



# केन्द्रीय शैक्षणिक एवम् तांत्रिक माहिती संशोधन समीती

**CENTRAL EDUCATION & INFORMATION TECHNOLOGY RESEARCH COMMITTEE**  
AN AUTONOMOUS INSTITUTION REGD. BY THE GOVT. OF NCT OF DELHI UNDER ITA 1882 GOVT. OF INDIA  
REGD. BY NCS-MINISTRY OF LABOUR AND EMPLOYMENT, GOVT. OF INDIA  
REGD. AT MINISTRY OF MICRO, SMALL AND MEDIUM ENTERPRISES (MSME), GOVT. OF INDIA  
An Autonomous Organization works for IT, HRD & Literacy

## भारत सरकार पंजीकृत. P.G. Diploma In Public Relationship

### Description

Diploma in Public Relations is the Diploma level Mass Communication course. Public Relations focus on the free placement of messages in the media through media releases, editorial content, and promotion. Students create and execute PR campaigns as part of their course work. They can work within a professional environment through internships and practicum programs. The program provides students with grounding in traditional PR theory and practice alongside an understanding of recent developments and challenges for the profession.

### Course Content

Sr. No.	Subjects of Study
1	The Theory & Practice of Public Relations
2	Public Relations Writing
3	Electronic Public Relations
4	Print & Design
5	Television & Radio
6	Political Economy of Public Communication
7	Society & Representation
8	Communication Theory and Public Relations Applications
9	The Marketing Environment
10	Public Affairs & Lobbying
11	Strategy & Corporate Environment
12	Research Methodology
13	Dissertation

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