



RAJAGIRI VISWAJYOTHI
COLLEGE OF ARTS AND APPLIED SCIENCES
VENGOOR, PERUMBAVOOR KERALA- 683546

An ISO 9001 : 2015 Certified Institution

Affiliated to Mahatma Gandhi University, Kottayam | Approved by AICTE



CRITERION 1 - CURRICULAR ASPECTS

1.2 Academic Flexibility

2019-2024

Submitted to





1.2.1 Syllabus of Courses Offered During 2020-2021

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SYLLABUS OF CERTIFICATE COURSE IN SHORT STORY WRITING

Course Duration: 30 Hours

Course Objective

The course offers a comprehensive introduction to short story writing. Students will learn essential storytelling techniques, character development, dialogue crafting, and effective editing strategies. The course combines theoretical concepts with practical exercises to help students produce well-crafted short stories.

Course Outcomes

- Apply fundamental elements of short story writing.
- Develop dynamic characters and engaging dialogue.
- Create vivid settings and maintain the atmosphere.
- Execute self-editing and revise effectively based on feedback.

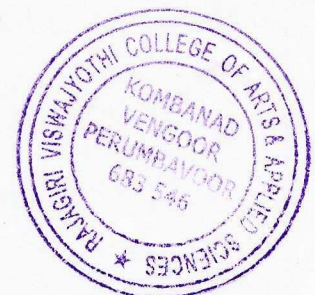
Course Syllabus:

Module 1: Essentials of Short Story Writing (7 hours)

- **Core Elements:** Plot, character, setting, conflict, and theme.
- **Story Structure:** Crafting beginnings, middles, and ends; understanding narrative arcs.
- **Idea Generation:** Techniques for brainstorming and developing ideas.
- **Practical Exercises:** Writing prompts and story planning.

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Module 2: Character Development and Dialogue (8 hours)

- **Character Creation:** Techniques for developing memorable characters and character arcs.
- **Point of View:** Exploring and applying different narrative perspectives.
- **Dialogue Writing:** Crafting realistic conversations, using dialogue tags effectively, and incorporating subtext.
- **Practical Exercises:** Character sketches and dialogue practice.

Module 3: Setting, Atmosphere, and Descriptive Writing (7 hours)

- **Descriptive Techniques:** Creating vivid settings and incorporating sensory details.
- **Setting as Character:** Using setting to influence mood and plot.
- **Atmospheric Writing:** Maintaining consistent atmosphere throughout the story.
- **Practical Exercises:** Descriptive writing and setting development.

Module 4: Editing, Revising, and Assessment (8 hours)

- **Self-Editing Techniques:** Methods for revising and improving drafts.
- **Feedback and Critique:** Techniques for providing and receiving constructive criticism.
- **Final Revisions:** Polishing your story for clarity and style.

Assessment Methods

- **Story Submission:** Students submit a completed short story for evaluation.
- **Peer Review:** Participation in peer review sessions to provide and receive feedback.


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SYLLABUS OF CERTIFICATE COURSE IN FILM STUDIES

Course Duration: 35 Hours

Course Objective

To provide a comprehensive understanding of cinema through the study of film history, theory, production techniques, and contemporary trends, with a focus on critical analysis and practical application.

Course Outcomes

- Gain a foundational understanding of film history and its evolution.
- Apply key film theories and critical approaches to analyze films.
- Acquire basic skills in film production techniques.
- Evaluate contemporary trends and their impact on the film industry and society.

Course Syllabus

Module 1: Foundations of Film History and Theory (7 hours)

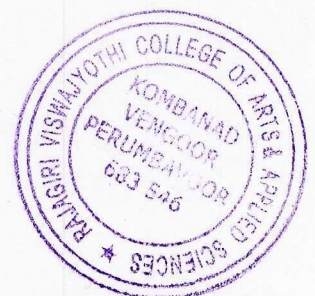
- Film History - Early cinema and the silent era - The rise of Hollywood and the studio system - The evolution of world cinema and national cinemas - Contemporary cinema and digital transformations
- Film Theory - Formalism and realism - Auteur theory - Genre theory - Introduction to feminist film theory, psychoanalysis and post-colonial theory

Module 2: Film Production Techniques (9 hours)

- **Pre-production:** Planning, scripting, and storyboarding
- **Production:** Directing, cinematography, and sound recording


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- **Post-production:** Editing techniques and sound design
- **Financing and Distribution:** Basics of film budgeting and distribution channels

Module 3: Film and Society (7 hours)

- **Representation:** Analysis of race, gender, and class in films
- **Impact:** Examining the influence of films on public opinion and culture
- **Censorship and Regulation:** Understanding film censorship and regulatory practices
- **Activism:** The role of films in social change and activism

Module 4: Contemporary Trends and Analysis (8 hours)

- **Current Trends -** The rise of streaming services and their impact on distribution - Independent cinema and its presence in festivals - Emerging genres and innovative narrative forms

Assessment Methods (4 hours)

- **Film Analysis Assignment:** Critically analyze a film using theoretical approaches covered in the course.
- **Film Production Project:** Create a short film or a detailed film proposal incorporating key production techniques.
- **Presentation:** Present findings on a contemporary trend in film and its implications.


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SYLLABUS OF CERTIFICATE COURSE IN GOTHIC WRITING

Course Duration: 35 Hours

Course Objective

To offer an academic exploration of Gothic literature and cinema, focusing on historical, thematic, and contemporary aspects of the genre, with an emphasis on critical analysis and creative application.

Course Outcomes

- Understand the origins and development of Gothic literature.
- Analyze key themes, motifs, and elements in Gothic texts and films.
- Develop critical and analytical skills through textual and cinematic analysis.
- Evaluate the influence of Gothic literature and cinema on contemporary culture.

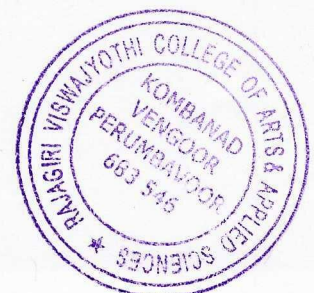
Course Syllabus

Module 1: Introduction to Gothic Literature (7 hours)

- **Historical Overview:** Origins and evolution of Gothic literature.
- **Key Themes and Motifs:** Supernatural elements, exotic settings, and the macabre.
- **Major Works:** Examination of seminal texts such as *Frankenstein* by


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Mary Shelley and *Dracula* by Bram Stoker.

Module 2: The Romantic and Dark Gothic (7 hours)


- **Romantic Gothic:** Characteristics and key works within Romantic literature (e.g., works by Edgar Allan Poe and Lord Byron).
- **Dark Romanticism:** Transition from Romanticism to Dark Romanticism, including influence from nature poetry.

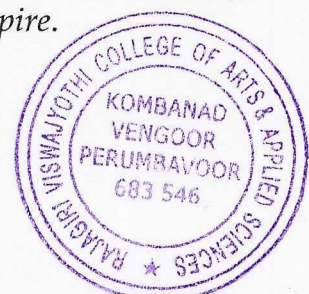
Module 3: Themes of Fear and Cultural Influences (8 hours)

- **Themes:** Analysis of fear, sexuality, and the Other in Gothic literature.
- **Supernatural Elements:** Common motifs such as haunted settings and ghostly apparitions.
- **Cultural Contexts:** Influence of cultural practices related to death and burial on Gothic themes.
- **American Gothic:** Contributions of Edgar Allan Poe and the impact of African and Native American cultures on southern Gothic literature.

Module 4: Gothic Cinema and Contemporary Trends (8 hours)

- **Gothic in Film:** Representation of Gothic elements in world cinema and their impact on contemporary culture.
- **Dual Aspects:** Exploration of fear and romance as core components of Gothic cinema.
- **Modern Gothic:** Examination of contemporary Gothic trends, including notable works such as Anne Rice's *Interview with the Vampire*.

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Assessment Methods

- **Critical Essay:** Analyze a Gothic text or film, focusing on its thematic elements and cultural significance.
- **Creative Project:** Write a short Gothic story or script, demonstrating an understanding of Gothic conventions and themes.
- **Presentation (5 hours):** Present an analysis of a Gothic film or text, discussing its impact and relevance to contemporary Gothic studies.

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SYLLABUS OF CERTIFICATE COURSE IN PHOTOJOURNALISM

Course Duration: 35 Hours

Course Objective

To offer an in-depth introduction to photojournalism, equipping students with essential photography skills, visual storytelling techniques, and industry knowledge to excel in the field of photojournalism.

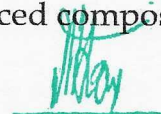
Course Outcomes

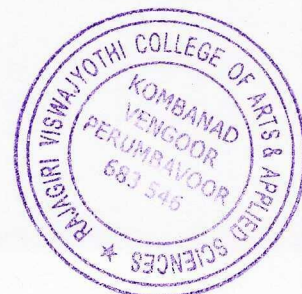
- Gain a thorough understanding of the history, ethics, and role of photojournalism.
- Master technical photography skills, including composition and exposure.
- Develop proficiency in visual storytelling and photo editing.
- Prepare for a career in photojournalism through industry insights and practical applications.

Course Syllabus

Module 1: Introduction to Photojournalism and Fundamentals of Photography (8 hours)

- **History and Evolution:** Detailed exploration of the development of photojournalism.
- **Ethics and Principles:** Examination of core ethical considerations and the impact of photojournalists on society.
- **Photography Basics:** In-depth study of camera types, exposure triangle (aperture, shutter speed, ISO), and advanced composition techniques.


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Module 2: Visual Storytelling and Photo Editing (9 hours)

- **Visual Storytelling:** Techniques for capturing decisive moments, constructing narratives through images, and sequencing photos to tell a story.
- **Photo Editing:** Comprehensive introduction to editing software, advanced retouching techniques, and ethical considerations in photo manipulation.

Module 3: Legal, Ethical, and Specialized Techniques (8 hours)

- **Legal and Ethical Considerations:** In-depth discussion on copyright, intellectual property rights, privacy issues, and ethical dilemmas in photojournalism.
- **Specialized Techniques:** Exploration of techniques in sports photography, conflict and war photography, and environmental/wildlife photography.

Module 4: Industry Insights and Final Project (10 hours)

- **Career Development:** Detailed examination of freelancing vs. staff positions, building a professional portfolio, and effective networking strategies within the photojournalism industry.
- **Final Project and Portfolio Review:** Creation and presentation of a capstone project showcasing learned skills. Review and feedback session on individual portfolios.

Assessment Methods

- **Photojournalistic Story Assignment:** Capture and submit a series of images that effectively tell a story and demonstrate visual storytelling skills.
- **Advanced Editing Exercise:** Edit a set of images to enhance narrative coherence and visual impact.
- **Final Project Presentation:** Develop and present a capstone project with portfolio review session, receiving feedback from instructors.

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SYLLABUS OF CERTIFICATE COURSE IN SOCIAL SCIENCE RESEARCH

Course Duration: 30 hours

Course Objectives

- To equip participants with various data collection methods
- To enable the participants to foster their critical thinking skills
- To teach participants to conduct literature survey

Course Outcomes

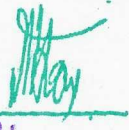
- Understand the nature and purpose of social science research
- Develop critical thinking skills for evaluating research
- Identify different research designs and methodologies used in social sciences
- Learn effective techniques for data collection and analysis

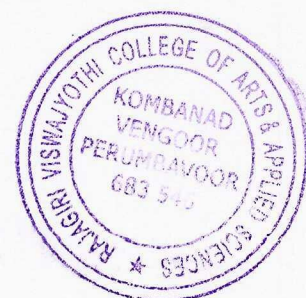
Module 1: Introduction to Social Science Research (5 hours)

- What is social science research? (Types, purposes, applications)
- The scientific method in social sciences
- Ethical considerations in research (informed consent, confidentiality, etc.)

Module 2: Formulating Research Questions and Hypotheses (5 hours)

- Identifying research problems and questions
- Developing clear and focused research questions
- Formulating hypotheses and operationalizing variables


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Module 3: Research Design and Methods (5 hours)

- Quantitative vs. Qualitative research approaches
- Survey research: design, sampling techniques, questionnaire construction
- Experimental research: concepts, types of experiments
- Case studies and other qualitative methods

Module 4: Data Collection Techniques (3 hours)

- Developing data collection instruments (surveys, interviews, observation)
- Sampling techniques (probability vs. non-probability sampling)
- Conducting ethical and reliable data collection

Module 5: Data Analysis (5 Hours)

- Descriptive statistics for quantitative data
- Introduction to statistical software (optional)
- Qualitative data analysis techniques (coding, thematic analysis)

Module 6: Research Communication and Dissemination (5 hours)

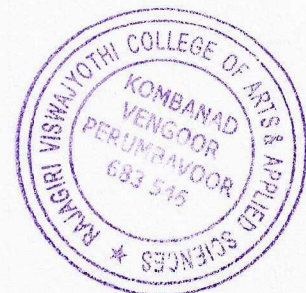
- Writing research reports and proposals
- Presenting research findings (oral presentations, posters)
- Research ethics in dissemination

Assessment Method (2 hours)

- Written Examination

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SYLLABUS OF CERTIFICATE COURSE IN TALLY

Course Duration: 30 hours

Course Outcome

On successful completion of the course, the learners will have a comprehensive understanding of Tally for effective accounting, inventory management, and financial reporting. Participants will gain practical skills to handle accounting tasks, generate reports, and manage financial data using Tally.

Course Syllabus

Module 1: Introduction to Tally (5 hours)

- Introduction to Tally software and its features
- Benefits and applications of Tally software
- Company creation

Module 2: Basics of Accounting in Tally (5 hours)

- Creating a new company in Tally
- Setting up financial and accounting parameters
- Creating ledgers, groups, and voucher types

Module 3: Transactions and Vouchers (5 hours)

- Recording purchases, sales, cash, and bank transactions
- Creating and managing journal entries
- Modifying and deleting vouchers
- Error correction and adjustments

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Module 4: Inventory Management (5 hours)

- Stock groups, stock categories, and stock items
- Recording stock purchases and sales
- Managing stock adjustments and transfers

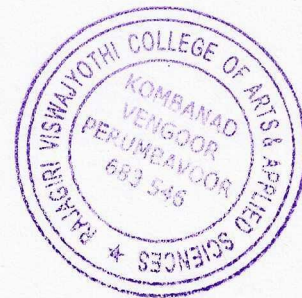
Module 5: Financial Reporting and Payroll Management (5 hours)

- Preparing Balance Sheet and Profit & Loss Account
- Preparation of payroll(basics)

Assessment Methods

- Quizzes to test understanding (1 hour)
- Practical project to demonstrate application of skills (2 hours)
- Final Examination (2 hours) (online) - Comprehensive test covering all course content

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SYLLABUS OF CERTIFICATE COURSE ON VALUE EDUCATION

Course Duration: 30 hours

Course Outcomes

Upon successful completion of this course, participants will be able to:

- Understand the importance and relevance of value education in personal and professional life.
- Identify and internalize core human values such as honesty, integrity, respect, compassion, and responsibility.
- Develop effective strategies for inculcating values in different settings (educational institutions, workplaces, communities, etc.).
- Apply ethical decision-making principles in various situations and contexts.
- Promote an inclusive and harmonious environment by embracing diversity and practicing empathy.

Course Syllabus

Module 1: Introduction to Value Education (6 hours)

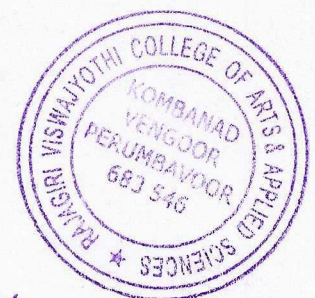
- Understanding the concept of values and their significance
- Exploring different types of values (moral, ethical, spiritual, cultural, etc.)
- Importance of value education in personal and professional life
- Historical and philosophical perspectives on value education

Module 2: Core Human Values (6 hours)

- Honesty and integrity
- Respect for self and others

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- Compassion and empathy
- Responsibility and accountability
- Gratitude and humility
- Perseverance and resilience

Module 3: Ethical Decision-Making (6 hours)

- Ethical principles and frameworks
- Dealing with ethical dilemmas
- Moral reasoning and critical thinking
- Corporate social responsibility and business ethics
- Environmental ethics and sustainability

Module 4: Inculcating Values in Different Settings (6 hours)

- Value education in educational institutions
- Promoting values in the workplace
- Building value-based communities
- Role of families and society in value education
- Strategies and best practices for value inculcation

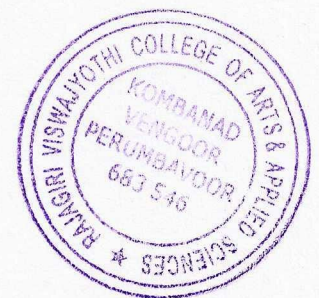
Module 5: Embracing Diversity and Fostering Inclusion (4 hours)

- Understanding and appreciating diversity
- Promoting cultural awareness and sensitivity
- Practicing empathy and compassion towards different perspectives
- Building inclusive and harmonious environments

Assessment Methods (2 hours)

- Written Examination

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SYLLABUS OF CERTIFICATE COURSE IN E - MARKETING

Course Duration: 30 hours

Course Outcomes

- Comprehensive Understanding of E-Marketing Fundamentals
- Proficiency in Search Engine Marketing (SEM) Techniques
- Effective Use of Social Media Marketing Strategies
- Expertise in Email Marketing and Customer Relationship Management (CRM)
- Skills in E-Marketing Analytics and Legal Compliance

Course Syllabus

Module 1: Introduction to E-marketing (6 hours)

- Overview of e-marketing and its evolution
- The digital marketing landscape and consumer behavior
- E-marketing channels and platforms
- E-marketing strategy development

Module 2: Search Engine Marketing (SEM) (7 hours)

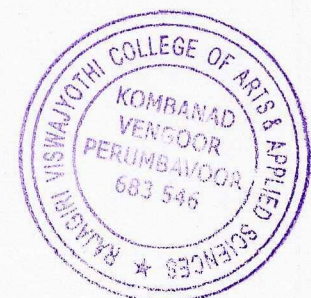
- Search engine optimization (SEO) techniques and best practices
- Keyword research and content optimization
- Pay-per-click (PPC) advertising campaigns
- Landing page design and conversion optimization

Module 3: Social Media Marketing (6 hours)

- Social media platforms and their marketing potential
- Content creation and curation for social media
- Influencer marketing and brand advocacy
- Social media advertising and retargeting

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Module 4: Email Marketing and CRM (6 hours)

- Email marketing strategies and tactics
- Email list building and segmentation
- Email automation and drip campaigns
- Customer relationship management (CRM) tools and practices

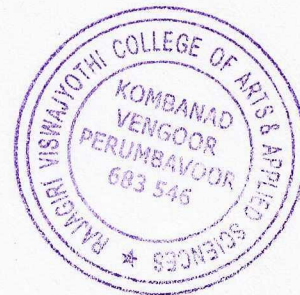
Module 5: E-marketing Analytics and Legal Considerations (3 hours)

- Web analytics and e-marketing metrics
- Data analysis and reporting for e-marketing campaigns
- A/B testing and optimization techniques
- Legal and ethical considerations in e-marketing (privacy, data protection, etc.)

Assessment Methods

- Theory Examination (2 hours)
- E-marketing Campaign Project
- Assignments and Class Participation.

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SYLLABUS OF CERTIFICATE COURSE IN STOCK MARKET ANALYSIS

Course Duration: 30 hours

Course Outcomes

Upon successful completion of this course, students will be able to:

- Understand the fundamentals of stock markets and their operations.
- Analyze financial statements and interpret key financial ratios for stock valuation.
- Apply fundamental and technical analysis techniques to evaluate stocks.
- Assess macroeconomic factors and their impact on stock prices.
- Develop investment strategies based on risk-return profiles and investment objectives.
- Utilize various tools and resources for stock market research and analysis.
- Identify legal and ethical considerations in stock market trading and investing.

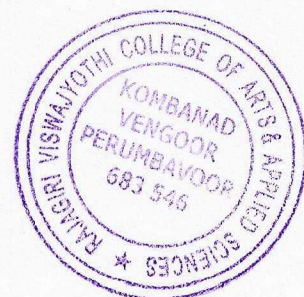
Course Syllabus

Module 1: Introduction to Stock Markets (6 hours)

- Overview of stock markets and their functions
- Primary and secondary markets
- Stock exchanges and market indices
- Stock market participants and their roles

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Module 2: Financial Statement Analysis (7 hours)

- Financial statement analysis (income statement, balance sheet, cash flow statement)
- Ratio analysis (profitability, liquidity, solvency, and efficiency ratios)
- Interpreting financial statements for stock valuation
- Industry and company analysis

Module 3: Fundamental and Technical Analysis (7 hours)

- Fundamental analysis techniques (top-down and bottom-up approaches)
- Valuation models (discounted cash flow, relative valuation, etc.)
- Technical analysis tools (chart patterns, technical indicators)
- Combining fundamental and technical analysis

Module 4: Macroeconomic Analysis and Investment Strategies (6 hours)

- Macroeconomic factors affecting stock prices (interest rates, inflation, GDP, etc.)
- Sector and industry analysis
- Investment strategies (value, growth, income, etc.)
- Portfolio management and diversification

Module 5: Stock Market Research and Regulations (4 hours)

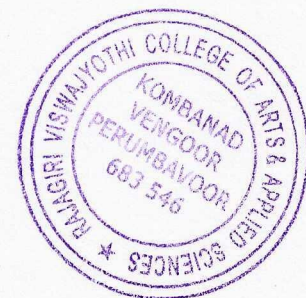
- Sources of stock market information and research
- Stock analysis tools and software
- Ethical considerations in stock trading and investing
- Regulatory bodies and investor protection laws

Assessment Methods

- Theory Examination (2 hours)
- Assignments and Class Participation

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SYLLABUS OF CERTIFICATE COURSE IN INTERNATIONAL BUSINESS

Course Duration: 30 hours

Course Outcomes

Upon successful completion of this course, students will be able to:

- Understand the complexities and dynamics of the global business environment.
- Analyze the economic, political, legal, and cultural factors influencing international business operations.
- Develop strategies for entering and succeeding in international markets.
- Evaluate the various modes of entry and operational strategies in international business.
- Manage cross-cultural challenges and develop cultural intelligence in international business contexts.
- Identify and mitigate risks associated with international trade and investment.
- Apply ethical and sustainable practices in international business operations.

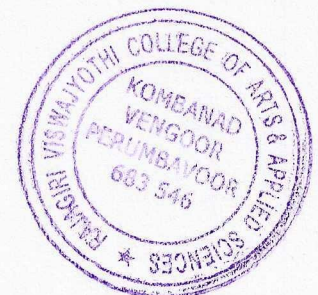
Course Syllabus

Module 1: Introduction to International Business (6 hours)

- Globalization and the international business environment
- Drivers and challenges of international business
- Theories and frameworks in international business
- Economic and political systems in global markets


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Module 2: Cultural and Ethical Dimensions (8 hours)

- Cultural dimensions and cross-cultural management
- Cultural intelligence and effective cross-cultural communication
- Ethical considerations and corporate social responsibility
- Sustainable practices in international business

Module 3: International Trade and Investment (6 hours)

- International trade theories and policies
- Trade agreements and regulatory frameworks
- Foreign direct investment and entry modes
- Global supply chain management and logistics

Module 4: International Business Strategies (4 hours)

- Market entry strategies and modes of operation
- International marketing and branding
- Global human resource management
- Risk management in international business

Module 5: Regional and Functional Perspectives (4 hours)

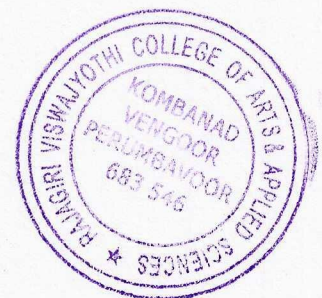
- Regional economic integration and trade blocs
- Functional areas of international business (finance, accounting, operations, etc.)
- Emerging markets and future trends
- Case studies and best practices in international business

Assessment Methods

- Theory Examination (2 hours)
- Case Study Analysis
- Assignments and Class Participation

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SYLLABUS OF CERTIFICATE COURSE IN ENTREPRENEURIAL LEADERSHIP

Course Duration: 30 hours

Course Outcomes

Upon successful completion of this course, students will be able to:

- Develop an understanding of entrepreneurial leadership principles.
- Foster an entrepreneurial mind-set for innovation and problem-solving.
- Enhance skills in team leadership and management
- Apply strategic thinking to drive business growth.
- Develop decision-making abilities for entrepreneurial success.

Course Syllabus

Module 1: Foundations of Entrepreneurial Leadership (6 hours)

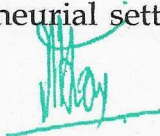
- Introduction to entrepreneurial leadership
- Characteristics of successful entrepreneurial leaders
- Importance of emotional intelligence in leadership

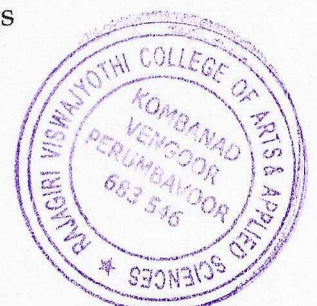
Module 2: Innovation and Opportunity Recognition (7 hours)

- Cultivating creativity and innovation
- Identifying and evaluating entrepreneurial opportunities
- Techniques for effective opportunity recognition

Module 3: Team Leadership and Management (5 hours)

- Building and leading effective teams
- Communication and conflict resolution in entrepreneurial settings
- Motivating and empowering team members


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Module 4: Strategic Thinking for Business Growth (5 hours)

- Strategic planning and goal setting
- Environmental scanning and competitive analysis
- Developing and implementing business strategies

Module 5: Decision-Making and Risk Management (5 hours)

- Decision-making processes in entrepreneurship
- Risk assessment and mitigation strategies
- Handling uncertainty and ambiguity in decision-making

Assessment Methods:

- Theory Examination (2 hours)
- Case Study Analysis
- Assignments and Class Participation

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SYLLABUS OF CERTIFICATE COURSE IN PUBLIC RELATIONS MANAGEMENT

Course Duration: 30 hours

Course Outcomes

Upon successful completion of this course, participants will be able to:

- Understand the fundamental concepts and principles of public relations management
- Develop effective communication strategies and techniques for various stakeholders.
- Plan and execute successful public relations campaigns.
- Manage crisis situations and reputation management.
- Utilize various digital and social media platforms for public relations activities.
- Evaluate the effectiveness of public relations efforts and measure their impact.

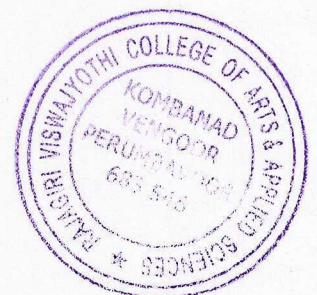
Course Syllabus

Module 1: Introduction to Public Relations Management (6 hours)

- Definition and scope of public relations
- Roles and responsibilities of a public relations professional
- Ethics and professional conduct in public relations
- Public relations models and theories

Module 2: Strategic Communication and Planning (8 hours)

- Stakeholder analysis and target audience identification
- Communication planning and strategy development



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- Media relations and press release writing
- Crisis communication and reputation management

Module 3: Public Relations Campaigns (6 hours)

- Campaign planning and execution
- Event management and promotions
- Sponsorships and partnerships
- Measurement and evaluation of campaign effectiveness

Module 4: Digital and Social Media in Public Relations (4 hours)

- Social media platforms and their role in public relations
- Content creation and curation for digital channels
- Online reputation management and monitoring
- Influencer marketing and collaborations
- Analytics and metrics for digital public relations

Module 5: Public Relations Management and Leadership (4 hours)

- Team management and leadership in public relations
- Budgeting and resource allocation
- Public relations agency operations
- Professional development and continuing education

Assessment Methods

- Assignments and case studies.
- Final written examination (2 hours).

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