

## Syllabus

### **Postgraduate Diploma in Public Relations and Media Management**

Department of Mass Communication  
University of Kelaniya

<b>Course Unit</b>	<b>Course Code</b>	<b>Credits</b>	<b>Status</b>
<b>Semester 1</b>			
Strategic Public Relations	PGPM 51014	4	Core
Specialized Writing for Public Relations	PGPM 51023	3	Core
Critical Thinking & Crisis Management	PGPM 51033	3	Core
Media Entrepreneurship	PGPM 51042	2	Core
Digital, Social, and Mass Media Strategies	PGPM 51053	3	Core
<b>Semester II</b>			
Public Relations Research & Evaluation	PGPM 52064	4	Core
Legal, Ethical & Social Foundations of Public Relations	PGPM 52074	4	Core
Public Relations and Media Management Research Project	PGPM 52084	4	Core
Corporate communication	PGPM 52093	3	Elective*
Case Studies in Public Relations and media management	PGPM 52103	3	Elective*
Global and Local Public Relations	PGPM 52113	3	Elective*
Required Total Credits (27credits from core units +3 credits from one of the electives*)		<b>30</b>	

## Syllabus

**Type:** Core

**Course Code:** PGPM 51014

**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 Relations 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 an organization at both the political and public service level including lobbying, advocacy and regulatory issues, coalition building, public opinion from a variety of angles, media and democracy), applied Public Relation 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 Relations Handbook. 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:** PGPM 51023

**Course Title:** Specialized Writing for Public Relations

**Learning Outcomes:** After the completion of this course unit, the students should be able to;

- use technical aspects for Public Relation content planning
- clarify the basic methods in producing Public Relations programmes
- apply the usage and behavioural pattern of Public Relations in the media messages and texts.
- design 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, the difference between journalism and writing for propaganda, cultural elements of propaganda and creative communication, different modes and styles of motivational communication, Writing for Print, radio, television, online audiences and social media. Modelling for future communication, PR tools writing e.g.; newsletter, press release, annual report, specific social media content writing (webpage, blogs, Twitter, ..etc)

**Method of Teaching and Learning:** Lectures, Discussions, Active learning.

**Scheme of Assessment:** Assignments, Viva 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. NewYork. 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 (8<sup>th</sup>Edition).London. Sage.

**Type:** Core

**Course Code:** PGPM 51033

**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 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 behaviour, business communication, conflict management, change management, principles and dispositions of critical thinking, habits and traits of mind, reflective thought, the 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:** PGPM 51042

**Course Title:** Media Entrepreneurship

**Learning Outcomes:** After the completion of this course unit, the students should be able to;

- use key concepts and theories of Media & Communication entrepreneurship
- 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 entrepreneurship and Innovation, Introduction to 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, Active Learning

**Scheme of Assessment:** Assignments, Viva 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. 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:** Core

**Course Code:** PGPM 51053

**Course Title:** Digital, Social, and Mass Media Strategies

**Learning Outcomes:** After the completion of this course unit, the students should be able to ;

- use key concepts and theories of digital, social and mass media
- clarify the necessity of understanding the differences and similarities of traditional and new media contents and technologies
- apply various technical and technological strategies used in the PR Programmes
- design 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, contemporary media society, network communication, hybrid communication patterns in advertising and marketing in online media, psychological strategies used in media and communication

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

**Scheme of Assessment:** Assignments, Viva presentations and end of the semester

**Recommended Readings:**

- Castells, M. (2000). The Rise of the Network Society, The Information Age: Economy, Society and Culture Vol. I. Cambridge, MA; Oxford, UK: Blackwell.
- Castells, M. (2004). The Power of Identity, The Information Age: Economy, Society and Culture Vol. II. Cambridge, MA; Oxford, UK: Blackwell.
- Castells, M. ( 2000). End of Millennium, The Information Age: Economy, Society and Culture Vol.III. Cambridge, MA; Oxford, UK: Blackwell.
- Duhu, Sandra C. (2007). New media and Public relations. UAS, Routledge.

## **Semester two**

**Type:** Core

**Course Code:** PGPM 52064

**Course Title: Public Relation Research and Evaluation**

**Learning Outcomes:** After the completion of this course unit, the students should be able to;

- apply theoretical aspects of Media and Public relations in the context of relevant professional sectors.
- pertinent research aspects of Media and Public Relations concerning particular fields of practice
- design the Media and Public Relations in professional settings.

**Project Contents: Public** Relation research, media management research, the importance of research and evaluation in Public Relation planning and implementation, analysis and propaganda in motivational communication

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

**Scheme of Assessment:** Project Report, Assignments, Viva 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; 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.



**Type:** Core

**Course Code:** PGPM 52074

**Course Title: Legal, Ethical & Social Foundations of Public Relations**

**Learning Outcomes:** After the completion of this course unit, the students should be able to ;

- use key concepts and theories of Media & Communication law, ethics and regulations concerning Public Relations
- clarify the necessity of knowing the law, ethics and regulations of Public Relations
- apply various laws and ethical codes used in the Public Relation Programmes
- judge The applicability of law, ethics and regulations in terms of Public Relations

**Course Contents:** Introduction to Media and Public Relation ethics and law, Importance of Public Relations, Regulations, the 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 moral behaviour related to sustainable development and globalization. Ethical public relation practitioner: professionalism, code of ethics, issues in practice.

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

**Scheme of Assessment:** Assignments, Viva presentations and end-of-semester 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** PGPM 52084

**Course Title: Public Relations and Media Management Research Project**

**Learning Outcomes:** After the completion of this course unit, the students should be able to ;

- apply theoretical aspects of Media and Public relations in the context of relevant professional sectors.
- pertinent research aspects of Media and Public Relations regarding particular fields of practice
- design the Media and Public Relations in professional settings.

**Project Contents:** Completing an original study from either a research or a professional project work-study is essential for this course unit. The Project report includes a minimum of 10,000 to 12,000 maximum words. It should be conducted appropriately through a scientific research method with appropriate supervision from senior academics, which the Department of Mass Communication recommends.

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

**Scheme of Assessment:** Project Report 50%, presentation 30% and Viva Voce examination 20%.

**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:** Electives

**Course Code:** PGPM 52093

**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 Corporate Communication, Communication planning, organizational communication, Internal stakeholder communication, organizational culture, labor relations, mobilizations of stakeholders and issues, change management, Public Relation 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.

**Type:** Electives

**Course Code:** PGPM 52103

**Course Title:** Case Studies in Public relation and Media Management

**Learning Outcomes:** After the completion of this course unit, the students should be able to;

- analyse best cases in the industries of public relations and media management
- clarify the productivity in management affected by communication and propaganda strategies.
- apply practical tools and equipment in public relation campaign and programming.
- Design the applicability of media & Communication management concepts with the PR

**Course Contents :**

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 essential political and cultural issues, best topics in management public relation

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

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

**Recommended Readings**

- 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 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.

**Type:** Electives

**Course Code:** PGPM 52113

**Course Title:** Global and Local Public relation

**Learning Outcomes:** After the completion of this course unit, the students should be able to;

- use local and international experiences in their professions in practice.
- differentiate cultural, social and geographical characteristics in Public relations and media management
- create practical tools and equipment in public relation campaign and programming.
- design the applicable project planning for public relations and management

**Course Contents :**

Introduction to the specifications of local and global public relations. Cultural barriers, interdisciplinary action in marketing and propaganda, continental public relations, Asian, African, and European public relations, international communication and cultural differences.

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

**Scheme of Assessment:** Assignments, Viva 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: MultiParadigmatic 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.