
Post Graduation Diploma in Public Relations – 2 Years

Year 1 – Semester I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	27101	1PGPR1	Introduction to Public Relations
2	27102	1PGPR2	Media Communication
3	27103	1PGPR3	Corporate Communication
4	27104	1PGPR4	Event Management

Course Details:

- PR principles, tools, public opinion.
- Press releases, media interaction.
- Internal & external communication.
- Event planning & coordination.

Year 1 – Semester II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	27201	2PGPR1	Crisis Management
2	27202	2PGPR2	Social Media PR
3	27203	2PGPR3	PR Campaign Planning
4	27204	2PGPR4	Project – I

Course Details:

- Handling crisis, negative publicity.
- Online brand image management.

- Campaign design and client relations.
- PR case study.

Year 2 – Semester III

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	27301	3PGPR1	International Public Relations
2	27302	3PGPR2	Research Methods in PR
3	27303	3PGPR3	Corporate Social Responsibility (CSR)
4	27304	3PGPR4	Media Law & Ethics

Course Details:

- Global PR strategies, diplomacy.
- Research tools, surveys, analysis.
- CSR initiatives and reporting.
- Ethics, media laws, regulations.

Year 2 – Semester IV

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	27401	4PGPR1	Internship / Field Work
2	27402	4PGPR2	Major Campaign Project
3	27403	4PGPR3	Viva
4	27404	4PGPR4	Seminar / Presentation

Course Details:

- Real PR internship.
- Complete PR campaign.
- Viva examination.
- Seminar presentation.

