

Syllabus

**Diploma in Public Relations and Media Management**

Department of Mass Communication

University of Kelaniya

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## **1. Background to the Programme**

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

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

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

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

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

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

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

## **2. Justification**

The Diploma course in Public Relations and Media Management is designed to provide a platform to gain knowledge, skills, and experience in public and media relations and managing media in the industries. It is understood that there are several social necessities which cater to this field in both private and government sectors. Public Relation is a tool of promoting one's (institutional) personality in terms of drawing an interest towards itself. In this sense, media plays a major role. On the other hand,

it is hard to find a particular University course in Sri Lanka in this field to fill this social need. The curriculum of the proposed Postgraduate Diploma course has been developed to disseminate knowledge and to develop skills that are required in providing services as public and media relation officers and professionals in related fields efficiently and effectively. The course would also facilitate trainees to gain insights and investigate into emerging and escalating social and professional objectives and issues.

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

### **3. Course Output**

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

### **4. Objectives**

The Objectives of this diploma programme are;

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

## 5. Learning Outcomes of the Diploma programme.

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

- Explain basic principles of Public Relation and media in its interrelationship with other disciplines
- Apply basic concepts of Public Relation for solving communication and management problems related to the industries.
- Use appropriate methods to identify organizational problems in the institutions
- Eradicate existing communication barriers and constraints in the industries
- Design and carry out Public Relation systems and analyze results

## 6. Target Groups

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

**7. Course duration;** 12 months

**8. Medium;** Sinhala

## 9. Eligibility Criteria

The applicants should **pass**;

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

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

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

## 10. Admission to Diploma in Public and Media Relations

### a. Intake

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

### b. Selection procedure

Suitable applicants will be selected by an interview

### c. Attendance

80% attendance is compulsory for all course units

## 11. Course Fees

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

Registration Fee	Rs 750.00
Examination Fee	Rs 2,500.00
Tuition Fee	Rs 46,750.00 **
Total	Rs 50,000.00
Re- Sit Examination Fee per course unit	Rs. 750.00

\*\* Course fee of Rs 49,250.00 can be paid in two installments. The first installment of Rs 25,250.00 should be paid at the commencement of the course and the balance of Rs 24,000.00 should be paid prior to registration for final examination

## 12. Evaluation Criteria;

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

Evaluation of students' performance will be done through;

- Assignments
- Projects
- Assessment of skills through practice workshops
- Written Examination

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

### 13. (1) Grading System;

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

Range of Marks	Grade	Grade Point Value
85-100	A+	4.0
70-84	A	4.0
65-69	A–	3.7
60-64	B+	3.3
55-59	B	3.0
50-54	B–	2.7
45-49	C+	2.3
40-44	C	2.0
35-39	C-	1.7
30-34	D+	1.3
25-29	D	1.0
00-24	E	0.0

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

#### Grade Point Average

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

### 13.2 Eligibility for the award of the Diploma in Public Relations and Media Management

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

- I. Obtains grade C or higher in each of the course units,
- II. Obtains cumulative GPA of 2.0 from all course units, and
- III. Complete the relevant requirements within a period of three years.

#### 13.2.2 Merit Pass

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

- I. Obtains grade B or higher in each of the course units,
- II. Obtains grade A or higher for the project DPMR 13065,
- III. Obtains a minimum cumulative GPA of 3.70 from all course units,
- IV. for Distinction 4.00 + All subjects "A" passes,
- V. Fulfills the relevant requirements at first attempt of the examination.

**14. Re-sit examination**

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

**15. Course Contents;**

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

Code	Course Units	Status	Credits	Hours		
				Lecture Hours	Practical	Independence Practical Hours
DPMR 13015	Principles of Public Relations	Core	5	32	90	148
DPMR 13025	Public Relations and Traditional Communication Patterns	Core	5	32	90	148
DPMR 13035	Applications in PR- Print media	Core	5	32	90	148
DPMR 13045	Applications in PR- Electronic and Digital media	Core	5	32	90	148
DPMR 13055	Marketing and Advertising	Core	5	32	90	148
DPMR 13065	Event Management	Core	5	32	90	148
<b>Total Credits</b>			<b>30</b>	<b>192</b>	<b>540</b>	<b>888</b>
<b>Total</b>				<b>1620</b>		

## Syllabus

<b>Type</b>	: <b>Core</b>
<b>Course Code</b>	: <b>DPMR 13015</b>
<b>Title</b>	: <b>Principles of Public Relations</b>
<b>Learning Outcomes</b>	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none"><li>• clarifying the basic definitions and analysis of Public Relation</li><li>• discussing various aspects and unique characteristics in the field of Public Relation</li><li>• utilizing the general Public Relation concepts in the context of a specific profession</li><li>• Contextualizing selected classifications, types, distinctions, models, and its conception and development through the history of PR as a discipline.</li></ul>

<b>Course Contents</b>	: <ul style="list-style-type: none"><li>• Introduction to Public Relations</li><li>• Definitions of Public Relations</li><li>• History of Public Relations</li><li>• Models of Public Relations</li><li>• Elements of Public Relations</li><li>• Types of Public Relations</li><li>• Role and function of Public Relations Officer</li><li>• Law and Ethics for Public Relations</li><li>• Political Public Relations and Public Opinion</li><li>• Communication Skills for Public Relations</li></ul>
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**Methodology** : Lectures, Discussions, Interactive contacts,

**Scheme of Evaluation** : Assignments, presentations and examination.

<b>Recommended Readings</b>	: <ul style="list-style-type: none"><li>• Dilenschneider,R.L.(1990). Power and Influence; Mastering the Art of Persuasion, New York: Prentice Hall Press.</li><li>• Theaker, A.(2006). The Public Relation Hand Book, U.K, Routledge (Second edition).</li></ul>
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- Bernays, E. L.(1986).The Later Years: Public Relations Insights, New York: H & M Publishers.
- Key, V.O, (1961) Public Opinion and America Democracy, New York, Knopf
- Lang G and Lang K, (1983) The Battle for Public Opinion, New York, Colombia University Press
- Theaker, A.(2006). The Public Relation Hand Book, U.K, Routledge (Second edition).
- Gruning,J.E; Gruning,L.A. (1992). Model of Public Relations and Communications; in J.E. Gruning (edit)., Excellence in Public Relations and Communication. Hillsdale, NJ:Lawrence, Erlbaum.
- තිලකරත්න, මාපා. (1998). මහජන සම්බන්ධතා: ප්‍රභවය, ව්‍යාප්තිය හා විකාශනය. කොළඹ, රත්න පොත් ප්‍රකාශන.
- හපුආරච්චි, අජන්තා. (2005). මහජන සන්නිවේදනය හා මහජන සම්බන්ධතා. ඉඹුල්ගොඩ. සෙනරත් ප්‍රකාශන.
- කරුණානායක, නන්දන. (1996) මහජන සම්බන්ධතා. නුගේගොඩ, මාධ්‍ය ප්‍රකාශකයෝ.
- ජිනදාස, මනෝජී පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- රාජපක්‍ෂ, චන්ද්‍රසිරි. (2003) ජනසන්නිවේදන මූලධර්ම, ෆාස්ට් ප්‍රින්ටින්, කොළඹ
- ජිනදාස, මනෝජී පුෂ්ප කුමාර. (2014). සන්නිවේදන අධ්‍යයනය. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- ඇතුගල, ආරියරත්න (2016). සන්නිවේදනය න්‍යාය හා ආකෘති, ෆාස්ට් පබ්ලිෂින් (ප්‍රයිවට්) ලිමිටඩ්, කොළඹ 10
- ඇතුගල, ආරියරත්න (2016). සන්නිවේදන සංකල්පය හා මාධ්‍ය සාක්‍ෂරතාව, ෆාස්ට් පබ්ලිෂින් (ප්‍රයිවට්) ලිමිටඩ්, කොළඹ 10
- ඇතුගල, ආරියරත්න (2016). සන්නිවේදන ප්‍රවර්ග. ෆාස්ට් පබ්ලිෂින් (ප්‍රයිවට්) ලිමිටඩ්, කොළඹ 10
- රාජපක්‍ෂ,චන්ද්‍රසිරි (සංස්.) මාධ්‍ය විමර්ශ 1,2,3,4,5,6,7,8
- සන්නිවේදන ශාස්ත්‍රීය සංග්‍රහය (2013). ජනසන්නිවේදන අධ්‍යයන අංශය, කැලණිය විශ්වවිද්‍යාලය

<b>Type</b>	: <b>Core</b>
<b>Course Code</b>	: <b>DPMR 13025</b>
<b>Title</b>	: <b>Public Relations and Traditional Communication Patterns</b>
<b>Learning Outcomes</b>	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none"> <li>• Interpret various forms connected with the study of traditional communication and its application to the study of Public Relations.</li> <li>• The student gets the chance to evaluate the concepts connected with traditional communication patterns and the practice of the same.</li> </ul>
<b>Course Contents</b>	: <ul style="list-style-type: none"> <li>• Introduction to Traditional Communication</li> <li>• Language and Public Relation</li> <li>• Folk-lore and Traditional forms of Public Relations</li> <li>• Structure and relationship of Rural Society</li> <li>• Public Relations and Multi-Cultural Relationship</li> <li>• Public Relation and Religious Communication</li> <li>• Individual character test and Asian relationship Concept</li> <li>• Use of traditional Communication for Public Relation</li> <li>• Use of traditional communication features for Contemporary Media Contents</li> <li>• Study of Art and Literature in Public Relation</li> </ul>
<b>Methodology</b>	: <b>Lectures, Discussions, Interactive contacts,</b>
<b>Scheme of Evaluation</b>	: <b>Assignments, presentations and examination.</b>
<b>Recommended Readings</b>	: <ul style="list-style-type: none"> <li>• Theaker, A.(2006). The Public Relation Hand Book, U.K, Routledge (Second edition).</li> <li>• Carey,James. (1989). Communication As Culture. Unwin Hyman Inc, Routledge, Newyork.</li> <li>• Foster, George M. (1973). Traditional Societies &amp; Technical Change. India, Allied Publisher.</li> <li>• Lowe,Vincent. (1986). Asian PR. Singapore, Times Centere, Times Books</li> </ul>

- International Hettiarachchi, Thilak. (1982). The Sinhalese Pesant in Changing Society. Colombo, Lake house Investment Ltd.
- මහේන්ද්‍ර, සුනන්ද. (2010). සන්නිවේදනය හා සමාජය. කොළඹ, ගොඩගේ සහ සහෝදරයෝ.
- රාජපක්‍ෂ, චන්ද්‍රසිරි (1998). කුඩා කණ්ඩායම් සන්නිවේදනය, ප්‍රදීප ප්‍රකාශකයෝ, කොළඹ
- පියදාස, රෝහණ ලක්‍ෂ්මන් (2000). පුරාණගම, මාධ්‍ය හා සංවර්ධනය පිළිබඳ අධ්‍යයන කේන්ද්‍රය, මහනුවර
- රාජපක්‍ෂ, සමන් (2018). බෞද්ධ සන්නිවේදන න්‍යාය සහ ආකෘති, එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ
- නන්දසිරි, අමාලි උත්පලා (2017). ලාංකේය සංස්කෘතියේ මහජන සම්බන්ධතා හා කළමනාකරණ ක්‍රමෝපායන්. එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ
- රාජපක්‍ෂ, සමන්; නන්දසිරි, අමාලි උත්පලා (2017). ඉරගල වැටෙන යාමය (ගුවන්විදුලි පිටපත් රචනා). සරසවි ප්‍රකාශකයෝ, නුගේගොඩ
- නන්දසිරි, අමාලි උත්පලා (2016).විරන්තන සිංහල ගද්‍ය සාහිත්‍යයේ සන්නිවේදන ශබ්දානු. එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ.

<b>Type</b>	<b>: Core</b>
<b>Course Code</b>	<b>: DPMR 13035</b>
<b>Title</b>	<b>: Applications in PR- Print media</b>
<b>Learning Outcomes</b>	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none"> <li>• Apply various theories connected with print media studies and the student will be in a position to understand aspects of Print media and its evolution, trends and concepts.</li> </ul>
<b>Course Contents</b>	: <ul style="list-style-type: none"> <li>• Introduction to Print media</li> <li>• Newspapers Magazines and periodicals</li> <li>• Newspaper Contents</li> <li>• News reporting and press conference</li> <li>• News Letter</li> <li>• Feature writing</li> <li>• Photo Journalism</li> <li>• Print media Formats for Public Relations</li> <li>• Infographics</li> <li>• Lay out and Designing</li> <li>• Print media Law</li> <li>• Ethics and Social Responsibility</li> </ul>

<b>Methodology</b>	: Lectures, Discussions, Interactive contacts
<b>Scheme of Evaluation</b>	: Assignments, presentations and examination
<b>Recommended Readings</b>	: <ul style="list-style-type: none"> <li>• McBride, S, (1980) Many Voices, One World (Report by the International Commission for the Study of Communication Problems) Paris UNESCO, London, Kogun, Paul</li> <li>• McLuhan Marshall(1975)Understanding Media ,The Extension of man, Routledge and Kegan Paul ,London</li> <li>• Meadow ,C.T (1970)Man-Machine Communicator ,New York ,Wiley –Inter science.</li> <li>• Clark Wesley(1958) Journalism Tomorrow, Syracuse Univ. press</li> <li>• මහේන්ද්‍ර, සුනන්ද (1997). ජනමාධ්‍යයේ නැගීම. එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ</li> <li>• පියදාස, රෝහණ ලක්මන් (1993). ප්‍රචාරණ කලාව මතවාද හා විමර්ශන, වාමර මුද්‍රණ ශිල්පියෝ, මරදාන</li> <li>• රාජපක්‍ෂ, ව්‍යුසිරි, ටියුඩර් වීරසිංහ (2002). ජනමාධ්‍යවේදය</li> <li>• මාධ්‍ය සමීක්ෂා ෪෪෪෪ (2018). ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය, කොළඹ</li> <li>• පුවත්පත් කලා සමීක්ෂා, (1998) ශ්‍රී ලංකා පුවත්පත් මණ්ඩලය</li> <li>• පියදාස, රෝහණ ලක්මන් (1993). පත්තර සිහිවටන සටහන්. මාධ්‍ය හා සංවර්ධනය පිළිබඳ කේන්ද්‍රය. මහනුවර</li> </ul>
<b>Type</b>	: <b>Core</b>
<b>Course Code</b>	: <b>DPMR 13045</b>
<b>Title</b>	: <b>Applications in PR- Electronic and Digital media</b>
<b>Learning Outcomes</b>	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none"> <li>• Using Core concepts of and levels of Electronic and Digital media in the process of Public Relation</li> </ul> <p>Clarifying the basic definitions, Concepts and Theories in Electronic and Digital media</p> <ul style="list-style-type: none"> <li>• Applying Various Public Relation strategies used in the Electronic and Digital media Campaigns and Programmes.</li> <li>• Contextualizing the applicability of general Public Relations concepts with the context Electronic and Digital media</li> </ul>

**Course Contents**

:

- Introduction to Electronic and Digital Media
- Content Development for Radio
- Photography in Public Relations
- Content Development for Television
- Content Development for New media
- Social Media and Public Relations
- Audio and Video editing
- Web Designing

**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.
- ආරියරත්න, ඇතුගල (1998). සංචානනය සහ සන්නිවේදනය, එම්.පීනසේන සහ සමාගම, කොළඹ
- ජනදාස, මනෝජ් පුෂ්ප කුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.
- රාජපක්ෂ, සමන්; නන්දසිරි, අමාලි උත්පලා (2017). ඉරගල වැටෙන යාමය (ගුවන්විදුලි පිටපත් රචනා). සරසවි ප්‍රකාශකයෝ, නුගේගොඩ
- ප්‍රියදර්ශනී, සමන්තිකා (2008). සිනමා සාක්ෂරතාව, කිරිබත්ගොඩ: කල්පනා ප්‍රකාශකයෝ
- මහින්දපාල, එම්.ඩී. (2006). (රොජර් මැන්වෙල්) සිනමාව හා ජන සමාජය. නුගේගොඩ: සරසවි ප්‍රකාශකයෝ.
- මහින්දපාල, එම්.ඩී. (2011). සිනමාව මාධ්‍ය හා කලාව. නුගේගොඩ: සරසවි ප්‍රකාශකයෝ.
- ජනදාස, මනෝජ් පුෂ්ප කුමාර. (2017). නව සංස්. මාධ්‍ය හා නව මාධ්‍ය ඉතිහාසය මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.

<b>Type</b>	: <b>Core</b>
<b>Course Code</b>	: <b>DPMR 13055</b>
<b>Title</b>	: <b>Marketing and Advertising</b>
<b>Learning Outcomes</b>	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none"> <li>• Using Core concepts of and levels of advertising and marketing in the process of Public Relation <ul style="list-style-type: none"> <li>• Clarifying the basic definitions, Concepts and Theories in Advertising and Marketing</li> <li>• Applying Various Public Relation strategies used in the Advertising and Marketing Campaigns and Programmes</li> <li>• Contextualizing the applicability of general Public Relation concepts with the context Advertising and Marketing.</li> </ul> </li> </ul>
<b>Course Contents</b>	: <ul style="list-style-type: none"> <li>• Introduction to Marketing</li> <li>• Evolution of Marketing</li> <li>• Marketing Communication</li> <li>• Role and Functions of Marketing</li> <li>• History of advertising</li> <li>• Role of the advertising agency</li> <li>• Types and models of Advertising</li> <li>• Advertising Strategies, Planning and Positioning</li> <li>• Creative forms of Advertising.</li> <li>• Ethics in advertising</li> </ul>
<b>Recommended Readings</b>	: <ul style="list-style-type: none"> <li>• Alvin Day, Louis (2003) Ethics in Media Communications, Thomson&lt; Wardinia, USA</li> <li>• Terry, Halborrt, J.D. (2002) Cyber Ethics West, Thomson, USA</li> <li>• Overbeek, Wayne (2003) Major Principles of Media law, Thomson, Wardswath</li> <li>• Jones, J Clement (1972) Mass Media Codes of Ethics and Conceals</li> <li>• N. Selvakumaran (1995) Mass Media Law and Regulation in Sri Lanka</li> <li>• නිශ්ශංක, චන්දිමා (2004) දූන්විම්කරණය. ගොඩගේ ප්‍රකාශන කොළඹ</li> </ul>

- අන්තර්ජාතික, භාග්‍යා (2003) ප්‍රචාරණය, ගොඩගේ සහ සහෝදරයෝ, කොළඹ
- ප්‍රේමසිරි, පී.සී. (1998) ආචාර විද්‍යාව, එස්. ගොඩගේ සහ සහෝදරයෝ, කොළඹ

<b>Type</b>	: <b>Core</b>	
<b>Course Code</b>	: <b>DPMR 13065</b>	
<b>Title</b>	: <b>Event Management</b>	
<b>Learning Outcomes</b>	: After the completion of this course unit the students will be able to demonstrate knowledge in, <ul style="list-style-type: none"> <li>• using concepts and strategies of management for the successful completion of events.</li> <li>• using creative effective tools and equipment</li> </ul>	
<b>Course Contents</b>	: <ul style="list-style-type: none"> <li>• Principles of Event Management Types of Events</li> <li>• Planning and Coordination of Events</li> <li>• Key players and responsibilities Budgeting and scheduling Organizing the event</li> <li>• Event Marketing and Advertising</li> <li>• Event Safety and Security</li> <li>• Media and Promotional tools</li> <li>• Evaluation of Event</li> </ul>	
<b>Methodology</b>	: Lectures, Discussions, Interactive contacts	<b>Scheme</b>
<b>of Evaluation</b>	: Assignments, presentations and examination.	
<b>Recommended Readings</b>	: <ul style="list-style-type: none"> <li>• Bowdin, G.A. J.(2006). Events Management Principles and Practice. UK</li> <li>• Event Management, Sage Kennell, Abson Emma (2012)</li> <li>• James and Events Management: An Introduction. USA, Routledge.</li> <li>• ජනදාස, මනෝජ් ජූෂ්පකුමාර. (2014). මහජන සම්බන්ධතාව, මාධ්‍ය නීතිය හා ආචාර ධර්ම. මැදමහනුවර, සංස්කෘතික සන්නිවේදන පර්යේෂණ කේන්ද්‍රය.</li> </ul>	

## List of Resource persons

### A. Internal Resource Persons

1. Senior Professor Ariyaratna Athugala
2. Dr. Lal Thilakarathna
3. Dr. Ajith Medis
4. Dr. D.M.R. Dissanayaka
5. Senior Lecturer Aruna Lokuliyana
6. Senior Lecturer Wijayananda Rupasinghe
7. Senior Lecturer Chandima Nishshanka
8. Senior Lecturer Manoj Pushpa Kumara Jinadasa
9. Senior Lecturer Saman Rajapaksha
10. Senior Lecturer Samanthika Priyadharshani
11. Senior Lecturer Dammika Bandara Herath
12. Senior Lecturer Dharshana Somarathna
13. Senior Lecturer Dinithi Jayasekara
14. Lecturer Mangala Keerthi De Pasqual
15. Lecturer Amali Uthpala Nandasiri
16. Lecturer Dinesha Liyanage
17. Temporary Lecturer Ileka Ruwanpathirana
18. Temporary Lecturer Gayan Madusanka
19. Temporary Lecturer Akila De Silva
20. Temporary Lecturer Chamali Wanigasinghe
21. Temporary Lecturer Dasini Madurasinghe
22. Temporary Lecturer Amani Rupasinghe

### B. External Resource Persons

1. Professor Emeritus Sunanda Mahendra
2. Professor Emeritus Chandrasiri Rajapaksha
3. Professor Rohana Luxman Piyadasa
4. Professor Mapa Thilakarathna
5. Mr. Ayesha Madusanka - Assistant Commissioner – Press Council
6. One Public Relation Manager from one of the three state Banks
7. One Public Relation Manager from one of the Mobile Phone Companies
8. Public Relation Officer from Sri Lanka Air lines.
9. Public Relation Officer from Sri Lanka Police Department.
10. Public and Media Relation officers from Three Forces
11. Executive Officers from Sri Lanka Public Relation Firms.

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