



COURSE CONTENT

Diploma in Public Relations and Media Management

Department of Mass Communication

Faculty of Social Sciences

University of Kelaniya

2023



CODE	COURSE UNIT	TYPE	CREDITS
DPMR 13015	Principles of Public Relations	C	5
	<ul style="list-style-type: none"> • Introduction to Public Relations • Definitions of Public Relations • History of Public Relations • Models of Public Relations • Elements of Public Relations • Types of Public Relations • Role and function of Public Relations Officer • Law and Ethics for Public Relations • Political Public Relations and Public Opinion Communication Skills for Public Relations 		
DPMR 13025	Public Relations and Traditional Communication Patterns	C	5
	<ul style="list-style-type: none"> • Introduction to Traditional Communication • Language and Public Relation • Folk-lore and Traditional forms of Public Relations • Structure and relationship of Rural Society • Public Relations and Multi-Cultural Relationship • Public Relation and Religious Communication • Individual character test and Asian relationship Concept • Use of traditional Communication for Public Relation • Use of traditional communication features for Contemporary Media Contents 		

	<ul style="list-style-type: none"> • Study of Art and Literature in Public Relation 		
DPMR 13035	Applications in PR- Print media	C	5
	<ul style="list-style-type: none"> • Introduction to Print media • Newspapers Magazines and periodicals • Newspaper Contents • News reporting and press conference • News Letter • Feature writing • Photo Journalism • Print media Formats for Public Relations • Info graphics • Lay out and Designing • Print media Law • Ethics and Social Responsibility 		
DPMR 13045	Applications in PR- Electronic and Digital media	C	5
	<ul style="list-style-type: none"> • Introduction to Electronic and Digital Media • Content Development for Radio • Photography in Public Relations • Content Development for Television • Content Development for New media • Social Media and Public Relations • Audio and Video editing • Web Designing 		
DPMR 13055	Marketing and Advertising	C	5
	<ul style="list-style-type: none"> • Introduction to Marketing • Evolution of Marketing 		

	<ul style="list-style-type: none"> • Marketing Communication • Role and Functions of Marketing • History of advertising • Role of the advertising agency • Types and models of Advertising • Advertising Strategies, Planning and Positioning • Creative forms of Advertising. • Ethics in advertising 		
DPMR 13065	Event Management	C	5
	<ul style="list-style-type: none"> • Principles of Event Management Types of Events • Planning and Coordination of Events • Key players and responsibilities Budgeting and scheduling Organizing the event • Event Marketing and Advertising • Event Safety and Security • Media and Promotional tools • Evaluation of Event 		