

## *Course Content: Public Relations , Advertising & Event Management*

Fundamentals of Public Relations This course is a "real world" orientation to the practice of public relations. Using case study examples and current media coverage, students will learn about the role of public relations in organizations and the application of communication tools. We will begin by looking at the PR practitioner, the importance of research, planning and measurement, and move into marketing communication strategy.

**Public Relations:** This topic explores the relationship of public relations activities with other functions or professions such as advertising and marketing. It provides insights on professional ethics and information on industry bodies. It explains the strategic process of public relations, which includes preparing budgets and timetables, evaluating the current scenario, and planning and managing a public relations campaign.

**Public Relations Sectors:** This topic introduces the participants to the various sectors where public relations is applicable, such as corporate communications, voluntary sector, financial public relations including communicating financial performance, and public relations during mergers, takeovers, share offerings, and shareholder communications. There will be discussions on Client relationships, Pitching for business, Managing client accounts. Public Relations and Political Lobbying, Public Relation case studies. **Public Relations—Sponsorship and Community Relations:** This topic aims to train students on all aspects of the sponsorship market by answering questions such as How to target particular public? What can be sponsored? How to make sponsorship proposals? How Sponsorship fits in to wider public relations campaigns? How to evaluate sponsorships? Why organizations engage in community relations?

**Relationship between Public Relations and the Media:** Students will get insights on how to build effective relationships with the media. Dealing with the mass media requires specific skills and this topic aims to sensitize students on aspects such as pitching stories, interviews, press conferences, photography, and media relations in crisis situations. It also discusses the thin line separating publicity and press relations.

**Media Relations:** The tasks involved in media relations include segmenting audiences, serving the client/organization, serving the media, developing readership profile, building media lists, and matching media with public. Students will develop the skills and learn the techniques required to perform all these tasks effectively. In addition, Press releases play a vital role in public relations. Students will learn how to identify and create news angles in press releases or in a story. The topic also touches upon the role of photography, ethics of media relations, and techniques used in evaluating media relations and monitoring media. Specific skills that will be developed include the ability to: Write press releases, Develop interview briefs, Create statements and speeches, Extend business material for public relations, which includes preparing proposals, business plans, presentations, and report. This course covers the Media Relations aspects of public relations: understanding how the media works, getting the media's attention, understanding news values, effective press conference and media interview strategies, and the use/production of video news releases.

**Writing for Public Relations:**-Learn the skills required to write and edit a news release, fact sheet, backgrounder, bio, media advisory and media statement.

### **Crisis/Issues Management**

Students will learn proven planning and strategies skills for protecting and maintaining the public image of organizations during a sudden crisis and ongoing issues.

### **Writing Skills Improvement**

Learn how to improve writing skills by reviewing and understanding the following: techniques to eliminate writer's block, the parts of speech, grammar, sentence construction, punctuation, business writing, style elements, and revision principles. This course will explore various basic principles of editing and style.

### **Feature Writing**

Students will learn to write non-fiction articles suitable for PR related projects such as magazine stories, advertorials and opinion pieces.

### **International PR**

To learn how to conduct public relations campaigns in the global village of modern business. The course will specifically focus on Asia, North America and Europe.

### **Non Profit Public Relations**

Non-Profit organizations face communications challenges -- and opportunities -- that differ from the corporate and governmental sectors. Specific approaches and strategies are required when attempting to win hearts and minds for your issue. Those who work for non-profits often feel passionately about issues, but their messages can alienate instead of enlarge the target audience. Learn how to identify your target audience and choose the most effective ways to reach this audience with messages that resonate and win people over.

### **Entertainment Public Relations**

This course covers the fundamentals of starting and operating your own PR business. Through discussions and exercises you will learn the basic skills required to be an entrepreneur in PR. Topics include business structure, goal setting, developing relationships, time management, budgeting, promotion and marketing.

### **PR Issues & Trends**

Students will tour and learn from the experts at important media and PR outlets such as Channel MTV, zee TV News, Police Department, PR Agencies and so on.

### **Sponsorship PR**

Students will learn how sponsorship plays within the area of Public Relations. This course is designed to prepare students to identify how key stakeholders can be influenced through the use of a well targeted and executed sponsorship program. The material will be taught using lectures, case studies and group/individual assignments.

## **Practicum**

Students will be evaluated on their performance carrying out actual PR campaign duties in a variety of delhi based public relations agencies, private and public sector organizations.

## **Practicum Preparation and Job Preparation**

Students will be given an introduction to the delhi based PR industry job market, job resume and search skills, practicum search, evaluation and selection skills.

## **Web PR**

A study of how public relations are practiced on the Internet. the online world is developing fast and bringing with it a host of new challenges. For the PR profession, this new world also opens the door to countless possibilities. With the ultimate goal in mind of continuously achieving better results and a more favourable perception for our clients, the ways in which we communicate with our target audiences will continue to be altered. Online reputation management will become a strategic function of every organisation. Target audiences are continuously changing. Do we know which channels to use and when to use them in order to communicate most effectively? Do we know how to listen to online conversations and moderate them in the desired way? Are we led by awareness that every individual and organisation has a potentially unlimited presence in the online world?

## **Business in PR**

Students will learn the fundamentals of starting and operating their own business.

## **Ethics, Slander & Libel**

Students will be given an overview of the ethical principles that govern print, broadcast and web-based journalism. It examines voluntary codes of practice in place for media outlets; a discussion of the legal rules that apply for all forms of reporting; a discussion of libel and slander; and case studies of real issues involving both ethical issues and libel/slander judgments.

**Marketing:** Students will learn the techniques and procedures involved in market research and information, positioning products, branding, marketing communications, and marketing management and organization. There will be deliberations on the role of public relations in marketing management.

**Advertising:** Students will be familiarized with the advertising industry and professional bodies, codes of practice, key advertising agencies, advertising campaign planning and management, and advertising media. There will be in-depth coverage of the types of advertisements—magazines, newspapers, posters, billboards, and ambient advertising. The relationship between advertising and public relations will also be examined.

**COPYWRITING:** Students will learn the basics of advertising copywriting as it applies in a public relations setting including print and electronic media.

**Event Management:** *The focus is to equip students with the approaches and tactics in planning event management activities, budgeting events, coordinating events, marketing events, and managing event risks, corporate events, business conferences, trade exhibitions, fund raising events, celebrity management, and sporting events are some of the specialized areas of event management in which the students will be trained. This module will equip the participants with skills and techniques for identifying event goals and listing objectives, conducting a competitive analysis, creating an appropriate vision and mission for an event, managing event planning schedules, handling event contracts and agreements, identifying the vulnerable and promotional elements of the event, and creating and presenting proposals to clients. Students will learn how to design, plan, coordinate, manage, promote and "sell" a variety of special events -- from media launches to fundraising events -- to the public and the news media.*

**Marketing the Event:** You will learn how to accomplish the tasks involved in marketing an event include preparing the event proposal strategy; sourcing and sending invitations; budgeting and buying advertising; publicizing the event by organizing contests and pre-event campaigns; merchandising; packaging and sales promotion; and formulating a public relations strategy.

**Event Budget Planning:** You will learn about the advantages and constraints of using a budget. You will be introduced to the key elements of budgetary such as forecasting expenditure and determining supplier fees and deposits.

**Celebrity Events:** You will gain insights into organizing celebrity events, concerts and launches, television-related events and ceremonies, fashion shows, national festivals, galas, special theme events, and internet event Launches. You will also be given tips on how to deal with celebrity agents and handle celebrity wish lists.

**Fund-raising Events:** This specialized topic will teach you how to establish a budget and meet the target for a fund-raising event. You will receive guidance on areas specific to fund-raising which will help you in developing event goals and objectives, sourcing and working with volunteers, preparing an Event Action Plan for pre, onsite, and post event management, choosing sites and locations, working to a budget, and generating sponsorship support.

**Event Sponsorship:** This topic covers all aspects of event sponsorship starting from determining potential sponsorship market based on the event type, time, and location, assessing the selling points of the event, determining sponsorship fulfillment responsibilities, to determining sponsorship pricing based on market factors.

**WEDDING PLANNERS:** students will learn from the experts (like e-factor, who planed high profile wedding like ashwariya rai and Abhishek bachchan) about theme wedding. decoration for weeding ,organizing food menu and much more.