Department of M.A.PR Program Outcome (POs)

PO1: Knowledge:-
- Understanding the theoretical underpinnings of Public Relations and the practical application of the principles therein.
- Understanding the laws that govern management of image and meaning

PO2: Skills:-
- Understanding media technologies, publics and content creation and dissemination with a Public Relations intent

PO3: Modern Tools Usage:-
- Learning various tools and platforms used for Public Relations

PO4: Creativity & Analysis:-
- Understanding and developing Public Relations campaigns

PO5: Communication:-
- Understanding and developing Public Relations campaigns

PO6: Ethics & Environment:-
- Understanding ethics in Public Relations and implementing them in practice.

PO7: Individual & Team Work
- Understanding the principles underlying organizational behaviors and the management and development of the human resource

PO8:Self-directed and Life-Long learning
- Understanding how Public Relations works to manage reputation of a company and influences public opinion.

Programme Specific Outcomes (PSO)

PSO-1	Provide an appropriate range and depth of theoretical and professional knowledge, to enable students to undertake the key issues and challenges within public relations
PSO-2	Encourage students to become reflexive public relations professionals with a commitment to continuing professional practice.
PSO-3	Ensure that students engage with academic and professional debates, and evaluate the current state of academic knowledge, professional practice and their

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Plot No 29, Sector -01, Kalamboli, Navi Mumbai-410218.

Ph.:8828979594   Web: http//klessccmumbai.edu.in   E-mail: klekalamboli@gmail.com

Course Outcomes (CO)

SEMESTER-I

COURSE CODE: PAPR101

COURSE NAME: Public Relations Theory and Practice

After successful completion of this course, students will be able to:	
CO-1	Understanding and applying Public Relations theory and practice
CO-2	Understanding how Public Relations manages Company Reputations

COURSE CODE: PAPR102

COURSE NAME: Media Relations and Media Writing

After successful completion of this course, students will be able to:	
CO-1	Understanding the use of mass media across platforms and creation of content
CO-2	Understanding the tools and platforms planned and used for Public Relation Campaigns

COURSE CODE: PAPR103

COURSE NAME: Introduction to Organizational Behaviour and HR policies

After successful completion of this course, students will be able to:	
CO-1	Understanding organizations and Human Resource management and development
CO-2	Understanding the inter-relationship between Human Resources and Public Relations

COURSE CODE: PAPR104

COURSE NAME: Research in Public Relations-I

After successful completion of this course, students will be able to:	
CO-1	Reviewing existing research in Public Relations
CO-2	Identifying the scope of Research in Public Relation

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SEMESTER-II

COURSE CODE:PAPR205
COURSE NAME: Public Relations Campaigns

After successful completion of this course, students will be able to:	
CO-1	Understanding working mechanism of Public Relation Campaigns
CO-2	Making Public Relations campaigns for variety of clients

COURSE CODE: PAPR206
COURSE NAME: Research in Public Relations- II

After successful completion of this course, students will be able to:	
CO-1	In depth understanding of research methodologies and methods
CO-2	Identifying the knowledge gap in the field of Public Relations

COURSE CODE: PAPR207
COURSE NAME: New Media and Technologies in Public Relations

After successful completion of this course, students will be able to:	
CO-1	Understanding applying use of media in Public Relations
CO-2	Understanding the use of Digital Media tools in public Relations

COURSE CODE: PACJ208
COURSE NAME: Ethics, Constitution and Media Laws

After successful completion of this course, students will be able to:	
CO-1	Understanding ethics, the Constitution and laws relating to media content creation and dissemination
CO-2	Implementing the Ethics of Public Relation through regular practice

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SEMESTER-III

COURSE CODE:PAPR308
COURSE NAME: Public Relations in the Private and Public Sector

After successful completion of this course, students will be able to:	
CO-1	Understanding the differences and similarity of Public Relations in the two sectors
CO-2	Understanding the application of Public Relation in the two different sectors

COURSE CODE: PAPR309
COURSE NAME: Role of Finance in Public Relations

After successful completion of this course, students will be able to:	
CO-1	Understanding the relationship between Finance and Public Relationship
CO-2	Understand and apply the intricacies of Organization's Financial Matters effectively through Public Relations

COURSE CODE: PAPR310
COURSE NAME: Media Management

After successful completion of this course, students will be able to:	
CO-1	Understanding the management of media and communication
CO-2	Understanding and applying management principles to Public Relation practise.

COURSE CODE: PAPR311
COURSE NAME: Media Advocacy

After successful completion of this course, students will be able to:	
CO-1	Gaining the skill and the knowledge to use the mass media to influence the influencers
CO-2	Understand and effectively use the method of Media Advocacy to influence public opinion through Public Relation.

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SEMESTER-IV

COURSE CODE:PACJ412
COURSE NAME: Media Research Analytical Skills

After successful completion of this course, students will be able to:	
CO-1	Studying and applying the scope of research in the social sciences, methodological approaches and methods
CO-2	Applying the Principles and theory of research to Public Relation Sector

COURSE CODE: PACJ413
COURSE NAME: Media and Culture

After successful completion of this course, students will be able to:	
CO-1	Understanding the relationship between media's meaning making and the making of culture
CO-2	Understanding and implementing the appropriate social and cultural contexts in PR practice.

COURSE CODE: PAPR412
COURSE NAME: Dissertation

After successful completion of this course, students will be able to:	
CO-1	Doing research and presenting a thesis