

**SES's L.S. RAHEJA COLLEGE OF ARTS AND  
COMMERCE  
(AUTONOMOUS)**



**BOARD OF STUDIES: MEDIA AND MASS COMMUNICATION  
PROGRAMME: BAMMC**

**SEMESTER: IV**

**NOMENCLATURE OF THE COURSE: Corporate communications and  
PR strategy**

**NEP Vertical: Minor**

**Credit: 02**

(As Per Choice Based Credit System (under NEP 2020) with effect from the academic year 2025-2026)



<b>Programme</b>	Bachelor of Arts in Multimedia and Mass Communication
<b>Nomenclature of the Course</b>	Corporate communications and Public Relation Strategy
<b>Total Marks</b>	50 Marks
<b>Semester</b>	IV
<b>Academic year</b>	2025-2026

**Learning Objectives:**

- To understand the importance of effective corporate communication and public relations in achieving organizational goals.
- To gain knowledge and understand corporate communications and Public Relations (PR)

**Course outcomes:**

- Learners will demonstrate the ability to strategically identify and address opportunities, challenges and key constituencies for a corporate communication plan.
- Learners will apply ethical reasoning methods to public relations and corporate communications campaigns.
- Learners will gain proficiency in using tools to measure PR effectiveness.

<b>Unit</b>	<b>Course Content</b>	<b>Andragogy</b>	<b>No of Lectures</b>
<b>I</b>	<p><b>Fundamentals of Corporate communication and Public relations</b></p> <ul style="list-style-type: none"> <li>● Overview of Corporate communication and public relations (understanding its role, significance and differences)</li> <li>● Understanding internal and external stakeholders</li> <li>● Role of PR and communication in building corporate identity</li> <li>● Corporate branding and Reputation Management Online and offline</li> <li>● Core PR Functions: Employee communications, Media Relations and Crisis Management</li> <li>● Ethical considerations</li> </ul>	Lectures/ Presentation/ Group Discussions/ Case Study	<b>15</b>
<b>II</b>	<p><b>Strategy Planning and Execution</b></p> <ul style="list-style-type: none"> <li>● Understanding the brand image and environmental scanning</li> <li>● Understanding geo-political scenario</li> <li>● Crafting a Strategic PR Plan and corporate communication plan: Setting Objectives, Audience Targeting, and Messaging</li> <li>● Digital PR &amp; Social Media Strategy for Corporate Branding</li> </ul>	Lectures/ Presentation/ Group Discussions/ Case Study	<b>15</b>

	<ul style="list-style-type: none"> <li>• Measuring PR Effectiveness: KPIs, Media Monitoring &amp; Sentiment Analysis</li> <li>• Corporate Social Responsibility (CSR) and Sustainable Communication Strategies</li> <li>• Future Trends in Corporate Communication &amp; PR (AI, Influencer PR, CSR)</li> </ul>		
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*Syllabus Courtesy: Ms. Shobha Venkatesh*

### SUGGESTED READINGS

1. Wood, E. (2013). Public relations and corporate communication. In *The public relations handbook* (pp. 123-141). Routledge.
2. Jefkins, F. (1992). What is Public Relations?. In *Public Relations for Marketing Management* (pp. 1-11). London: Palgrave Macmillan UK.
3. Seitel, F. P. (2017). *The practice of public relations*. Pearson.
4. Oliver, S. (2008). Public relations strategy. *Strategic Direction*, 24(5).
5. Goodman, M. (2012). *Corporate communication*. Business Expert Press.
6. Illia, L., & Balmer, J. M. (2012). Corporate communication and corporate marketing: Their nature, histories, differences and similarities. *Corporate communications: An international journal*, 17(4), 415-433.
7. Steyn, B. (2004). From strategy to corporate communication strategy: A conceptualisation. *Journal of communication management*, 8(2), 168-183.

### Internal Continuous Assessment (ICA) Pattern

Sr No.	Examination Method	Marks
1	Project / Assignment	10
2	Viva / Presentation	5
3	Class Participation	5
	<b>TOTAL</b>	<b>20</b>

### Term End Examinations (TEE)

#### Question Paper Pattern

Question No.	Description	Total Marks
1	Concept Based / Case Study	6
2	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	12
3	A. Full Length Theory Question <b>OR</b>	12
	B. Full Length Theory Question	12
	<b>TOTAL</b>	<b>30</b>

Note: The Full-length theory question of 12 marks each may be split up into two smaller questions carrying 6 marks and 6 marks respectively.