

GEC IV
Corporate Communication

Unit I: Introduction to Corporate Communication

1. Corporate Communication: Definition, Concept, Scope and Relevance
2. Shift from PR to Corporate Communication: Corporate Philanthropy and Social Responsibility
3. Internal and External Communication
4. Elements of Corporate Communication Plan
5. Crisis Communication and Corporate Identity

Unit II: Introduction to Public Relations (PR)

1. Public Relations: Concept, Definitions, Role, Scope and Functions
2. Brief History of Public Relations and Emergence of Corporate Communication
3. PR Avenues: Issue Management, Lobbying, Corporate Social Responsibility (CSR), Public Opinion, Advertising, Propaganda and Publicity
4. Laws and Ethics in PR, PRSI Code
5. Roles and Responsibilities of PRO: Public Sector, Private Sector and NGO

Unit III: PR Agency- Tools and Techniques

1. PR agency and In-house PR: Role and Functions
2. Media Relations: Multi-media Release (press, audio, video & social media), Press Conference, Press Kit, Press Briefings and Familiarizing Tours
3. Tools and Techniques for Public Relations: House Journal, Bulletin Board, Visit by Management, Open House and Annual Reports
4. Use of Digital Media and Emerging Trends in PR

Unit IV: Event Management

1. Event as a Communication and Marketing tool
2. Event Management: Definition and Elements
3. Event Management as a Tool of PR and Corporate Communication
4. Event Management Process: Proposal Planning, Revenue Generation, Event Promotion and Risk Management

Suggested Readings:

1. Balan, K. R., & Rayudu, C. S. (1994). *Public relations in action*. New Delhi: Castle Book.
2. Cutlip, S. M., Center, A. H., & Broom, G. M. (1985). *Effective public relations*. Englewood Cliffs, NJ: Prentice-Hall.
3. Cornelissen, J. (2008). *Corporate communication: A guide to theory and practice*. Los Angeles: SAGE.
4. Cottle, S. (2006). *News, public relations and power*. London: Sage.
5. Jethwaney, J. (2010). *Corporate communication: Principles and practice*. Oxford: Oxford University Press.
6. Oliver, S. (2004). *A handbook of corporate communication and public relations: Pure and applied*. London: Routledge.