will be graded as follows;

Range of Marks	Grade	Grade Point Value
85-100	A+	4.0
70-84	A	4.0
65-69	A-	3.7
60-64	B+	3.3
55-59	B	3.0
50-54	B-	2.7

45-49	C+	2.3
40-44	C	2.0
35-39	C-	1.7
30-34	D+	1.3
25-29	D	1.0
00-24	E	0.0

In order to be eligible for the award of Diploma in Public and media relations students are required to complete all course units successfully. Those who fail to produce valid reasons for not completing a particular course unit will be given grade of ‘E’.

Grade Point Average

The overall performance of the students is assessed by calculating the grade point average. Grade point Average (GPA) is the credit- weighted arithmetic mean of the grade point values, i.e., the GPA is determined by dividing the total credit weighted grade point value by the total Number of credits. GPA shall be computed to the first decimal place.

13.2 Eligibility for the award of the Diploma in Public and Media relations

13.2.1 To be eligible for the award of the Diploma in Public and Media Relations, a student must:

1. Obtains grade C or higher in each of the course units,
2. Obtains cumulative GPA of 2.0 from all course units, and
3. Complete the relevant requirements within a period of three years.

13.2.2 Merit Pass

A student registered for the **Diploma in Public and Media Relations** will be awarded the **Diploma in Public and Media Relations** with merit if he/she satisfies all the following conditions.

1. Obtains grade B or higher in each of the course units,
2. Obtains grade A or higher for the project DPMR 03065,
3. Obtains a minimum cumulative GPA of 3.0 from all course units, 4. Fulfills the relevant requirements at first attempt of the examination.

14. Re-sit examination

A student who obtained a grade below C in a particular course unit may re-sit the examination in respect of that course unit for the purpose of improving the grade; however, the best grade obtainable in this instance is ‘C’.

15. Course Contents;

Proposed diploma course constitutes of six course units with 30 credit values as illustrated below.

Code	Course Units	Status	Credits
DPMR 03015	Principles of Public Relations	Core	5
DPMR 03025	Public Relations and Traditional Communication Patterns	Core	5
DPMR 03035	Applications in PR- Print media	Core	5
DPMR 03045	Applications in PR- Electronic and Digital media	Core	5
DPMR 03055	Marketing and Advertising	Core	5
DPMR 03065	Event Management	Core	5

Syllabus

Type : Core
Course Code : DPMR 03015
Title : **Principles of Public Relations**

Learning Outcomes : After the completion of this course unit the students will be able to demonstrate knowledge in,

- clarifying the basic definitions and analysis of Public Relation
- discussing various aspects and unique characteristics in the field of Public Relation
- utilizing the general Public Relation concepts in the context of a specific profession
- Contextualizing selected classifications, types, distinctions, models, and its conception and development through the history of PR as a discipline.

Course Contents :Introduction to Public Relation, Perspectives of Public Relation, Basic components of Public Relation, Definitions of Public

Relation, Classifications and types of Public Relation, Public Relation and its social applicability in the various professions, Government relations and Public opinion(government relations for organization at both the political and public service level including lobbying, advocacy and regulatory issues, coalition building, public opinion from variety of angles, media and democracy), applied Public Relation communication, Diversity and community relations (Managing the relationship of organizations with local and cultural communities including neighbors, grass-roots associations, local government and media)

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Theaker, A.(2006). The Public Relation Hand Book, U.K, Routledge (Second edition).
- Boorstin, D. J.(1964). the Image; A Guide to Pseudoevents in America: New York ,Harper & Row Publishers
- Dilenschneider,R.L.(1990). Power and Influence; Mastering the Art of Persuasion, New York: Prentice Hall Press.
- Bernays, E. L.(1986).The Later Years: Public Relations Insights, New York: H & M Publishers.

Type : Core

Course Code : DPMR 03025

Title : **Public Relations and Traditional Communication Patterns**

Type : Core
Course Code : DPMR 03035
Title : **Applications in PR- Print media**

Type : Core
Course Code : DPMR 03045
Title : **Applications in PR- Electronic and Digital media**

Type : Core
Course Code : DPMR 03055
Title : **Marketing and Advertising**

Type : Core
Course Code : DPMR 03065
Title : **Event Management**

List of Resource persons

A. Internal Resource Persons

1. Professor Emeritus Sunanda Mahendra
2. Professor Rohana Luxman Piyadasa
3. Professor Chandrasiri Rajapaksha
4. Professor Ariyaratna Athugala
5. Professor Mapa Thilakarathna
6. Senior lecturer Ramani Kulasekara
7. Dr. Lal Thilakarathna
8. Senior Lecturer Ajith Medis
9. Senior Lecturer Aruna Lokuliyana
10. Senior Lecturer Wijayananda Rupasinghe
11. Senior Lecturer Chandima Nishshanka
12. Senior Lecturer D.M. R Dissanayaka
13. Senior Lecturer Manoj Pushpa Kumara Jinadasa
14. Senior Lecturer Saman Rajapaksha
15. Senior Lecturer Samanthika Priyadharshani
16. Senior Lecturer Dammika Bandara
17. Senior Lecturer Dharshana Somarathna
18. Senior Lecturer Dinithi Jayasekara
19. Lecturer Mangala Keerthi De Paskuwel
20. Lecturer Amalie Uthpala Nandasiri
21. Lecturer Dinesha Liyanage
22. Temporary Lecturer Methzika Kariyawasam
23. Temporary Lecturer Ileka Ruwanpathirana
24. Temporary Lecturer Gayan Madusanka
25. Temporary Lecturer Chaminda Kumara

B. External Resource Persons

1. Professor Dammika Ganganath Dissanayaka
2. Professor Ajantha Hapuarachchi
3. Lecturer Dinesh Samarasinghe
4. D.C Ranathunga
5. Bradman Weerakoon
6. One Public Relation Manager from one of the three state Banks
7. One Public Relation Manager from one of the Mobile Phone Companies
8. Public Relation Officer from Sri Lankan Air lines.
9. Public Relation Officer from Sri Lanka Police Department.
10. Public and Media Relation officers from Three Forces
11. Executive Officers from Sri Lankan Public Relation Firms.

NOTE *** According to the syllabus the subjects will be taught by the academic staff of the department of Mass Communication and some of the academics from other departments related to the discipline. Visiting lecturers will be recruited on the recommendation of the Board of Study.

Proposed Syllabus for Postgraduate Diploma in **Public Relations and Media Management**

Department of Mass Communication

Signature:.....

Head of the Department

Date:.....

Signature:.....

Dean of the Faculty

Date:.....

Recommended by the Faculty Board on :.....

Recommended by the Study Board of Social Sciences:.....

Recommended by the Curriculum Learning and Teaching Evaluation Committee:.....

Recommended by the Faculty of Graduate Studies on:.....

Approved by the Senate on :.....

Signature:.....

Assistant Registrar

Faculty of Social Sciences

Date:.....

Diploma & Higher Diploma in PR

Diploma in Public Relations	Examiners	Higher Diploma in Communication and Public Relations	Examiners
Principles of Public Relations	Se.Lec. Samanthika Priyadashani	Principles of Communication and Public Relations	Prof. Chandrasiri Rajapaksha
Introduction to Public Relation.	02	Introduction to Communication, and Public Relations	4
		Professionalism, Communication and Public Relation	4
Definitions of Public Relation	04	Use of Media in Public Relation	2
History of Public Relations	02	Use of Communication and media models in PR	4
Models of Public Relations	02	Types of Communication and Public Relations	4
Elements of Public Relations	04	Public Relation Techniques.	6
Types of Public Relations.	04	Media Literacy	4
Role and function of Public Relation Officer	04	Cultural aspects of Mass Communication and PR	4
Law and Ethics for Public Relations	04	Public opinion and Media Advocacy.	4
Political Public Relations and Public Opinion	04	Law and Ethics for Communication and Public Relations	4
Communication Skills for Public Relations	10		

Public Relations and Traditional Communication Patterns		Se.Lec. Saman Rajapaksha	Public Relations and Media Management		Prof. Ariyaratna Athugala
Introduction to Traditional Communication	02		Introduction to Media Management	2	
Language and Public Relation.	04		Global Media Management	2	
Folk-lore and Traditional forms of Public Relations	06		Media Marketing Management	4	
Structure and relationship of Rural Society.	04		Media and Internet Management in the Digital Age	4	
Public Relations and Multi-Cultural Relationship	04		Newspaper, Book, and Magazine Management	4	
Public Relation and Religious Communication	04		TV and Radio and film Management	6	
Individual character test and Asian relationship Concept	04		Music, Video and Computer Game Management	4	
Use of traditional Communication for PR	02				
Use of traditional communication features for Contemporary Media Contents.	06		Production management	6	
Study of Art and Literature in Public Relation	04		Introduction to Media Industry & Management	4	
			Media Project development	4	

Applications in PR- Print media	S. Lec. Dhammika Bandara Herath	Advertising, Marketing and Communication	Se.Lec. Aruna Lokuliyana
Introduction to Print media	2	Advertising Theories Concepts and Models	4
Newspapers Magazines and periodicals	2	Role of Creativity, Concepts and Advertising.	6
2 Newspaper Contents		Brand Communication and strategies.	2
4 News reporting and press conference		Role and Structure of Advertising agency	4
2 News Letter		Print media and Advertising	4
4 feature writing		Electronic media and Advertising	6
4 Photo Journalism		Outdoor media and Advertising.	4
6 Print media Formats for Public Relation		Integrated Marketing Communication.	2
4 Infographics		Social media, Mobile Marketing and Advertising.	4
8 Lay out and Designing		Media and Marketing research.	4
Print media law/ ethics and social responsibility	2		

Marketing and Advertising		Se.Lec.Aruna Lokuliyana	Media Entrepreneurship	Prof. Rohana Laxman Piyadasa
Introduction to Marketing	2		Introduction to Entrepreneurship	2
			Media Entrepreneurship	4
Evolution of Marketing	2		Social Philosophy and Entrepreneurship	2
Marketing Communication	2		Public Relation and Entrepreneurship	4
Role and Functions of Marketing	4		Study of Local Entrepreneurs	8
History of advertising	2		Study of Foreign Entrepreneurs	4
Role of the advertising agency	4		Leadership and Entrepreneurship	4
Types and models of Advertising	8		Development and Entrepreneurship	4
Advertising Strategies, Planning and Positioning	6		New Media and Entrepreneurship	6
Creative forms of Advertising.	8		Social Responsibility and Entrepreneurship	2
Ethics in advertising	2			

Event Management	Se.Lec. Dinithi Jayasekara	Communication and Public Relation Campaigns	Se.Lec. Darshana Somarathna
Principles of Event Management	4	Introduction to Communication and PR Campaigns	4
Types of Events	2	Formative Research	4
Planning and Coordination of Events	4	Campaign Proposal	4
Key players and responsibilities	4	Campaign Plan	4
Budgeting and scheduling.	6	Campaign implementation Report	2
Organizing the event	4	Campaign evaluation Report	2
Event Marketing and Advertising	6		
		HRM and Challenges in Campaign	2
Event Safety and Security	4	Business Plan and strategic Management	4
Media and Promotional tools	4	Campaign Presentation	8
Evaluation of Event	2	Using media for Campaign	6