



College/: Management and Technology
 Department of : Marketing and International Business .

SESSION PLAN

*Lecture /

(* DELETE AS APPROPRIATE)

COURSE PARTICULARS	
..... E(A) 814	Title: Public Relations

SESSION PARTICULARS		
#: 5.....	Title: public opinion	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	What is public opinion
2.	What are attitudes
3.	How are attitude influenced
4.	Motivating attitude change
5.....	Power of persuasion
6.....	Influencing public opinion
7.....	Polishing the cooperate image
8.....	Managing reputation
9.....	
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Prepared by :
 Designation
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Approved by :
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COURSE PARTICULARS	
..... E(A) 814	Title: Public Relations

SESSION PARTICULARS		
#: 6.....	Title: ... Ethics.....	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Are we doing the right thing
2.	Ethics in business
3.	Cooperate codes of conduct
	Cooperate social responsibility
.....	Ethics in government
.....	Ethics in journalism
.....	Ethics in public relations
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COURSE PARTICULARS

..... E(A) 814	Title: Public Relations
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SESSION PARTICULARS

#: .8.....	Title: Research	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Essential first step
2	What is research
3	Principals of public relation research
4	Types of public relation research
5....	Methods of public relation research
6.	Evaluation
7	Research and the web
8	Using outside research help
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COURSE PARTICULARS	
..... E(A) 814	Title: Public Relations

SESSION PARTICULARS		
# 9.....	Title: print media relation	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1	Number one media
2	Objectivity in media
3	The internet factor
4	Dealing with the media
5	Attracting publicity
6	Value of publicity
7....	Pitching publicity
8....	Online publicity
9....	Dealing with the wires
10....	Measuring publicity
11....	Handling print interviews
12....	Press conferences
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***Lecture / Tutorial / Laboratory / Workshop**
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COURSE PARTICULARS	
..... E(A) 814	Title: Public Relations

SESSION PARTICULARS		
#: .10.....	Title: consumer relations	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Consumer relations objectives
2.	Consumer-generated media
3.	Office of the ombudsperson
4.	The consumer movement
5.....	Federal consumer agencies
6.....	Consumer activists on the internet
7.....	Business gets the message
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COURSE PARTICULARS	
..... E(A) 814	Title: Public Relations

SESSION PARTICULARS		
#: 11.....	Title: Public Relation Writing	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Fundamentals of writing
2.	Fiesch readability formula
3.	The beauty of the inverted pyramid
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COURSE PARTICULARS

..... E(A) 814	Title: Public Relations
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SESSION PARTICULARS

#:.12.....	Title: : Final presentations	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	Final presentations
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COURSE PARTICULARS

..... E(A) 814	Title: Public Relations
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SESSION PARTICULARS

#: 14	Title: writing for the ear	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	News releases content
2.	News releases style
3.	News releases essentials
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COURSE PARTICULARS

#: E(A) 814	Title: public relations
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SESSION PARTICULARS

#: 15	Title: writing the ear	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
1.	The media kit
2.	The pitch letter
3.	Writing for the ear
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COURSE PARTICULARS

#: E(A) 814	Title: Public relations
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SESSION PARTICULARS		
#: 16	Title: Final exam	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
1.	Final exam
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COURSE PARTICULARS	
#:EA411.....	Title: Organization Analysis and Design

