

Bachelor of Arts (General) Degree programme

Public Relations & Media Management

Department of Mass Communication

University of Kelaniya

1. Rationale

The Bachelor of Arts (General) degree programme is designed to provide a platform to gain knowledge, skills, and experience in public 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 Relations 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 Syllabi of the degree 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.

Aspects, components and issues of Public Relations have been taken into serious consideration in this curriculum within the professional milieu. A substantial course in Public Relations have 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.

2. The Department

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, Kalakirithi Edwin Ariyadasa, Doctor W.D Amaradewa, Doctor 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 external B.A (General) degree programme and the postgraduate programmes in the levels of Master of Arts (MA) (one year course work), Master of Social Sciences (Mssc) (Course work with research component two years), Master of Philosophy (MPhil) and Doctor of Philosophy (PhD).

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. And there is another professional higher diploma course in Public and Media Relations. All courses are receiving with maximum professional and academic importance.

Moreover, Center for Study of Media and Human Right and Communication Research Unit (CRU) have been established for expanding these domains by the Department of Mass Communication. Communication Media Center of the University is also coordinated by the same Department. Department has fully-fledged audio-visual studio with laboratory opportunities covering new technological applications for media productions.

Academic staff of the Department includes four Professors, Five Senior Lecturers, five Permanent Lecturers and four Assistant Lecturers. In addition, there are nearly fifteen visiting lecturers, who contribute their service in broadening the capacities of the department.

At present, the Department of Mass Communication is introducing new curricula in considering with contemporary national and International requirements. The Bachelor of Arts (General) degree in Public Relations studies has received a maximum applicability in this venture.

3. Course output

This degree Course, consisting both practical and theoretical insights of Public 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 degree Course are;

- To provide an opportunity to strengthen the career development.
- To strengthen the theoretical knowledge of Public Relations and Media process to whom employed at both government and private industries.
- to provide scientific perspective of communication skills in terms of public relation discipline to uplift the affectivity of using communication and media to contribute to national development

5. Learning Outcomes of the Degree programme.

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

- explain basic principles of Public Relations and media in its interrelationship with other disciplines
- Apply basic concepts of Public Relations 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. Medium;

Sinhala and English

7. 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
- Assessment of skills through practice workshops
- 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.

8. (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 The Bachelor of Arts (General) degree Course 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.

Grade point average is calculated on the grade points and the weighted average given for each subject.

Eg- A student who has completed three course units each of four credits and one course units which of two credits, with the grades A,B,C, and D respectively, the grade point calculation should be as follows.

$$= \frac{4 \times 4.0 + 4 \times 3.0 + 4 \times 2.0 + 2 \times 1}{4 + 4 + 4 + 2}$$

$$= \frac{16.0 + 12.0 + 8.0 + 2.0}{14}$$

$$= \frac{38}{14} = \mathbf{2.71}$$

9. Course Contents;

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

Code	Course Units	Status	Credits
PRMM 11015	Fundamentals of Public Relations	Core	5
PRMM 12025	Media & Communication Contexts and Applications	Core	5
PRMM 11033	Strategic Public Relations	Optional	3
PRMM 21015	Advertising & Marketing in Public Relations	Core	5
PRMM 22025	Media & Communication Management	Core	5
PRMM 21033	Critical Thinking & Crisis Management	Optional	3
PRMM 31015	Law, Ethics & Regulations in Public Relations.	Core	5
PRMM 32025	Public Relations and Media Management Research	Core	5
PRMM 31033	Corporate Communication	Optional	3

Curriculum

Type : Core
Course Code : PRMM 11015
Title : Fundamentals 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 Relations.
- Discussing various aspects and unique characteristics in the field of Public Relations.
- Utilizing the general Public Relations 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 Relations, Perspectives of Public Relations, Basic components of Public Relations, Definitions of Public Relations, Classifications and types of Public Relations, Theories and Concepts of Public Relations 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 Pseudo-events 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 : PRMM 12025
Course Title : Media & Communication Contexts and Applications

Learning Outcomes :

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

- Using Core concepts of Communication, Levels of Communication,
- Clarifying the basic definitions and analysis of Media and Communication in terms of Public Relations.
- Applying the usage and behavioral pattern of Public Relation in the Media Messages and Texts.
- Contextualizing the applicability of general Public Relations concepts in the context of a Media and Communication professions

Course Contents :

Introduction to Communication and Media, History of Communication models and evolution along with PR techniques, Perspectives, Basic Components, Definitions, Classifications and types of Communication Social Psychology of Communication and Public Relations, Mass Media effects, Media Culture, Popular Culture, Context in which Media operate (Regulation, Practical constrains), building relationship with journalists, Media Theory and current trends in Media uses and Technology, Strategies and tools for Communicating through Media, Including Massage Development, Spokesperson training and Media Events, Crisis and Risk Communications

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Schramm,W. (1988).The Story of Human Communication: Cave Painting to Microchip, New York: Harper & Row Pub
- Wilcox, D. L. (2000). Public Relations writing and Media Techniques. NewYork. Routledge.
- Bivins, T. H. (1989). Public Relations Writing: the essentials of Style and format
- Wilcox, D. L and Cameron, G. T. (1988). Public Relations: Strategies and Tactics (8thEdition).London.Sage.

Type : Optional
Course Code : PRMM 11033
Title : Strategic Public Relations

Learning Outcomes :

After the completion of this course unit the student should be able to;

- Clarify the basic definitions and analysis of Public Relations.
- Discuss various aspects and unique characteristics in the field of Strategic Public Relations.
- Apply the general Public Relation concepts in the context of a specific profession.
- Design selected classifications, types, distinctions, models, and its conception and development through the history of PR as a discipline.

Course Contents :

Introduction to Strategic Public Relations, Perspectives of Strategic Public Relations, Basic Components of Public Relations, Definitions of Public Relations, Classifications and types of Public Relations, Theories and Concepts of Public Relations 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 Relations Communication, Diversity and Community Relations.

Method of teaching & Learning : Lectures, Discussions, Active Learning

Scheme of Assessment : Assignments, Viva presentations and end of semester examination.

Recommended Readings :

- Theaker, A. (2006). The Public Relation Hand Book. U.K, Routledge.
- Boorstin, D. J. (1964). the Image; A Guide to Pseudo-events 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 : PRMM 21015
Course Title : Advertising & Marketing in Public Relations

Learning Outcomes :

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

- Using Core concepts of and levels of advertising and marketing in the process of Public Relations.
- Clarifying the basic definitions, Concepts and Theories in Advertising and Marketing.
- Applying Various Public Relations strategies used in the Advertising and Marketing Campaigns and Programmes.
- Contextualizing the applicability of general Public Relation concepts with the context Advertising and Marketing.

Course Contents :

Introduction to Advertising and Marketing with concepts, models, Theories Models and Evolution along with PR Techniques, Perspectives, Basic Components, Definitions, Classifications and Types of Advertising and Marketing, Different aspects of Marketing Operations, Analysis and Research of Market Opportunities, Planning , Implementation and control of the Marketing Programme (Product, Promotion, Distribution and Pricing).

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Scott, D. M. (2007). The New Rules of Marketing and PR. London.Sage.
- Kotler, P. (2004).Advertising Vs.PR: Kotler on Kotler.NewYork. Routledge.
- Ries, Al and Ries, Laura. (2004). The fall of Advertising and the Rise of PR.NewYork.Sage.

Type : Core
Course Code : PRMM 22025
Course Title : Media and Communication Management

Learning Outcomes :

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

- Using key Concepts and Theories of Media & Communication Management.
- Clarifying the necessity of the Management in both Media and Communication Planning.
- Applying various management strategies used in the PR Programmes.
- Contextualizing the applicability of media & Communication management concepts with the PR.

Course Contents :

Introduction to Media Management, Communication Planning (Communication plans in real Situations, Environmental Scanning, Audits, Strategy and Implementation of Plan including timelines, Working with suppliers and consulting skills, Emphasis on Evaluation and return on investment Communication), Cooperate Communication, Organizational Communication, Internal stakeholder Communication (Communication with the full range of stakeholders), Including employees, Management board, Volunteers and foundations, as well as audiences specific to the Organization such as students, Patients, Members, Organizational culture, Labor Relations, Mobilizations of stakeholders and issues, Change Management, Public Relations event Management, Project Management and Organizational Management, Fund raising and Philanthropy, Financial Communication Behavior in Organizations (the implication of Management and the essential concept of Social Psychology such as motivation, Perception, Attitude change and Organization), Transcultural Leadership,

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Sylvie, G. (2004). Media Management: A casebook Approach (Lea's Communication). New York, Sage.
- Vizjak, A. and Ringlastetter, M. J. (2005). Media Management, Newdelhi, Routledge.
- Warner, C. (1997). Media Management Review, USA, Lawrence Erlbaum Associates
- Kelley, L.D. and Jugenheimer, D.W. (1998). Advertising Media Planning: A Brand Management Approach.
- Albarran, A. B: Chan-Olmsted, S. M. and Wirth, M. O. (2005). Handbook of Media Management and Economics (LEA's Media Management and Economics Series). London. Sage.
- Pringle, P. Starr, M.F and McCavitt, W. (2004). Electronic Media Management. London. Sage.

Type : Optional
Course Code : PRMM 21033
Course Title : **Critical Thinking & Crisis Management**

Learning Outcomes :

After the completion of this course unit the students should be able to;

- Use core concepts and levels of critical thinking and crisis Management in the process of Public Relations.
- Clarify the basic definitions, Concepts and Theories in Crisis Management.
- Apply various critical thinking strategies used in the Advertising and Marketing Campaigns and Programmes.
- Judge the applicability of general concepts of critical thinking in Managing Crisis in Business Management.

Course Contents :

Introduction to Critical thinking and Crisis Management with Concepts, Models, Theories models and evolution along with PR Techniques, Lateral Thinking, Organizational behavior, Business Communication, Conflict Management, Change Management, Principles and dispositions of Critical thinking, Habits and traits of mind, Reflective thought, Efficiency of Critical thinking, Crisis Leadership, Models and Theories Associated with Crisis Management, Examples of successful Crisis Management, Public sector Crisis Management.

Method of teaching & Learning : Lectures, Discussions, Active Learning.

Scheme of Assessment : Assignments, Viva presentations and end of semester Examination.

Recommended Readings :

- Fink, S. (1986). Crisis Management. London. Sage.
- Fearnbanks, K. (2004). Crisis Communication; a casebook approach. New York, Rutledge.
- Moon, J. (2008) Critical thinking; an exploration of theory and practice. New York. Rutledge.
- Title, P. (2011) Critical thinking; an appeal to reason.UK, Rutledge.

Type : Core
Course Code : PRMM 31015
Course Title : Law, Ethics & Regulations in Public Relations

Learning Outcomes :

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

- Using key concepts and theories of Media & Communication law, Ethics and Regulations with refer to Public Relations.
- Clarifying the necessity of knowing law, Ethics and Regulations of Public Relations.
- Applying various laws and ethical codes used in the Public Relations Programmes.
- Contextualizing The Applicability of law, Ethics and Regulations in terms of Public Relations.

Course Contents :

Introduction to Law and Ethics, History of Law and Ethics, Classification and Types of Media and Public Relations ethics, Importance of Public Relations, Regulations, Constitution of Public Relations Ethics within a Media & Communication Campaign, Public Relations practitioner's role and influence in the ethical organization: Corporate Social Responsibility, Laws and Regulations on Governance and Public Accountability. Legal and Ethical behavior related to Sustainable Development and Globalization. Ethical Public Relation Practitioner: Professionalism, Code of Ethics, Issues in Practice)

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, Presentations and Examination.

Recommended Readings :

- Singer,P. (1979). Practical Ethics. U.K, Cambridge University Press
- Thomas, D. and Wehane, P. A. (1979). Ethical issues in Business: A philosophical Approach. Englewood Cliffs, NJ: Prentice – Hall
- Michael,R.(1996). The Responsible Manager: Practical Strategies for Ethical Decision Making. West Hartford, CT: Resources for Ethics and Management,
- Ferre,J. P and Willihnganz, S. C. (2005). Public Relations and Ethics: A Bibliography. London. Sage.
- Sejb,P and Sejb, P.M. (1994). Public Relations Ethics, Harcourt Brace & Co. New Delhi. Sage.
- Sejb, P.M. (1994). Campaigns and Conscience, The Ethics of Political Journalism, Praeger Pub Text
- Fitzpatrick, K. R. and Bronstein, C. (ed.)(2006). Ethics in Public Relations: Responsible Advocacy, U.S.A.

Type : Core
Course Code : PRMM 32025
Course Title : Public Relations and Media Management Research

Learning Outcomes :

After the completion of this course unit the students will be able to practice and demonstrate knowledge in,

- Applying theoretical aspects of Media and Public relations in the context of relevant Professional sectors.
- Researching pertinent aspects of Media and Public Relations with reference to special fields of practice
- Practicing the Media and Public Relations in the professional settings.

Course Contents :

Research Methodology, Market Research, PR Research, Data Analyzing and Interposition, Report Writing.

For this course unit, it is essential to complete an original study from either a Research or a Professional project work study.

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Project Report and presentation

Recommended Readings :

- Wimmer, R.D & Dominick, J.R. (2005). Mass Media Research; An introduction. Australia, Thomson & Wadsworth.
- Jensen, K. B. (2006). A Handbook of Media and Communication research; Qualitative and Quantitative Methodologies. London and New York, Rutledge.
- Glander, T. (2000). Origins of Mass Communications Research During the American Cold war; Educational Effects and Contemporary Implications. Mahwah, New Jersey, Lawrence Erlbaum.
- Riffe, D.; Lacy, S.; Fico, F.G. (2005). Analyzing media Messages ;using Quantitative Content analysis in research. Mahwah, New Jersey, Lawrence Erlbaum.

Type : Optional
Course Code : PRMM 31033
Course Title : **Corporate Communication**

Learning Outcomes :

After the completion of this course unit the students should be able to;

- Use key Concepts and Theories of Corporate Communication
- Clarify the necessity of the Management in both Media and Communication Planning
- Apply various Management Strategies used in the PR Programmes
- Design the Applicability of Media & Communication Management Concepts with the PR

Course Contents :

Introduction to Media Entrepreneurship, Communication Planning, Corporate Communication, Organizational Communication, Internal Stakeholder Communication, Organizational Culture, Labor Relations, Mobilizations of stakeholders and issues, Change Management, Public Relations Event Management, Project Management and Organizational Management, Fund raising and Philanthropy, Financial Communication Financial PR, Behavior in Organizations, Trans-Cultural Leadership, Small- Business Management.

Method of Teaching & Learning : Lectures, Discussions, Active Learning.

Scheme of Assessment : Assignments, Viva presentations and end of semester examination.

Recommended Readings :

- Vizjak, A. and Ringlaster, M. J. (2005). Media Management. New Delhi. Routledge.
- Warner, C. (1997). Media Management Review, USA, Lawrence Erlbaum Associates.
- Kelley, L.D. and Jugenheimer, D.W. (1998). Advertising Media Planning: A Brand Management Approach.
- Albarran, A. B; Chan-Olmsted, S. M. and Wirth, M. O. (2005). Handbook of Media Management And Economics (LEA's Media Management and Economics Series). London. Sage.
- Joep C. (2011). Corporate Communication: A Guide to Theory and Practice. London, Sage.
- Goodman, M.B; Peter B.H. (2010). Corporate Communication: Strategic Adaptation for Global Practice. N.Y, Peterlang.