

Laboratory Manual

(Version2.0)

for

Public Relations Lab

[BA(JMC)] 254

BA(JMC)- 4 Semester

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List of Abbreviations

BTL	Bloom's Taxonomy Level
CE	Communication Efficacy
CICP	Conduct Investigations of Complex Computing Problems
CK	Computational Knowledge
CO	Course Outcome
DAC	Departmental Advisory Committee
DDS	Design and Development of Solutions
I&E	Innovation and Entrepreneurship
I&T	Individual & Team Work
IQAC	Internal Quality Assurance Cell
LLL	Life-Long Learning
MTU	Modern Tool Usage
PA	Problem Analysis
PE	Professional Ethics
PEO	Programme Educational Objective
PMF	Project Management and Finance
PO	Programme Outcome
SEC	Societal and Environmental Concern

Declaration

Department : Department of Journalism and Mass
Communication

Course, Year and the Semester to which Lab is offered : BA(JMC) – 2 Year, 4 Semester

Name of the Lab Course : Public Relations Lab

Course Code : BA(JMC) 254

Version No. : 2.0

Name of Course/Lab Teacher(s) : Dr Avneet Kaur Bhatia

Laboratory Manual Committee :

Approved by : DAC

Approved by : IQAC

Signature
(Course Teacher)

Signature
(Head of Department)

Signature
(IQAC Coordinator)

1. Vision of the Department

To become a Centre of excellence in the field of Journalism and Mass Communication to produce quality professionals for continuously evolving media industry.

2. Mission of the Department

- M₁** To produce quality professionals as per global industry standards in the field of journalism & mass communication.
- M₂** To foster technical & entrepreneurial skills and innovation & research capabilities for all-round development of budding professionals.
- M₃** To promote analytical and collaborative life-long learning skills amongst students and faculty members.
- M₄** To inculcate strong ethical values and professional behaviour while giving equal emphasis to social commitments and nation building.

3. Programme Educational Objectives (PEOs)

The PEOs for the BA(JMC) programme are as follows:

- PEO₁** Exhibit professional, social, and entrepreneurial competencies and knowledge for being a successful professional in the Journalism, Media and Entertainment industry
- PEO₂** Be a lifelong learner, adapt and maintain leadership in a rapidly changing multi-dimensional, contemporary world.
- PEO₃** Act as a catalyst and inspire (change agent) for people-centric societal empowerment.
- PEO₄** Facilitate transparency and strengthen democracy as its fourth pillar.

4. Programme Outcomes (POs)

PO₁ Critical Thinking (CT)

Take informed actions after identifying the assumptions that frame our thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at our ideas and decisions (intellectual, organizational, and personal) from different perspectives.

PO₂ Effective Communication (EC)

Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of world by connecting people, ideas, books, media and technology.

PO₃ Social Interaction (SI)

Elicit views of others, mediate disagreements and help reach conclusions in group settings.

PO₄ Effective Citizenship (ECZ)

Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

PO₅ Ethics

Recognize different value systems including your own, understand the moral dimensions of your decisions and accept responsibility for them.

PO₆ Environment and Sustainability (ES)

Understand the issues of environmental contexts and sustainable development.

PO₇ Self-Directed and Life-Long Learning (SDLLL)

Acquire the ability to engage in independent and life-long learning in the

PO₈ Modern Tools Usage(MTU)

Ability to apply knowledge and understanding of the computing and management principles and apply these to one's own work, as a member

and leader in a team, to manage projects in multidisciplinary environments.

PO₉ Project Management and Finance (PMF)

Ability to effectively communicate with the technical community, and with society at large, about complex computing activities by being able to understand and write effective reports, design documentation, make effective presentations, with the capability of giving and taking clear instructions.

5. Institutional Policy for Students' Conduct

The following guidelines shall be followed: -

- 5.1 All the students in their introductory Lab. shall be assigned a system, which shall be their workplace for the complete semester. Students can store records of all their Lab. assignments on their individual workstations.
- 5.2 Introductory Lab. shall include an introduction to the appropriate software/tool, followed by a basic Introductory Assignment having Practice Questions. All the students are expected to complete this assignment within a week time, as the same shall be assessed through a lab. test.
- 5.3 Each week the instructor, in parallel to respective topics covered in the theory lecture, shall assign a set of practical problems to the students in form of Assignments (A, B, C, ...). The problems in these assignments shall be divided into two parts. The first set of Problems shall be compulsory for all the students and its record need to be maintained in the Practical File, having prescribed format, as given in Appendix-A. All the students should get the weekly assignment checked and signed in the Practical File by the respective teacher in the immediate succeeding week. The second set of problems are Advanced Problems and shall be optional. Student may solve these advanced problems for their further practice.
- 5.4 Cellular phones, pagers, CD players, radios and similar devices are prohibited in the classrooms, laboratories, and examination halls.
- 5.5 Laptop-size computers/Tablets may be used in lectures for the purpose of taking notes or working on team-projects.
- 5.6 The internal practical exam shall be conducted towards the end of the semester and shall include the complete set of Lab exercises conducted as syllabus. However, students shall be assessed on continuous basis

through overall performances in regular lab. tests, both announced and surprise and viva-voce.

- 5.7 The respective faculty shall prepare and submit sufficient number of practical sets of computing problems to the Dean (Examinations), atleast two weeks prior to the actual exam. It is the responsibility of the faculty to ensure that a set should not be repeated for more than 5 students in a given batch.
- 5.8 The exam shall be of 3 hours duration where the student shall be expected to implement solutions to his/her assigned set of problems on appropriate software tools in the lab.
- 5.9 Once implemented, student shall also appropriately document code implemented in the assigned answer sheets, which shall be submitted at the end of the examination. All the students shall also appear for viva-voce examination during the exam.
- 5.10 Co-operate, Collaborate and Explore for the best individual learning outcomes but copying or entering into the act of plagiarism is strictly prohibited.

6. Learning Outcomes of Laboratory Work

The student shall demonstrate the ability to:

- By participating in events students plan, design and implement different media release for the launch of a product/service /idea
- Demonstrate proficiency of skills to design and manage a PR pitch and campaign
- Analyze the significance of role and responsibilities of Public Relation Officer and emerging trends in Public Relations.

- ☑ Students will learn to adapt their communication styles to different media platforms and tailor messages to specific target audiences
- ☑ By creating minutes of the meeting, memos, and notices, students will enhance their business writing skills. They will understand the importance of clarity, brevity, and professionalism in written communication.
- ☑ Overall, your syllabus seems to offer a comprehensive and hands-on learning experience that would equip students with a strong foundation in Public Relations.

7. Course/Lab Outcomes (COs)

- CO₁ Design and implement multimedia release for the launch of a product/service. (BTL6)
- CO₂ Prepare minutes of the meeting, memo and notice for various activities. (BTL3)
- CO₃ Demonstrate proficiency of skills to design and manage a PR pitch and campaign. (BTL6)
- CO₄ Work in teams to organize a mock press conference. (BTL6)

8. Mapping of COs with PO's

Table 1: Mapping of CO's with PO's

PO/CO	PO ₁	PO ₂	PO ₃	PO ₄	PO ₅	PO ₆	PO ₇	PO ₈	PO ₉
CO ₁	3	3	2	2	2		3	2	2
CO ₂	3	3	1		2		3	2	
CO ₃	3	2	2		1		3	2	

CO ₄	3	2	3		2		2	3	
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9. Course/Lab Description

Course (Lab) Title : Public Relations Lab
Course (Lab) Code : BA(JMC) 254
Credits : 02
Pre-requisites : Knowledge of Public Relations
Academic Session : Feb to June
Contact Hours/Week : 02
Internal Assessment : 40 Marks
External Assessment : 60 Marks

10. Grading Policy

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
1.		Plan, design and implement the following for the launch of a product/service /idea	Assignment A
	1.	Create a press release for a fictional product launch, considering appropriate language, tone, and formatting.	AP ₁
	2.	Create a script for a 2-minute audio release introducing a new product. Consider the tone, pacing, and clarity of the message.	AQ ₁
	3.	Produce a 2-3 minute video release for a new product or service. Justify the creative decisions made in the production process, highlighting how they align with the brand strategy.	AQ ₂

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
	4.	Develop a social media news release strategy for a crisis management scenario. Outline steps to control the narrative and maintain a positive brand image.	AQ3
2.	Write Minutes of the Meeting, Memo and Notice		Assignment B
	5.	Imagine you attended a team meeting where important decisions were made regarding a new project.	BP ₁
	6.	You are the team leader and need to inform your team about changes in the project timeline. Write a memo addressing your team members.	BP ₂
	7.	Imagine you are the HR manager, and you need to inform all employees about an upcoming training session on a new software system.	BP ₃
	8.	Organise a Mock Press Conference on Any Current Issues (Ram lalla pran Pratishtha)	CP ₁
	9.	Compile a post-conference report summarizing the overall success, challenges faced, and lessons learned from organizing the mock press conference.	CQ ₁
	10.	Imagine you are tasked with planning a PR campaign for a new product launch.	DP ₁
	11.	Create a comprehensive plan for liaising, licensing, and obtaining permissions for the campaign.	DQ ₁
	12.	Design a press kit for the PR campaign launch. Include:	DQ ₂

Week No.	Lab No.	Topics/Concepts to be Covered	Reference of Lab Manual
		<ul style="list-style-type: none"> • Press release with key messaging • Backgrounder providing additional context • Fact-sheet for quick reference • Audio-visual materials (videos, images) • Stationery with the organization's branding • A small gift item for attendees 	
	13.	<p>Develop a detailed schedule for the PR campaign launch event.</p> <p>Include:</p> <ul style="list-style-type: none"> • Opening speech content and speaker • Presentation details and order • Q&A session format and facilitator • Vote of thanks content and speaker 	DQ3
	14.	<p>Collect media coverage from various sources (newspapers, online articles, blogs, etc.) related to the PR campaign launch.</p>	DQ4
	15.	<p>Draft personalized thank-you notes for attendees, media representatives, and key partners involved in the campaign launch.</p>	DQ5
	16.	<p>Write a brief report summarizing the analysis and providing insights for future campaigns.</p>	DQ6