
Diploma in Public Relationship – 1 Year

Semester – I

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	21101	1DPR1	Introduction to Public Relations
2	21102	1DPR2	Media & Communication Skills
3	21103	1DPR3	Corporate Communication
4	21104	1DPR4	Event Planning & Management

Course Details:

- **Introduction to PR** – PR tools, publicity, public opinion, reputation building.
- **Media Skills** – Press releases, interviews, media handling.
- **Corporate Communication** – Internal & external communication strategies.
- **Event Planning** – Event budgeting, coordination, management.

Semester – II

S. No.	Paper Numerical	Unique Class & Papers	Paper Name / Subject
1	21201	2DPR1	Crisis Management
2	21202	2DPR2	Social Media PR
3	21203	2DPR3	Client & Agency Management
4	21204	2DPR4	Project / Internship

Course Details:

- **Crisis Management** – Handling public issues, negative publicity.
- **Social Media PR** – Online reputation management, digital PR tools.
- **Client Management** – Pitching, PR campaigns, client relations.
- **Project** – PR campaign creation, internship report.
