

## **Corporate Communication & Public Relations**

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#### **Unit 1 - Foundation of Corporate Communication**

a) Corporate Communication: Scope and Relevance

Introduction, Meaning, Scope, Corporate Communication in India, Need/ Relevance of Corporate Communication in Contemporary Scenario

b) Keys concept in Corporate Communication

Corporate Identity: Meaning and Features, Corporate Image:

Meaning, Factors Influencing Corporate Image, Corporate

Reputation: Meaning, Advantages of Good Corporate Reputation

c) Ethics and Law in Corporate Communication

Importance of Ethics in Corporate Communication, Corporate

Communication and Professional Code of Ethics, Mass Media Laws:

Defamation, Invasion of Privacy, Copyright Act, Digital Piracy, RTI

#### **Unit 2 - Understanding Public Relations**

a) Fundamental of Public Relations:

Introduction, Meaning, Essentials of Public Relations, Objectives of Public Relations, Scope of Public Relations, Significance of Public Relations in Business

b) Emergence of Public Relations:

Tracing Growth of Public Relations, Public Relations in India,

Reasons for Emerging International Public Relations

c) Public Relations Environment:

Introduction, Social and Cultural Issues, Economic Issues, Political Issues, Legal Issues

d) Theories used in Public Relations:

Systems Theory, Situational Theory, Social Exchange Theory,

Diffusion Theory

#### **Unit 3 - Functions of Corporate Communication and Public**

## **Relations**

### a) Media Relations:

Introduction, Importance of Media Relations, Sources of Media Information, Building Effective Media Relations, Principles of Good Media Relations

### b) Employee Communication:

Introduction, Sources of Employee Communications, Organizing Employee Communications, Benefits of Good Employee Communications, Steps in Implementing An Effective Employee Communications Programme, Role of Management in Employee Communications

### c) Crisis Communication:

Introduction, Impact of Crisis, Role of Communication in Crisis, Guidelines for Handling Crisis, Trust Building

### d) Financial Communication:

Introduction, Tracing the Growth of Financial Communication in India, Audiences for Financial Communication, Financial Advertising

## **Unit 4 - Emerging Technology in Corporate Communication and Public Relations**

### a) Contribution of Technology to Corporate Communication

Introduction, Today's Communication Technology, Importance of Technology to Corporate Communication, Functions of Communication Technology in Corporate Communication, Types of Communication Technology, New Media: Web Conferencing, Really Simple Syndication (RSS)

### b) Information Technology in Corporate Communication

Introduction, E-media Relations, E-internal Communication, E-brand Identity and Company Reputation

### c) Corporate Blogging

Introduction, Defining Corporate Blogging, Characteristics of a Blog, Types of Corporate Blogs, Role of Corporate Blogs, Making a Business Blog

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