

Discipline Curriculum

**Bachelor of Arts Honors in Public Relations and Media
Management (BA Hons (PRMM))**

Department of Mass Communication

Faculty of Social Sciences

University of Kelaniya

2015

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1. Preamble

The Bachelor of Arts Honors in Public Relations and Media Management is designed to provide a platform to gain knowledge, skills, and experience in public relation and Media Management. 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 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 undergraduates to gain insights and investigate into emerging and escalating social and professional objectives and issues.

Knowledge of Public Relations and Media Management have been taken into serious consideration in this curriculum within the professional milieu. A substantial course in Public Relations and Media Management 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.

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, 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 programs and B.A external (General) degree programme and the postgraduate programs 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. And there is another professional higher diploma course in Public and Media Relations. All 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 audio-visual 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.

In 2014, First Sri Lankan University diploma in Public and Media Relations was commenced in 2013. Higher Diploma in Public Relations, Postgraduate Diploma in Public Relations and Media Management are some of the other courses that have been approved by the UGC. Public Relations and Media Management has been introduced by the Department as a discipline for the Bachelor of Arts (General) degree and this course will be conducted from 2015.

At present, the Department of Mass Communication is introducing new curricula in considering with contemporary national requirements. The Bachelor of Arts (Special) Degree program in Public Relations and Media Management has received a maximum applicability in this venture.

3. Graduate Profile of the Bachelor of Arts Honors in Public Relations and Media Management (PRMM)

The PRMM Honors graduate of the University of Kelaniya is a socially responsible mostly humanistic leader, team player as well as self- managed adaptable and highly creative professional with positive attitudes, who will be able to;

- Demonstrate in- depth knowledge and understanding of principles, concepts, systems, processes, strategies, issues, communication & management tools..... and technologies relevant to PRMM,
- Engage in independent and corporative learning using scholarly reviews and secondary sources of information and knowledge,
- Demonstrate awareness on current developments and contributions of PRMM,
- Identify social, cultural and political issues , collect qualitative & quantitative data, analyze and interpret the results logically and propose appropriate solutions,
- Develop arguments and sustain them and make sound judgments in accordance with basic theories in the corpus of PRMM,
- Present relevant information, ideas, and concepts effectively and efficiently,
- Use ethnographical data and information productively in the perspective of PRMM,

- Apply communication and management tools and technologies related to PRMM,
- Acquire new competencies and undertake further training in the field of PRMM,
- Conduct research in PRMM,
- Create and design innovative Public Relations campaigns for a variety of industries,
- Implement most prolific systems of management in the places of media and communication in corporative management, and
- Establish a local system of knowledge in Public Relations and Media Management. (PRMM).

The PRMM Honors graduate will be competent;

- To serve as researchers, academics, consultants, managers, executives, administrators and policy planners, and
- Engage in self-employment in PRMM and allied fields.

4. Program Intended Learning Outcomes (PILOs) of the Bachelor of Arts Honors in Public Relations and Media Management

Upon successful completion of the BA Honors in PRMM degree program, a graduate will be able to demonstrate competencies in the following aspects;

A. Knowledge and Understanding

- Describe cultural and commercial importance and communication processes in the Public Relations and Media Management
- Describe the conceptual and theoretical complexity and diversity in the use of PRMM in local, regional and global contexts,
- Explain applicable basic concepts, models, tools, strategies and methods used in the Public Relations and media management,
- Explain the impact of the use of creative plan of PRMM in the target contexts for an advanced development
- Identify and compare the effectiveness of the use of different modes of creative Public Relation campaigns and systems of media management.

B. Intellectual Skills

- Plan public relation and media management systems and models to solve communication and profit issues,
- Analyze, interpret and discuss public relation risk with respect to a variety of social ,cultural political and commercial problems and challenges related to modern social and cultural contexts,
- Critically comment on the importance of the use of applicable concepts ,models, tools and strategies of public relations and media management in the phase of loss of respective profits in such cultural and commercial contexts,

- Critically analyze the impacts of public relation on culture, politics, commerce and institutional development and measures ill and positive effects of the use of public relation and media management for a productive implementation of PRMM,
- Evaluate the effectiveness of different public relation tools and strategies and media management practices,
- Design appropriate methods and strategies to address the damages of good- will and public images in real word situations, and
- Identify and propose guidelines and sustainable methodologies to improve the standards of public relation and media management activities.

C. Practical Skills(Psychomotor Skills)

- Conduct independent researches with limited guidance regarding the issues of public relations and media management,
- Collect, analyze and interpret public relation and media management effects using appropriate statistical methods and comprehend appropriate conclusions,
- Apply appropriate methodologies and tools for public relation campaigning and designing,
- Develop and conduct creative public relation programs, and
- Use appropriate techniques and technologies in producing productive media management practices.

D. Transferable Skills

- Communicate and present information effectively
- Self- disciplined in time management and activity planning
- Operate effectively within a team, demonstrating team building and leadership,
- Adapt to changing situations,
- Work and learn independently,
- Exercise initiative in many activities and take personal responsibility for their own work, and
- Demonstrate competencies in general ICT skills.

E. Affective Domain(Attitudinal Changes)

- Demonstrate positive attitudes and social responsibility, and
- Demonstrate self-motivation in real life activities.

5. Target Groups

Basically the students who have passed A/L in arts stream with relevant standards which meet the university entrance criteria can apply for this degree course in their first year's enrollment. This course is designed for the undergraduates who interest to develop their skills in management and communication. Public Relation officers, Public Relation consultants, Media Managers who wish to upgrade their career development in Public Relation and media related employment.

6. Course duration;

Four years

7. Medium;

Sinhala and English

8. Eligibility Criteria

The applicants should pass;

(a). Pass in arts stream of General Certificate of Examination (Advanced Level)

9. Admission to The Bachelor of Arts Honors in Public Relations and Media Management

a. Intake

The number of students admitted to the degree program will be determined annually by the department

b. Selection procedure

Suitable applicants will be selected in terms of the university entrance standards.

c. Attendance

80% attendance is compulsory for all course units

10. 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.

11. (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 Admission to The Bachelor of Arts Honors in Public Relations and Media Management (PRMM) 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.

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

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

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

13.2 Eligibility for the award Admission to The Bachelor of Arts Honors in Public Relations and Media Management

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

13.2.1 To be eligible for the award of The Bachelor of Arts Honors in Public Relations and Media Management (PRMM), a student must:

1. For the award of a Bachelor's Honors Degree, a student must,
 - (a) Accumulate grades of C or better in course units aggregating to at least 104 credits, **and** grades of D or better in course units aggregating to at least further 16 credits of SLQLs 3,4,5 and 6, of which at least 30 credits must be from each SLQL separately,
 - (b) Obtain a GPA of 2.00 or greater, and
 - (c) Complete the relevant requirements within a period of six consecutive academic years.
2. For the award of a Bachelor's Honors Degree with First Class, a student must,
 - (a). accumulate grades of C or better in course units aggregating to at least 120 credits of SLQLs 3,4,5 and 6, of which at least 30 credits must be from each SLQL separately,
 - (b). Obtain a GPA of 3.70 or greater,
 - (c) Obtain grades of A or Better in course units aggregating to at least 50% of total credits for the course units considered under (a) above, and
 - (d) Complete the relevant requirements within a period of four consecutive academic years at SLQLs 3, 4, 5 and 6.
3. For the award of a Bachelor's Honors Degree with Second Class (Upper Division), a student must
 - (a). Accumulate grades of C or better in course units aggregating to at least 112 credits, **and** Grades of D or better in course units aggregating to at least a further 8 credits of SLQLs 3, 4, 5 and 6, of which at least 30 credits must be from each SLQL separately,
 - (b) Obtain a GPA of 3.30 or greater,
 - (c) Obtain grades of B or better in course units aggregating to at least 50% of total credits for the course units considered under (a) above, and
 - (d) Complete the relevant requirements within a period of four consecutive academic years of SLQLs 3, 4, 5 and 6.

Note 1: A student who does not obtain a grade of C or better in a particular course unit may re-sit the examination of that course unit in the next available attempt in order to improve the grade. The best grade obtainable by a student in this instance would be C. In the event a student obtains a lower grade while attempting to better the grade, he. She will be entitled to the previous grade.

12. Course Contents;

Proposed Eligibility for the award Admission to The Bachelor of Arts Honors in Public Relations and Media Management (PRMM) course constitutes of six course units with 130 credit values as illustrated below.

LEVEL	SEMESTER	CODE	COURSE UNIT	TYPE	CREDITS	TOTAL CREDITS
1	1	PRMM11214	Fundamentals of Public Relations	C	4	11
		PRMM11223	Strategic Public Relations	O	3	
	2	PRMM12234	Media & Communication Contexts and Applications	C	4	
2	1	PRMM21414	Advertising & Marketing in Public Relations	C	4	40
		PRMM21424	Advanced Strategic Public Relation Planning	C	4	
		PRMM21434	Specialized Writing for Public Relations	C	4	
		PRMM21444	Critical Thinking & Crisis Management	C	4	
		PRMM21454	Media Entrepreneurship	C	4	
		PRMM21462	Corporate Communication	C	2	
	2	PRMM22414	Media & Communication Management	C	4	
		PRMM22424	Digital, Social, and Mass Media Strategies	C	4	
		PRMM22434	Case Studies in Public Relations and Media Management	C	4	
		PRMM22444	Events Management	C	4	
3	1	PRMM31414	Law, Ethics & Regulations in Public Relations.	C	4	
		PRMM31424	Creativity in Public Relations	C	4	
		PRMM31434	Integrated Marketing Communications and Public Relations	C	4	
		PRMM31443	International Public Relations	C	3	

		PRMM31454	Public Relations Planning & Production	C	4	40
		PRMM31462	Asian and Sri Lankan Public Relations	C	2	
	2	PRMM32414	Public Relations and Media Management Research	C	4	
		PRMM32424	Global Corporate Communications	C	4	
		PRMM32434	Finance and Public Relations	C	4	
		PRMM32443	Media Management & Economics	C	3	
		PRMM32454	New Media & Public Relation Campaigning	C	4	
4	1	PRMM41414	Propaganda, Public Opinion and Media Advocacy	C	4	40
		PRMM41424	Public Relation Techniques	C	4	
		PRMM41434	Culture and Public Relation	C	4	
		PRMM41443	Psychology of Public Relations	C	3	
		PRMM41452	Issues Management	C	2	
		PRMM41464	Internship	C	4	
	2	PRMM42414	Public Relation Professionalism	C	4	
		PRMM42424	Statistics in Public Relations and Media Management Research	C	4	
		PRMM42433	Political Economy of Public Relations and Media Management	C	3	
		PRMM42448	Independent Dissertation	C	8	

Curriculum

Level	: One
Semester	: 1
Type	: Core
Course Code	: PRMM 11214
Title	: Fundamentals of Public Relations
Learning Outcomes	<p>: After the completion of this course unit the students will be able to demonstrate knowledge in,</p> <ul style="list-style-type: none">• clarifying the basic definitions of Public Relation.• discussing various aspects and unique characteristics in the field of Public Relation.• evaluating the use of the general Public Relation concepts in the context of a specific profession.• applying selected classifications, types, distinctions, models, and its conception and development through the history of PR as a discipline.
Course Contents	<p>: What is Public Relation, Definitions of Public Relation, Scope and key elements of Public Relations ,Types of Public Relations, Distinctions of Public Relations with Marketing and Advertising, History of Public Relations, Theories, Concepts and Models of 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, Spin Doctoring, Advocacy and Regulatory issues, Coalition Building, Public Opinion from variety of angles, Media and Democracy, Applied Public Relation Communication, Diversity and Community Relations, Role and function of a Public Relation Officer</p>
Methodology	<p>: Lectures, Discussions, Interactive contacts,</p>
Scheme of Evaluation	<p>: Assignments, presentations and examination.</p>
Recommended Readings	<p>:</p> <ul style="list-style-type: none">• 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.

Level : **One**
Semester : **1**
Type : Optional
Course Code : PRMM 11223
Title : **Strategic Public Relations**

Learning Outcomes : After the completion of this course unit the student should 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 Strategic Public Relations.
- applying the general Public Relation concepts in the context of a specific profession.
- designing selected classifications, types, distinctions, models, and its conception and development through the history of PR as a discipline.

Course Contents :

Introduction to Strategy, Strategic Management, Strategic Communication, Strategic Public Relations, Perspectives of Strategic Public Relations, Strategic Planning for Public Relation programs. Writing For strategic Public Relations, Business Fundamentals for Non- Business Professionals, Multi-media Content Creation for Strategic Public 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.

Level : **One**
Semester : **2**
Type : Core
Course Code : PRMM 12234
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 Relation
- applying the usage and behavioral pattern of Public Relation in the media messages and texts.
- contextualizing the applicability of general Public Relation 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 Relation, 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 message 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.

Level : **TWO**
Semester : **1**
Type : Core
Course Code : PRMM 21414
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 Relation
- clarifying the basic definitions ,Concepts and Theories in Advertising and Marketing
- applying Various Public Relation 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.
- Standley, Adela. (2003). Careers in Marketing Advertising and Public Relations. London, Kogan Page Limited.

Level : **TWO**
Semester : **1**
Type : Core
Course Code : PRMM 21424
Course Title : **Advanced Strategic Public Relations Planning**

Learning Outcomes : After the completion of this course unit the student should be able to demonstrate knowledge in;

- clarifying the definitions of Advanced Strategic Public Relations.
- discussing various aspects and unique characteristics in the field of Advanced Strategic Public Relations.
- applying the general Public Relation concepts in the context of a specific profession.
- designing advanced public relation planning and campaigning

Course Contents :

- Introduction to Advanced Strategic Public Relations, Perspectives of Strategic Public Relations, Formative research(Analyzing the Situation, Organization and Publics), Strategy (Establishing Goals and Objectives, Formulating Action and Response, Using Effective Communication),Tactics (Choosing Communication Tactics, Implementing Strategy Plan), Evaluative research.

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

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

Recommended Readings :

- Smith, Ronald D.(2005).Strategic Planning for Public Relations(2nd Edition).London, Lawrence Erlbaum Associates Publishers.
- Theaker, A. (2006). The Public Relation Hand Book. U.K, Rutledge.

- 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.

Level : **TWO**
Semester : **1**
Type : Core
Course Code : PRMM 21434
Course Title : **Specialized Writing for Public Relations**

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

- using technical aspects for Public Relations content planning
- clarifying the basic methods in producing Public Relations programmers
- applying the usage and behavioral pattern of Public Relations in the media messages and texts
- designing the applicability of general Public Relations concepts in the context of media and communication professions

Course Contents :Introduction to writing and programming, different aspects of creative writing, computer technology and creative writing, differences between journalism and writing for propaganda, cultural aspects of propaganda and creative communication, different modes and styles of motivational communication, writing for print, radio, television , on line audiences and social media, modeling for future communication, News Letter, Annual Report,

Method of Teaching and Learning : Lectures, Discussions.

Scheme of Assessment : Assignments, Presentations and end of semester 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. New York. Routledge.
- Bivins, T. H. (1989). Public Relations Writing: the essentials of style and format. New York:Sage.
- Wilcox, D. L and Cameron, G. T. (1988) Public Relations: Strategies and Tactics (8thEdition) London: Sage.

Level	: TWO
Semester	: 1
Type	: Core
Course Code	: PRMM 21444
Course Title	: Critical Thinking & Crisis Management
Learning Outcomes	: After the completion of this course unit, the students should be able to demonstrate knowledge in: <ul style="list-style-type: none">• using core concepts and levels of critical thinking and crisis management in the process of Public Relations• clarifying the basic definitions ,concepts and theories in crisis management• applying various critical thinking strategies used in the advertising and marketing campaigns and programs• judging 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 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
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Method of Teaching & Learning : Lectures, Discussions.

Scheme of Assessment : Assignments, 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.

Level : **TWO**
Semester : **1**
Type : Core
Course Code : PRMM 21454
Course Title : **Media Entrepreneurship**

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

- using key concepts and theories of media & communication entrepreneurship
- clarifying the necessity of the management in both media and communication planning
- applying various management strategies used in the PR Programs
- designing the applicability of media & communication management concepts with the PR

Course Contents :Introduction to entrepreneurship and Innovation, Media Entrepreneurship, Media Technology Management, Public Communication, Media Strategies, Project Planning and Media, Media Investing, Start- Up Creating, Finance and Building Business Plan, Digital Media Entrepreneurship, Media Industry and Profit making

Method of teaching & Learning : Lectures, Discussions.
Scheme of Assessment : Assignments, Presentations and end of semester 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. New Delhi, Rutledge.
- Kelley, L.D. and Jugenheimer, D.W. (1998). Advertising Media Planning: A Brand Management Approach.
- Pringle, P. Starr, M.F and McCavitt, W. (2004). Electronic Media Management. London; Sage.

Level : **TWO**
Semester : **1**
Type : Core
Course Code : PRMM 21462
Course Title : **Corporate Communication**

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

- using key Concepts and Theories of Corporate Communication.
- clarifying the necessity of the Management in both Media and Communication Planning.
- applying various Management Strategies used in the PR Programs.
- designing the Applicability of Media & Communication Management Concepts with the PR

Course Contents :

- Introduction to Corporate Communication, Communication Planning, Management Communication, Marketing Communication and Corporate Communication, Responsibilities of Corporate Communication, Internal Communication, Investor Relations, Government Relations and Public Relations, Corporate Branding ,Corporate and Organizational Identity, Corporate Responsibility, Corporate Reputation,

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

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

Recommended Readings :

- Kelley, L.D. and Jugeheimer, 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.
- Joseph 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.

Level : TWO
Semester : 2
Type : Core
Course Code : PRMM 12234
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), Communication Management and Project Management, Media management functions ; strategic management, procurement management, production management, organizational management and marketing of media enterprises. Media Enterprises and Media Market, Media Management Value Chain and Media Management Core Competencies, Media Management Business Models, Electronic Media Management, Organizational Communication

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.
- 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
- Pringle, P. Starr, M.F and McCavitt, W.(2004) Electronic Media Management.London.Sage.

Level : TWO
Semester : 2
Type : Core
Course Code : PRMM 22424
Course Title : **Digital, Social, and Mass Media Strategies**
Learning Outcomes : After the completion of this course unit, the students should be able to demonstrate knowledge in;

:

- using key concepts and theories of digital, social and mass media
- clarifying the necessity of understanding differences and similarities of traditional and new media contents and technologies
- applying various technical and technological strategies used in the PR programs
- designing the applicability of a variety of media in public relations and media management in the contemporary society

Course Contents :

Introduction to a variety of media including traditional and new media technologies, medium capacities, augmented reality, new media society, network communication, hybrid communication patterns in advertising and marketing in on line media, psychological strategies used in media and communication

Method of Teaching & Learning : Lectures, Discussions.

Scheme of Assessment : Assignments, Presentations and end of semester examination.

Recommended Readings :

- Scott, David Meerman.(2013).The New Rules of Marketing & PR: How to Use Social Media, Online Video, Mobile Applications, Blogs, News Releases, and Viral Marketing to Reach Buyers Directly.USA, Wiley
- Duhu, Sandra C. (2007). New media and Public relations. UAS, Routledge

- Breakenridge, Deirdre K.(2012).Social Media and Public Relations: Eight New Practices for the PR Professional .USA, Pearson FT press.
- Galician,mary-Lou.(2004). Handbook of Product Placement in the Mass Media: New Strategies in Marketing Theory, Practice, Trends, and Ethics.USA, Best Business Book.

Level	: TWO
Semester	: 2
Type	: Core
Course Code	: PRMM 22434
Course Title	: Case Studies in Public Relations and Media Management

Learning Outcomes	: After the completion of this course unit, the students should be able to demonstrate knowledge in: <ul style="list-style-type: none">• analyzing best cases in the industries of public relations and media management• clarifying the productivity in management affected by communication and propaganda strategies• applying effective tools and equipment in public relations campaigns and programming• designing the applicability of media & communication management concepts with PR
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Course Contents	: <p>Introduction to the importance of understanding best cases in local and foreign public relations industries and media management locations. Sri Lankan public relations industry and important political and cultural cases, best cases in Media Management and Public Relations.</p>
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Method of teaching & Learning	: Lectures, Discussions.
Scheme of Assessment	: Assignments, Presentations and end of semester examination.

Recommended Readings	: <ul style="list-style-type: none">• Darrell C. Hayes, Jerry A. Hendrix, Pallavi Damani Kumar. (2005).Public relation Cases, USA:Wadsworth.• Danny Moss. (2010). Public Relations Cases: International Perspectives. Canada, Routledge.• Hugh M. Culbertson, Dennis W. Jeffers, Donna Besser Stone, Martin Terrell. (2009). Social, Political, and
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Economic Contexts in Public Relations: Theory and Cases.N.Y: Routledge.

- Raymond Simon, Frank Winston Wylie. (1994). Cases in Public relation management. USA, NTC Business Books.

Level	: TWO
Semester	: 2
Type	: Core
Course Code	: PRMM 22444
Course Title	: Event Management
Learning Outcomes	: After the completion of this course unit, the students should be able to demonstrate knowledge in: <ul style="list-style-type: none">• using concepts and strategies of management for the successful completion of events & programs• differentiating cultural, social and geographical characteristics in event management• creating effective tools and equipment in the success of event programming• designing applicable project planning for public relations and management

Course Contents :

Introduction to Event Management, Planning and Coordination the Event, budgeting, scheduling, site selection, acquiring necessary permits, coordinating transportation and parking, arranging for speakers or entertainers, arranging decor, event security, catering and emergency plans. Marketing aspects of Event Management, Event Manager, Sustainable Event Management, Event Management Soft wares and Technological implications and Apparatuses,

Method of teaching & Learning : Lectures, Discussions.
Scheme of Assessment : Assignments, Presentations and end of semester examination.

Recommended Readings :

- Bowdin, G.A. J.(2006). Events Management *Events management series Travel and tourism*. USA, Butterworth-Heinemann.
- Raj, Razaq; Walters, Paul and Rashid, Tahir.(2013). Events Management: Principles and Practice. UK, Sage.
- Kennell, James and Abson, Emma.(2012). Events Management: An Introduction.USA, Routledge.

Level	: TWO
Semester	: 2
Type	: Core
Course Code	: PRMM 22452
Course Title	: Political Public Relation

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

- using local and international political experiences and their media usage
- differentiating cultural, social and geographical characteristics in political public relations and media management
- creating effective tools and equipment in political public relations campaigns and programming
- designing applicable project planning for political public relations and management

Course Contents :

Introduction to local and global political public relations. Government public Relations and democratic societies, Spin Doctoring, Lobbying, political Public Relation and Media, Politics ,Propaganda, Politics and Corporate public relation, Political Marketing, Theoretical Diversity in Political Communication, Rhetoric and Politics, Political Advertising, Political Campaign Debates, Political Communication and Public Opinion, International Perspectives on Political Communication. New Media Coverage of Politics, Political Issues and Political Institutions

Method of teaching & Learning : Lectures, Discussions.
Scheme of Assessment : Assignments, Presentations and end of semester examination.

Recommended Readings :

- Alan R. Freitag, Ashli Quesinberry Stokes. (2009). Global Public Relations: Spanning Borders, Spanning Cultures. Canada: Routledge.
- Nilanjana Bardhan, C. Kay Weaver.(2011). Public Relations in Global Cultural Contexts: Multi-Paradigmatic Perspectives. UK: Routledge.
- Pitchpatu Waiyachote. (2007). International Public Relations at Top 50 Global Brands. Malaysia: UMI.
- Alan B. Albarran, Sylvia M. Chan-Olmsted, Michael O. Wirth. (2009). Handbook of Media Management and Economics.UK, Routledge.

Level	: Three
Semester	: 1
Type	: Core
Course Code	: PRMM 31414
Course Title	: Law, Ethics & Regulations in Public Relation

Learning Outcomes	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none">• using key concepts and theories of Media & Communication law, ethics and regulations with refer to Public Relation• clarifying the necessity of knowing law, ethics and regulations of Public Relation• applying various laws and ethical codes used in the Public Relation Programmes• contextualizing The applicability of law, ethics and regulations in terms of Public Relation
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Course Contents	: Introduction to Law and Ethics, History of Law and Ethics, Classification and types of Media and Public Relation ethics, Importance of Public Relation, Regulations, constitution of Public Relation 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)
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Methodology	: Lectures, Discussions, Interactive contacts,
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Scheme of Evaluation	: Assignments, presentations and examination.
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Recommended Readings	: <ul style="list-style-type: none">• Thomas, D. and Wehane, P. A. (1979). Ethical issues in Business: A philosophical Approach. Englewood Cliffs, NJ: Prentice – Hall• Ferre,J. P and Willihnganz, S. C.(2005)Public Relations and Ethics: A Bibliography. London. Sage.• Sejb, P.M.(1994).Campaigns and Conscience, The Ethics of Political Journalism ,Praeger Pub Text
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- Fitzpatrick, K. R. and Bronstein, C.(ed.)(2006)Ethics in Public Relations: Responsible Advocacy ,U.S.A

Level	: Three
Semester	: 1
Type	: Core
Course Code	: PRMM 31424
Course Title	: Creativity in Public Relation

Learning Outcomes	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none">• using key concepts of creativity for the programming in Public Relation• clarifying the necessity of the creative thought for the innovative designing of Public Relation• applying various creative models in the Public Relation Programs• contextualizing The applicability of law, ethics and regulations in terms of Public Relation
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Course Contents	: Introduction to Creativity, History of creative thought, Classification and types of creative genres, creating a Creative Culture, Use of shapes, Colors and Styles in an extra ordinary stylistic tradition, Oriental and Occidental perspectives of creativity and their applicability in the public relation campaigning and programming, creativity in Advertising and Marketing programming.
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Methodology	: Lectures, Discussions, Interactive contacts,
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Scheme of Evaluation	: Assignments, presentations and examination.
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Recommended Readings	: <ul style="list-style-type: none">• Green, Andy.(1979).Creativity in Public Relation. London and Philadelphia, CIPR.• Michael,R..(1996) <i>The Responsible Manager: Practical Strategies for Ethical Decision Making</i>. West Hartford, CT: Resources for Ethics and Management,• Sejb,P and Sejb, P.M.(1994).Public Relations Ethics, Harcourt Brace & Co. New Delhi. Sage.
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- Sejb, P.M.(1994).Campaigns and Conscience, The Ethics of Political Journalism ,Praeger Pub Text

Level : **Three**
Semester : 1
Type : Core
Course Code : PRMM 31434
Course Title : **Integrated Marketing Communications and Public Relations**

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

- using key concepts in Integrated Marketing for the programming in Public Relation
- clarifying the necessity of the integrated Marketing for the designing of Public Relation
- applying Integrated Marketing Communication in the Public Relation Programs
- contextualizing the applicability of Integrated Marketing Communications in Public Relation

Course Contents : Introduction to Integrated Marketing Communication (IMC), History and the development of Integrated Marketing Communication, Components of IMC (Organizational Culture, Four C's, Advertising, Direct Marketing- Commerce, Sales & Customer Services, Public Relations, Trade Shows, Corporate Philanthropy), Models & Stages of IMC, Importance and productivity in IMR in Public Relations.

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Caywood, Clarke. (2012). The Handbook of Strategic Public Relations and Integrated Marketing Communications, Second Edition. USA,McGraw- Hill.
- Ries, Al and Ries, Laura.(2004).The Fall of Advertising and the Rise of PR.UK, Harper Business. Sejb,P and

Sejb, P.M.(1994).Public Relations Ethics, Harcourt Brace & Co. New Delhi. Sage.

- Shimp, Terence A. (2010). Advertising and other Aspects of Integrated Marketing Communications.USA, South Western Cengage Learning.
- Caywood, Clarke. (2011) .The Handbook of Strategic Public Relations and Integrated Marketing Communications 2/E. USA,McGraw Hill Professional.

Level : Three
Semester : 1
Type : Core
Course Code : PRMM 31444
Course Title : **International Public Relations**

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

- using key concepts in International Public Relation
- clarifying the necessity of the international Public Relation
- applying Public Relation in global political Programs
- contextualizing the applicability of international Public Relation in modern times.

Course Contents : Introduction to International Public Relations. History of International Public Relations, New age global marketing, International public relation challenges, Language and Culture differences in global relations. Use of foreign PR firms in other nations, role of Global Public Relations Companies, Soft Power in International relations, New public diplomacy, Challenges in International Public Relations.

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments, presentations and examination.

Recommended Readings :

- Freitag, Alan R.and Stoke, Ashi Quesinberry.(2009). Global Public Relations; Spanning borders, spanning cultures. Canada, Routledge.

- Curtain, Patricia A. and Gaither, Thomas Kenn. (2007). International Public Relations: Negotiating Culture, Identity, and Power. UK, Sage.
- Melissen, Jan ; Lee, Donna and Sharp, Paul. (2007). The New Public Diplomacy: Soft Power in International Relations (Studies in Diplomacy and International Relations). UK, Palgrave Macmillan.
- Parkinson, M.G., & Ekachai, D. (Eds.). (2006). International and intercultural public relations: A campaign case approach (pp. 306-319). Boston, MA: Pearson Education/Allyn & Bacon.

Level : Three
Semester : 1
Type : Core
Course Code : PRMM 31454
Course Title : **Public Relation Planning and Production**

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

- using key concepts in Public Relation Planning
- clarifying the necessity of the Public Relation Planning
- creating public relation Programs
- producing Public Relation campaigns.

Course Contents : Introduction to Public Relation planning and production, writing a Public Relation plan(1. Letter of transmittal 2. Executive summary 3. Situation analysis 4. Problem and consequences 5. Campaign goal 6. Audience identification and messages 7. Audience objectives 8. Strategies 9. Communication Tactics 10. Schedule 11. Budget 12. Evaluation plans 13. Pertinent research 14. Communication samples), Complete production leading to a product/ service/ institution/ person/ culture...etc.

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments and presentations 30% and Practical 70%.

Recommended Readings :

- Freitag, Alan R.and Stoke, Ashi Quesinberry.(2009). Global Public Relations; Spanning borders, spanning cultures. Canada, Routledge.
- Smith, Ronald D. (2002). Strategic Planning for Public Relations. London, Lawrence Erlbaum Associates Publishers.
- Brown, Barbara Diggs.(2010). Strategic Public Relations; An Audience Centered Approach. Boston, USA, Wadsworth.

Level : Three
Semester : 1
Type : Core
Course Code : PRMM 31462
Course Title : **Asian and Sri Lankan Public Relation**

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

- using key concepts in Public Relation in the Asian context
- clarifying the necessity of the Public Relation in Asian social and cultural programs
- Applying Asian Public Relation in local and global contexts.
- Producing Sri Lankan Public Relation campaigns.

Course Contents : Introduction to Asian Public Relation, Importance of regional public relation in the global context, characteristics of Asian Culture and Communication, Future of the Asian public relation, Understanding the necessity of Sri Lankan Public Relation Literature and Practice, In search of a Sri Lankan Public Relation Industry based on local Culture.

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Assignments and presentations 20% and Examination 80%.

Recommended Readings :

- Freitag, Alan R.and Stoke, Ashi Quesinberry.(2009). Global Public Relations; Spanning borders, spanning cultures. Canada, Routledge.

- Smith, Ronald D. (2002). Strategic Planning for Public Relations. London, Lawrence Erlbaum Associates Publishers.

Level : Three
Semester : 2
Type : Core
Course Code : PRMM 32414
Course Title : **Public Relations and Media Management Research**

Learning Outcomes : After the completion of this course unit, the students should be able to 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
- designing media and public relations in professional settings.

Project Contents : Introduction to Research Methodology, Proposal Writing, Literature Review, Data Gathering, Data Analysis, Report Writing, Public relations research, media management research, importance of research and evaluation in public relations planning and implementation, research and propaganda in motivational communication, Research Based Planning and Production in PR and Management, Research based creativity in PR Planning.

Method of teaching & Learning Scheme of Assessment : Lectures, Discussions.
: Project Report, Assignments, Presentations and end of semester examination.

Recommended Readings :

- Stacks, Don W. (2011). Premier in Public relation research. USA:The Guilford Press.
- Donald W. Jugenheimer, Samuel D. Bradley, Larry D. Kelley, Jerry C. Hudson. (2010). Advertising and public relation research research; Qualitative and Quantitative Methodologies. London and New York, M.E Sharp. Inc.
- Betteke, Van Ruler, Ana Tkalac, Verčič.(2008).Public relation metrics; Research and Evaluation. N.Y: Routledge.

- Danny Moss, Toby MacManus. (1997). Public relations research: an international perspective. Pensilvania: International Thomson Business Press.

Level : Three
Semester : 2
Type : Core
Course Code : PRMM 32424
Course Title : **Global Corporate Communication**

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

- applying theoretical aspects of management in global corporate Communication in the context of relevant professional sectors.
- utilizing global business techniques and strategies in understanding current modern public relation and corporate communication
- designing global corporate communication in national institutions.

Project Contents : Role of the Global corporate Communication, The Global Communication Network, Working with Public Relation Agencies, Global Services and Local Expertise, Global Media Communication, Corporate Communication Performances, Management of Global Business Companies and use of media and Communication.

Method of teaching & Learning Scheme of Assessment : Lectures, Discussions.
: Assignments, Presentations and end of semester examination.

Recommended Readings :

- Goodman, Michael B. and Hirsch, Peter B.(2015).Corporate Communication Critical Business Asset for Strategic Global Change. New York, Wien.
- 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.
- Pitchpatu Waiyachote. (2007). International Public Relations at Top 50 Global Brands. Malaysia: UMI.

Level : Three
Semester : 2
Type : Core
Course Code : PRMM 32434
Course Title : **Finance and Public Relation**

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

- applying theoretical aspects of finance in corporate Communication
- utilizing financial techniques and strategies in understanding current modern public relation and corporate communication
- designing financial plan leading to public Relation program.

Project Contents : Role of the Finance in Public Relation, Role of the Financial Planning in Media Management, budget planning for campaigning, cost benefit and production, Financial Management, Fund raising and Philanthropy, financial communication(financial PR: nature and functions of capital market, regulation of public trading, decision making by institutional and retail investors and the role of the analyst, functions of the financial communicator: road shows, financial statesmen ,press releases, corporate presentations , annual report and shareholder meetings, corporate governance issues), Behavior in Organizations(the implication of management and the essential concept of social psychology such as motivation ,perception, attitude change and organization),Transcultural leadership(exploring leadership within a global and diverse context),Small- business management(concepts and activities of entrepreneurship in small business environment, preparing a business plan) ,

Method of teaching & Learning Scheme of Assessment : Lectures, Discussions.
: Project Report, Assignments, Presentations and end of semester examination.

Recommended Readings :

- Khan & Jain.(2009).Financial Management, India, McGraw Hill
- Shim, K;Siegel, Joel G.(2010). Financial Management . Barron’s Education series,USA.

- Arnold, Glen Arnold, Mohan Kumar .(2012).Corporate Financial Management. India, Pearson Education.
- Hettinger, Herman Strecker.(1954). Financial public relations: for the business corporation 54 .USA, Harper & Brothers Publishers.

Level : Three
Semester : 2
Type : Core
Course Code : PRMM 32443
Course Title : **Media Management & Economics**

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

- applying theoretical aspects of economics in corporate Communication
- utilizing economic techniques and strategies in understanding media management
- creating effective communication with management and Economics.

Project Contents : Historical trends and patterns in media management, Theoretical approaches in media management, Paradigms and Analytical frameworks in modern economics and Media Economics, Regulatory and political influences on media management. Issues in Media Management and Economics (Media Product, Convergence, Public Interest, Media Consolidation), Analytical tools in media management and Economics, Future directions in media management and economics.

Method of teaching & Learning : Lectures, Discussions.
Scheme of Assessment : Assignments, Presentations and end of semester examination.

Recommended Readings :

- Sylvie, G. (2004) Media Management: A casebook Approach (Lea's Communication).New York, Sage.
- Vizjak, A. and Ringlaster, M. J. (2005) Media Management.Newdelhi. Routledge.
- Warner,C.(1997)Media Management Review,USA, Lawrence Erlbaum Associates
- 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.

Level : Three
Semester : 2
Type : Core
Course Code : PRMM 32454
Course Title : **New Media and Public Relation Campaigning**

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

- applying theoretical aspects of new media in public relation
- utilizing new media techniques and strategies in public relation
- creating effective new media public relation programs

Project Contents : Introduction to Public Relation and Communication Technology, PR policy Maker, Internal Collaborator, Use of Social Media in PR, On-line technologies and creative software application in network communication for PR. Social Media Marketing and PR, Future of PR and Social Media, Social Media Strategy in PR.

Method of teaching & Learning : Lectures, Discussions.
Scheme of Assessment : Assignments, Presentations and end of semester examination.

Recommended Readings :

- Warner,C.(1997)Media Management Review, USA, Lawrence Erlbaum Associates
- Duhe,Sandra C.(2007).New Media and Public Relations. USA,Peter Lang.
- Kelleher, Tom.(2006). Public Relations Online: Lasting Concepts for Changing.UK,Sage.
- Breakenridge, Deirdre K.(2014).Social Media and Public Relations Eight New Practices for the PR Professional.New Jursey, USA, Pearson.

Level : Four
Semester : 1
Type : Core
Course Code : PRMM 41414
Course Title : **Propaganda, Public Opinion and Media Advocacy**

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

- applying theoretical aspects of Media advocacy in the context of relevant professional sectors.
- proposing pertinent communication for public Relations with reference to special fields of practice
- practicing the Media and Public relation in the professional settings.

Project Contents :

Defining Public Interest, Definition of Public Opinion, Formation and change of Public Opinion, Introduction to Propaganda, Introduction to Social marketing, Public Opinion and Democracy, Public Opinion and thinkers - Aristotle, Plato, Michel de Montaigne, Ferdinand Tönnies, Jeremy Bentham, Adam Smith, Jürgen Habermas, Herbert Blumer, Jean Jacques Rousseau, James Bryce, A. Lawrence Lowell, Walter Lippmann, Lance Bennett. Public Opinion models -The Random Diffusion model of Mass Public Opinion, The Receive-Accept-sample model of public opinion, Models of public opinion influence on leaders, Five Models of Representations. Public Opinion and Political Communication-Goals of strategic political communication, Elite Influence on Public Opinion, Interest Groups and Democratic Representation, The Political Media. The Public Opinion Process, Public Opinion and Social Control, Public Opinion and the Middle class, Media and Public Opinion-Influence of Media on Public opinion, Opinion Polls, Media-led campaigns in the World, Media-led campaigns in Sri Lanka

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : presentation and examination.

Recommended Readings :

- Harwood L. Childs; J..(1940). An Introduction to Public Opinion , USA, Wiley & Sons, Inc.
- Lewis, Justin.(2001). Constructing Public Opinion: How Political Elites Do What They like and Why We Seem to Go along with It. Colombia, USA,Columbia University Press.
- Crespi,Irving.(1997). The Public Opinion Process: How the People Speak Book by Irving Crespi; Lawrence Erlbaum Associates.

Level : Four
Semester : 1
Type : Core
Course Code : PRMM 41424
Course Title : **Public Relations Techniques**

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

- applying a variety of techniques in Public relations in the context of relevant professional sectors.
- producing Public Relation activities and programs Relations with reference to special fields of practice
- practicing the Media and Public relation in the professional settings.

Course Contents :

Public Relation Officer and his/her responsibility, Office planning, program planning, Public Relation Photography, Press conferences, media events and interviews, Use of radio and Television in Public Relation, New Product Launch, Public Speaking and Propaganda, Spin and Lobbying. New Media Marketing Strategies

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Project Report, presentation and examination.

Recommended Readings :

- Dunn,Jim.(1999). PR Techniques that work. London, Hawksmere plc.
- Henslowe, Philip. (1999). Public Relations; A Practical Guide. London, Kogan Page.

Level : Four
Semester : 1
Type : Core
Course Code : PRMM 41434
Course Title : **Culture and Public Relation**

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

- applying concepts and models of culture in Public relations .
- identifying the importance of understanding the relationship between culture and Public Relationship
- utilizing a variety of cultural resources and elements in creative public relation programming

Course Contents :

Culture and Public Relation, Public Relation Across culture, Use of Language in Public Relation contents as a cultural asset, PR materials produced out from culture, Cultural Tribes of Public Relations, Ethics, Culture and PR, Public Relation Practitioner as Cultural Mediator, Cross Cultural relevance in PR, PR in Global Cultural Contexts, Global Cultures and their Public Relations, Cultural Values and Content Writing in Public Relations. Use of Cultural Recourses in Creative Public Relation planning and Production.

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Project Report, presentation and examination.

Recommended Readings :

- Dejan.(2012).Culture and Public Relations (Routledge Communication Series). UK, Routledge.
- Bardhan, Nilanjana and Weaver, C.K.(2011). Public Relations in Global Cultural Contexts: Multi-paradigmatic Perspectives.Uk, Routledge.
- Edwards, Lee and Hodges, Caroline E. M.(2011).Public Relations, Society and Culture: Theoretical and Empirical Explorations.Uk, Routledge.
- Snyder, Jack.(2011).Religion and International Relations Theory (Religion, Culture, and Public Life).Colombia, Colombia University Press.

Level	: Four
Semester	: 1
Type	: Core
Course Code	: PRMM 41443
Course Title	: Psychology of Public Relation
Learning Outcomes	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none">• applying concepts and models of psychology in Public relations .• identifying Psychological aspects and features in the Public Relation.• utilizing a variety of psychological theories and elements in creative public relation programming
Course Contents	: Introduction to the Basic concepts and theories of Psychology (Cognition, Perception, Inter- relations, Behavior), Edward Bernays and Mass Psychology, Crowd Psychology, Theory of Psychoanalysis, concepts of Motivation, Persuasion and manipulation in PR, Communication Psychology and Media content planning on Audience, Applying psychology to PR, Consumer Behavior, Cognitive Psychology of Mass Communication, Media Psychology.
Methodology	: Lectures, Discussions, Interactive contacts,
Scheme of Evaluation	: Project Report, presentation and examination.
Recommended Readings	: <ul style="list-style-type: none">• Dejan.(2012).Culture and Public Relations (Routledge Communication Series). UK, Routledge.• Bardhan, Nilanjana and Weaver, C.Kar.(2011). Public Relations in Global Cultural Contexts: Multi-paradigmatic Perspectives.Uk, Routledge.• Bernays, Edward.(1928). Propaganda.USA,• Plaisance,Patrick Lee.(2014). Virtue in Media: The Moral Psychology of Excellence in News and Public Relations. UK, Routledge.

Level : Four
Semester : 1
Type : Core
Course Code : PRMM 41452
Course Title : **Issues Management**
Learning Outcomes : After the completion of this course unit the students will be able to demonstrate knowledge in,

- applying concepts and models of managing issues in Public relations .
- identifying Psychological and sociological aspects in issues management
- utilizing a variety of strategies and tactics in managing issues.

Course Contents :
Issues management overview, establishing an issues management function, Prioritizing issues, Issues management planning process, developing an issues management plan, Issues management analysis and planning template, what elements of the issues management analysis and planning, template mean, best practices

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Project 20%, presentation 20% and examination 60%.

Recommended Readings :

- Doorley, John and Fred Garcia, Dhelio.(2007). Reputation Management; The Key to Successful Public Relations and Corporate Communication. New York, USA, Routledge.
- Heath, Robert L. and Palenchar, Maichael J.(2008). Strategic Issues Management: Organizations and Public Policy Challenges. USA, Sage.
- Heath, Robert L. and Bryant, Jennings.(2013). Human Communication Theory and Research: Concepts, Contexts, and Challenges.USA, Routledge.
- Health, Robert L.(2010). The SAGE Handbook of Public Relations. USA, Sage.

Level : Four
Semester : 1
Type : Core
Course Code : PRMM 41464
Course Title : **Internship**

Learning Outcomes	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none">• applying concepts and models of Public relations in Public and Private sectors .• identifying Psychological ,Sociological and Cultural aspects in media management• utilizing a variety of strategies and tactics in Creating productive Public Relation programs
Course Contents	: Public Relation Planning attached to a particular institution in either public or private sector, innovating an effective program for Public Relation campaigning, Marketing Public Relation practice, Public Relation Officer and institutional experiences and Media Management training attached to a relevant media institution.
Methodology	: Practical Training in a Media/other Institution, Interactive contacts,
Scheme of Evaluation	: Attendance (Average of 16 hours per week) 30%, Employer rating on the total work experience 30%, Project Assignment 40%
Recommended Readings	: <ul style="list-style-type: none">• Breakenridge,Deirdre K.(2012).Social Media and Public Relations: Eight New Practices for the PR Professional.USA, Pearson FT Press.• Michaelson, David and Institute for Public Relations.(2014). A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation, Second Edition.USA, Business Expert Press.• Fawkes, Johanna.(2014). Public Relations Ethics and Professionalism: The Shadow of Excellence (Routledge New Directions in Public Relations & Communication Research).USA, Routledge.• Fry, Ronald W.(1990). Internships: Advertising, marketing, public relations & sales. USA, Career Press.
Level	: Four
Semester	: 2
Type	: Core

Course Code : PRMM 42414
Course Title : **Public Relation Charted Professionalism**
Learning Outcomes : After the completion of this course unit the students will be able to demonstrate knowledge in,

- identifying challenges and opportunities of Public Relations and Media Management.
- applying reasonable strategies and tactics in implementing effective communicate and media
- practicing the Media and Public relation in the contemporary professional settings.

Course Contents :
Challenges & Opportunities of Public Relations and Corporate Communication Defining the Professional Communicator's role, Historical Perspective: Edward L. Bernays, The Future of Public Relations and Corporate Communication and the Roots of Applied Anthropology, Tell the Truth .Prove It with Action, New Communications Technologies, Globalization, Media, Survival, Profile of the Executives Becoming a truly strategic. Planning an Ethical Code for Public Relation, In Search of a Sri Lankan Charted Professionalism in Public Relation

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Project Report, presentation and examination.

Recommended Readings :

- Doorley, John and FredGarcia, Dhelio.(2007). Reputation Management; The Key to Successful Public Relations and Corporate Communication. New York, USA, Routledge.
- Heath, Robert L. and Palenchar, Maichael J.(2008). Strategic Issues Management: Organizations and Public Policy Challenges. USA, Sage.
- Health, Robert L.(2010). The SAGE Handbook of Public Relations. USA, Sage.

- Thomas, D. and Wehane, P. A.(1979). Ethical issues in Business: A philosophical Approach. Englewood Cliffs, NJ: Prentice – Hall

Level : Four
Semester : 2
Type : Core
Course Code : PRMM 42424
Course Title : **Statistics in Public Relations and Media Management Research**

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

- applying theoretical aspects of statistics in Public Relation research conductions
- researching pertinent aspects of Media and public Relations with reference to special fields of practice
- Practicing the Media and Public relation using advanced research techniques in the professional settings.

Course Contents : Introduction to Statistics, Basic Elements and components of Statistics for Media and Communication Research. General Statistics, Demographical Statistics, Social Statistics, Statistical Analysis using Soft Wares. Use of Statistics for Qualitative and Quantitative Analysis, Introduction to Statistical Analysis, Descriptive Statistics, Inferential Statistics, Nonparametric Tests, Advanced Statistical Applications

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Project Report, presentation and examination.

Recommended Readings :

- Riffe , D.; Lacy, S.; Fico, F.G.(2005).Analyzing media Messages ;using Quantitative Content analysis in research. Mahwah, New Jersey, Lawrence Erlbaum.

- Stacks, Don W. and Bowen, Shannon A.(2013). Dictionary of Public Relations Measurement and Research .Third Edition.USA, IPR.
- Reinard, John C. (2006) Communication Research Statistics. USA, Sage.
- Hayes, Andrew F. and Slate Michael D.(2008). The SAGE Sourcebook of Advanced Data Analysis Methods for Communication Research. USA, Sage.

Level : Four
Semester : 2
Type : Core
Course Code : PRMM 42433
Course Title : **Political Economy of Public Relation and Media Management**

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

- applying theoretical Conceptual aspects of Political Economy in Public Relations and Media Management
- analyzing political Economic aspects of Public Relation and Media Management with reference to special fields of practice
- practicing the Media and Public relation in the professional settings.

Course Contents :

Introduction to Political Economy ,The Political Economy of Mass Media & Communication, Political Economy of Public Relation Industries, Political Economy of Media Management, Production and Trade, and their relations with law, custom, and government, as well as with the distribution of national income and wealth. Rethinking and Renewing the Political Economy of Communication

Methodology : Lectures, Discussions, Interactive contacts,

Scheme of Evaluation : Project Report, presentation and examination.

Recommended Readings :

- Herman, Edward S. and Chomsky, Noam. (2010). Manufacturing Consent; the Political Economy of Mass Media. USA, Random House.
- Mosco, Vincent. (2009).The Political Economy of Communication. 2nd Edition. London, Sage.
- Klaehn, Jeffry. (2010). The Political Economy of Media and Power. USA, Peter Lang.
- Sriramesh, Krishnamurthy and Vercic, Dejan. (2009). The Global Public Relation Handbook; Theory Research and Practice; Revised and Expanded Edition. New York, USA, Routledge.

Level	: Four
Semester	: 2
Type	: Core
Course Code	: PRMM 42448
Course Title	: Independent Dissertation

Learning Outcomes	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none">• applying theoretical aspects of Public Relations/Media Management in understanding a particular issue/ challenge/ phenomena• researching pertinent aspects of Public Relations and Media Management with reference to special fields of practice• creating an Innovative Public relations and Media Management program as a result of through study on the changing pattern of contemporary practice of Public Relations and Media Management• producing a serious research study leading to the practice of Public Relation/Media Management
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Course Contents	: For this course unit, it is essential to complete an original study from a research work.
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The report includes minimum 8000 to 10,000maximum words. It should be properly conducted through a scientific method of research with relevant supervision from a senior academic, who is recommended by the Department of Mass Communication.

Methodology	: Guidance and Class Room Works
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Scheme of Evaluation

- : 1. Assessment based on the Dissertation -80%
2. Oral Presentation (viva) based on completed work 20%
(The viva voce should be conducted by a panel of Senior Lecturers comprised with three members in the Department)
3.

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.

List of Resource persons

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 Manoj Pushpa Kumara Jinadasa
13. Senior Lecturer D.M. R Dissanayaka
14. Lecturer Probationary Saman Rajapaksha
15. Lecturer Probationary Samanthika Priyadharshani
16. Lecturer Probationary Dammika Bandara
17. Lecturer Probationary Dharshana Somarathna
18. Lecturer Probationary Dinithi Jayasekara
19. Temporary Lecturer Amali Uthpala Nandasiri
20. Temporary Lecturer Nelanga Jayasinghe
21. Temporary Lecturer Dilini Luxika
22. Temporary Lecturer Kumari Aththanayaka

External Resource Persons

1. Professor Dammika Ganganath Dissanayaka
2. Dr. Dinesh Samarasinghe
3. D.C Ranathunga
4. Bradman Weerakoon
5. One Public Relations Manager from one of the three state banks
6. One Public Relations Manager from one of the mobile phone companies
7. Public Relations Officer from Sri Lankan Air lines.
8. Public Relations Officer from Sri Lanka Police Department.
9. Public and Media Relation officers from the Sri Lanka Army etc.
10. Executive Officers from Sri Lankan Public Relations Corporate Sector.

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.