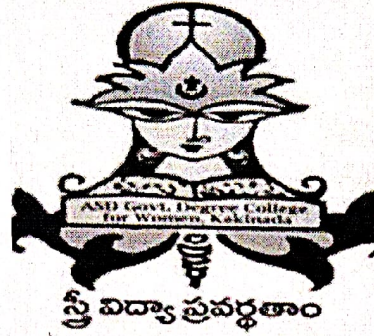


A.S.D. GOVERNMENT DEGREE COLLEGE (Women),
(Autonomous), KAKINADA

DEPARTMENT OF POLITICAL SCIENCE



DEPARTMENT POLITICAL SCIENCE

CERTIFICATE COURSE

ON

“PUBLIC RELATIONS”

ACADEMIC YEAR- 2019-20

[From 02-12-2019 to 12-02-2020]

No. of Participants: 20

Time: 4pm – 5 pm

No. of Hours: 45

A.S.D. GOVERNMENT DEGREE COLLEGE (Women),
(Autonomous), KAKINADA

DEPARTMENT OF POLITICAL SCIENCE

PERMISSION LETTER

Date: 22-11-2019

From

Dr. B. Anjani Kumari,
Lecturer in- charge,
Dept. of Political Science.

To

The Principal,
A.S.D GDC (W), (A), KAKINADA

Respected Madam,

Sub: -A.S. D GDC(W), (A), Kakinada- Department of Political Science - commencement of
a Certificate course in "PUBLIC RELATIONS" on 02-12-2019 to 12-02-2020 (45 Hrs/
Days) for the academic year 2019-20 Permission requested- regarding.

With reference to the subjected cited, I bring to your kind notice that the Department of
Political Science is offering a certificate course in "PUBLIC RELATIONS" for the for the
academic year 2019-20. In this connection, I request you to accord permission for commencing
the course from 02-12-2019.

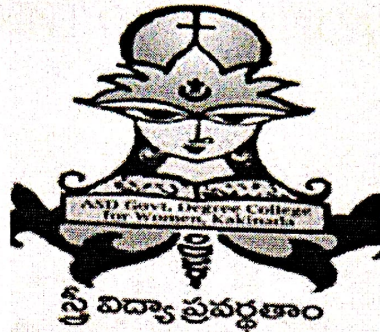
Thanking you Madam,

Yours faithfully,

B. Anjan Kumar

Enclosure: Circular showing the details.

A.S.D. GOVERNMENT DEGREE COLLEGE (Women),
(Autonomous), KAKINADA



DEPARTMENT POLITICAL SCIENCE
CERTIFICATE COURSE
ON
“PUBLIC RELATIONS”

Objectives:

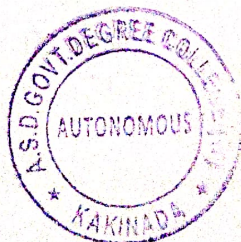
- Understand the Historical Background and role of public relations in various areas.
- Have insight into the use of the technological advancement in public relations.
- Comprehend tools of public relations in order to develop the required skills.
- Understand the ethical aspects and future of public relations in India

Course
duration: 45
hrs/ days

Eligibility: I, II,
& III UG students

students intake:
20

Interested students may enrol their names on or before. 28- 11-2019.

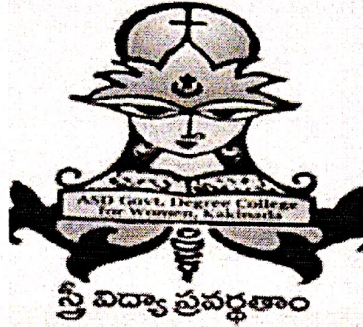


M. Suvarchala
Signature of the Principal

PRINCIPAL
A.S.D. GOVT. DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA

A.S.D. GOVERNMENT DEGREE COLLEGE (Women),
(Autonomous), KAKINADA

DEPARTMENT OF POLITICAL SCIENCE



CIRCULAR

All the students are hereby informed that we, the Department of Political Science planning to Start "PUBLIC RELATIONS" for a period of 45 hours for this Academic Year 2019-2020.

The classes will be conducted during 6th period that is from 4pm to 5 pm (1 hour) on all working days. Interested students may enrol their names with P.V. Bhuvaneshwari Devi, Lecturer in Political Science on or before. 28- 11-2019.



H. Sivarabala
PRINCIPAL
A.S.D. GOVT. DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA

Date: 22 - 11 -2019

B.A - P. Anurag R. 10028
B.A - L. Bhameswari R. 10028
B.A - P. V. B. S. R.

A.S.D. GOVERNMENT DEGREE COLLEGE (Women),
(Autonomous), KAKINADA

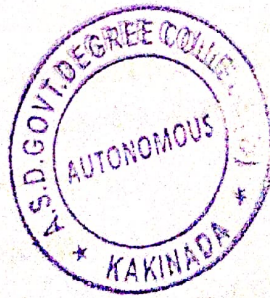
DEPARTMENT OF POLITICAL SCIENCE



CERTIFICATE COURSE ON "PUBLIC RELATIONS"
TO UNDERGRADUATE STUDENTS

Curriculum of the course

S.No.	Name of the TOPIC	Days	Teaching Hours
1	Public relations	15	15 Hours
2	Concepts of public relations	15	15 Hours
3	. Public relations and mass media	15	15 Hours
		45	45 hours



M. Sivarajulu
PRINCIPAL
A.S.D. GOVT. DEGREE COLLEGE
AUTONOMOUS
KAKINADA

A.S.D. GOVT DEGREE COLLEGE FOR (W) (A), KAKINADA
DEPARTMENT OF POLITICAL SCIENCE
CERTIFICATE COURSE on – PUBLIC RELATIONS



Certificate Course on
“PUBLIC RELATIONS”

Duration: 45 Days

Total No. of periods: 45 hours

COURES OUTCOMES:

- Understand the Historical Bach round and role of public relations in various areas.
- Have insight into the use of the technological advancement in public relations.
- Comprehend tools of public relations in order to develop the required skills.
- Understand the ethical aspects and future of public relations in India.
- Develop writing skills for newspapers and creation of blogs.

SYLLABUS

Unit – I: Public relations

Meaning, Definition, Nature and scope, Historical background, Technological and media revolution and role in Business, Government, Politics, NGOs AND Industry.

Unit – II: Concepts of public relations

Concepts of public relations – press, Publicity, Lobbying, Propaganda, Advertising, Sales promotion and corporate marketing services, Tools of public relations – press conferences, Meets, Press releases, Announcements, Webcasts.

Unit – III: Public relations and mass media

Public relations and mass media, Present and future of public relations I India, Ethics of public relations and social responsibility, Public relations and writing – printed literature, Newsletters, Opinion papers and blogs.



M. Suvarchala
PRINCIPAL
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A.S.D.GOV'T DEGREE COLLEGE FOR (W) (A), KAKINADA

DEPARTMENT OF POLITICAL SCIENCE

CERTIFICATE COURSE – PUBLIC RELATIONS

Time: 2 ½ Hours

Max Marks: 50

Section – A

I: Answer three of the following

3x10=30M

1. Explain the History of Public Relations.

(OR)

2. Define public relations. Explain the Characteristics of public relations.

(OR)

3. Explain about the concepts of public relations.

(OR)

4. Describe the role of press in public relations.

(OR)

5. Describe the role of Mass Media in public relations.

(OR)

6. Explain the functions of public relation management in Mass Media.

Section – B

II: Answer four of the following

4X5=20M

7. Write a short note on nature of public relations

8. Write a short note on scope of public relations.

9. Write a short note on Advertising.

10. Write about News Releases.

11. Write about Lobbying.

12. Write a short note on Electronic Newsletters.

13. Explain the Elements of Media Ethics.

14. Write a short note on importance of social responsibility.

A.S.D.GOV'T DEGREE COLLEGE FOR (W) (A), KAKINADA

DEPARTMENT OF POLITICAL SCIENCE

CERTIFICATE COURSE – PUBLIC RELATIONS

Blue Print

Unit	Topic	Essay	Short	Total Marks
I	Public Relations	2	2	30
II	Concepts of Public Relations	2	3	35
III	Public Relations and Mass Media	2	3	35
		60	40	100

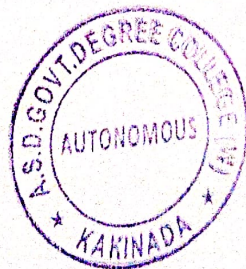
A.S.D. GOVERNMENT DEGREE COLLEGE (Women), (Autonomous),
KAKINADA

DEPARTMENT OF POLITICAL SCIENCE

CERTIFICATE COURSE – PUBLIC RELATIONS

Student Feedback analysis on “PUBLIC RELATIONS”

Sl.No	Questionnaire	Excellent (1)	Very Good (2)	Good (3)	Average (4)	Poor (5)	Total
1	Syllabus frame work	✓					
2	Coverage of Syllabus	✓					
3	Course Methods	✓					
4	Explanation of the topics	✓					
5	Interaction	✓					
6	Doubts clarification	✓					
7	Teacher presentation	✓					
8	Interest Generation	✓					
9	Time Management	✓					
10	Overall opinion	✓					
	Remarks of the Principal						



H. Suvarchala

Signature of the Principal

PRINCIPAL
A.S.D. GOVT. DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA

A.S.D. GOVERNMENT DEGREE COLLEGE (Women),
(Autonomous), KAKINADA



DEPARTMENT POLITICAL SCIENCE

CERTIFICATE COURSE

ON

“PUBLIC RELATIONS”

Certificate Course Summary

1. Name of the course: “PUBLIC RELATIONS”
2. Name of the Course Coordinator: Dr. B. Anjanani Kumari
3. Number of students participated: 20
4. Number of students completed the course: 20
5. Number of hours taken: 45 Hours
6. Date of the course (From – To): 02-12-2019 to 12-02-2020 (45 Hrs/ Days)
7. No. of certificates issued: 20

B. Anjanani Kumari
Course Co-ordinator

IQAC Co-ordinator



M. Suvachala

Principal
PRINCIPAL

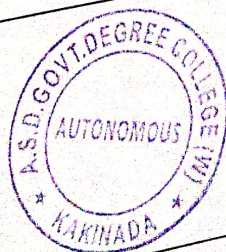
A.S.D. GOVT. DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA

A.S.D. GOVERNMENT DEGREE COLLEGE (Women), (Autonomous), KAKINADA

DEPARTMENT POLITICAL SCIENCE

Certificate course in "PUBLIC RELATIONS" 2019-2020

S.No	Name of the Student	Hall Ticket No	Year / Group	Signature of the Student
1	P.Adinarayanamma	1711002	III B.A HEP	P. Adinarayanamma
2	P.Manikumari	1711003	III B.A HEP	P. murikumeeni
3	G.Veeraprabha	1711007	III B.A HEP	G. Veeraprabha
4	P.Veeramani	1711009	III B.A HEP	P. veeramani
5	V.Sajeewa jyothi	1711013	III B.A HEP	V. Sajeewa Jyothi
6	A.Veeramani	1711015	III B.A HEP	A. Veeramani
7	B.Satya chandana	1711016	III B.A HEP	B. Satyachandana
8	Ch.Arunajyothi	1711019	III B.A HEP	Ch. Arunajyothi
9	D.Mahalakshmi	1711022	III B.A HEP	D. Mahalakshmi
10	D.Lavanya	1711023	III B.A HEP	D. Lavanya
11	G.Navya	1711024	III B.A HEP	G. NAVYA
12	K.Krishnaveni	1711028	III B.A HEP	K. Krishnaveni
13	K.Baby	1711030	III B.A HEP	K. Baby
14	K.Swarupa	1711031	III B.A HEP	K. Baby
15	M.Kusuma	1711033	III B.A HEP	K. Kusuma
16	M.Mahalakshmi	1711034	III B.A HEP	M. MAHALAKSHMI
17	M.Pavani	1711035	III B.A HEP	M. Pavani
18	M.Satyaveni	1711037	III B.A HEP	M. Satyaveni
19	M.Sivaganga	1712002	III B.A THP	SivaGanga
20	B.Prasanna	1712007	III B.A THP	B. Prasanna



H. Sivarajulu
PRINCIPAL
A.S.D. GOVT. DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA



**A.S.D Govt. Degree College(Women)(A)
Kakinada**

Department of Political Science

Certificate Course (45 Days/ hrs)

PUBLIC RELATIONS

Regd.no

This is to certify that Ms. M. Satyaveni Of B.A has completed a 45 – Days/hrs
Certificate course on "PUBLIC RELATIONS " organized by the Dept. of Political Science of A.S.D
Govt. Degree College for Women (Autonomous), Kakinada from Dec 2nd 2019 to Feb 12th 2020 (
45 Days/ hrs.)

Ans
In-charge Department
of Political Science

K. Lavanya
IQAC Coordinator

H. Sivarubala
Principal
PRINCIPAL
A.S.D.GOVT.DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA

**A.S.D Govt. Degree College(Women)(A)
Kakinada**



Department of Political Science

Certificate Course (45 Days/ hrs)

PUBLIC RELATIONS

Regd.no

This is to certify that Ms. P Nani kumari Of III RA has completed a 45 – Days/hrs
Certificate course on "**PUBLIC RELATIONS**" organized by the Dept. of Political Science of A.S.D
Govt. Degree College for Women (Autonomous), Kakinada from Dec 2nd 2019 to Feb 12th 2020 (
45 Days/ hrs.)

Anis
In-charge Department
of Political Science

K. Lavanya
IQAC Coordinator

H. Suvachala
Principal
PRINCIPAL
A.S.D.GOVT.DEGREE COLLEGE (W)
AUTONOMOUS
KAKINADA

Name Of The Office

Attendance

Register

Month: Decamber
Year: 2019 - 20

S No.	NAME	Designation	Attendance										Register										18 days work Remark														
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		21	22	23	24	25	26	27	28	29	30	31			
01.	Panthadi. Adinarayanamma	1711002	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
02.	Pemmaridi. Manikumari	1711003	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
03.	Gandi. Veera Prabha	1711007	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
04.	Palepu. VeeraMani	1711009	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
05.	Velagadurthi. Sajeeva	1711013	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
06.	Atargada. veeramani	1711015	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
07.	Bachala Satya chandana	1711016	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
08.	Chilla. Anurajyothi	1711019	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
09.	Dokala. Mahalakshmi	1711022	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
10.	Dulapalli. Lavanya	1711023	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
11.	Geesaka. Navya	1711024	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
12.	Kambala. Krishnaveni	1711028	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
13.	Karsi. Baby	1711030	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
14.	Kate. Swarupa	1711031	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
15.	Malladi. Kusuma	1711033	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
16.	Malladi. Mahalakshmi	1711034	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
17.	Matta. Pavani	1711035	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
18.	Merneedi. Satyaveni	1711037	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
19.	Malladi. SivaGanga (THP)	1712002	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	
20.	Burthi. Prasanna (THP)	1712007	P					P		P		P		P		P		P		P		P		P		P		P		P		P		P		P	

Public Relations syllabus →

Introduction

Meaning

Definitions.

Nature & Scope.

Historical Background.

Technological & media Revolution

Role in business.

Government.

Political

NGOs

Industry.

Concepts.

press, publicity.

Lobbying

propaganda.

Advertising.

Name Of The Office

Attendance

Register

Month January
Year 2019-20

S. No.	NAME	Designation	Attendance										Register											18 days Remarks									
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21		22	23	24	25	26	27	28	29	30
01	Panthadi Adinarayanamma	1711002	P	P	a	P	P	a	a	P	P	P									P	P	P	P	P								
02	Pemmati Manikumari	1711003	P	P	P	P	P	P	a	P	a	P									a	P	P	P	P	P							
03	Gandi Veeraprabha	1711007	a	a	P	P	P	P	P	a	P	P									P	P	P	P	P	P							
04	palepu Veeramani	1711009	P	P	P	P	P	P	a	P	P	P									P	P	a	P	P	P	P						
05	Velagadurthi Sajeeda	1711013	P	P	P	P	P	P	P	P	P	P									P	P	P	P	P	P							
06	Aragada Veeramani	1711015	P	P	a	P	P	a	P	P	P	P									P	P	P	P	P	P							
07	Bachala Satyachandana	1711016	P	P	P	P	P	P	P	P	P	P									P	P	P	P	P	P							
08	Chilla Anurajyothi	1711019	P	P	P	P	P	P	P	P	P	P									P	P	P	P	P	P							
09	Dokala Mahalakshmi	1711022	P	P	P	P	P	P	P	P	P	P									P	P	P	P	P	P							
10	Dulapalli Lavanya	1711023	P	a	a	P	P	P	P	P	P	P									P	P	P	P	P	a	P						
11	Geesha Navya	1711024	P	a	a	P	P	P	P	P	P	P									P	P	P	P	P	P							
12	Kambala Krishnaveni	1711028	a	P	P	P	P	P	P	P	P	P									P	P	P	P	P	P							
13	Karri Baby	1711030	P	P	a	a	P	P	P	P	P	P									P	P	P	P	P	P							
14	Kate Swarupa	1711031	a	P	P	a	P	P	P	P	P	P									a	a	P	P	P	P							
15	Malladi Kusuma	1711033	a	P	P	P	P	P	P	P	P	P									a	P	P	P	P	P							
16	Matta Pavani	1711035	a	P	P	P	P	P	P	P	P	P									P	P	P	P	P	P							
17	Memeedi Satyaveni	1711037	a	P	P	P	P	P	P	P	P	P									P	P	P	P	P	P							
18	Malladi Mahalakshmi	1711034	P	P	P	P	P	P	P	P	P	P									a	P	P	P	P	P							
19	Malladi Sivaganga	1712002	a	P	P	P	P	a	P	P	P	P									a	P	P	P	P	P							
20	Burthi Prasanna	1712007	P	P	P	P	P	P	P	P	P	P									P	P	P	a	P	P							

sales promotion.
corporate.
marketing services
Tools
Public Relations
press
conferences
meetings
press releases.

Announcements
websites
mass media
present & future of P.R.
P.R. in India
Ethics & P.R.
social responsibility
public relations writing
literature

Name Of The Office: Political Science

Attendance

S. No.	NAME	Designation	Days									
			1	2	3	4	5	6	7	8	9	10
01	Pant'hadi Adinarayanamma	1711002		P	P	P	P	P	P		P	
02	Pemmadi Manikumari	1711003		P	a	P	P	P	P		P	
03	Gandi Veera Prabha	1711007		P	P	P	P	P	P		P	
04	palepu Veera Mani	1711009		a	P	P	P	P	a		P	
05	Velagadurthi Sajeeva	1711013		P	P	P	P	P	a		P	
06	Atargada Veeramani	1711015		P	P	P	P	P	a		P	
07	Bachala Satya Chandana	1711016		P	P	P	P	P	P		P	
08	Chilla Arunajyothi	1711019		P	P	P	P	P	P		P	
09	Dokala Mahalakshmi	1711022		a	P	P	P	P	P		P	
10	Dulpalli Kavya	1711023		P	P	P	P	P	P		P	
11	Geesaha Navya	1711024		P	a	a	P	P	P		P	
12	Kambala Krishnaveni	1711028		P	P	P	P	P	P		a	
13	Karri Baby	1711030		P	P	P	P	P	a		P	
14	Kate Swarupa	1711031		P	a	P	P	P	P		P	
15	Malladi Kusuma	1711033		P	a	P	P	P	P		P	
16	Malladi Mahalakshmi	1711034		P	P	P	P	P	P		P	
17	Matta pavani	1711035		a	P	P	P	P	P		P	
18	Merneedi Satyaveni	1711037		P	P	P	P	P	a		P	
19	Malladi Sivaganga	1712002		P	P	P	P	P	a		P	
20	Buzithi prasanna	1712007		P	P	P	P	P	P		P	

Newsletters
opinions
papers & Blogs
News manipulations
medical Ethics
public interest
Key deliver of CSR
Types of Newsletter.

Register

Month: February
Year: 2019-20

S. No.	NAME	Designation	Days																															Remarks			
			1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31				
01	Pant'hadi Adinarayanamma	1711002		P	P																																
02	Pemmadi Manikumari	1711003		P	P																																
03	Gandi Veera Prabha	1711007		P	P																																
04	palepu Veera Mani	1711009		P	P																																
05	Velagadurthi Sajeeva	1711013		P	P																																
06	Atargada Veeramani	1711015		P	P																																
07	Bachala Satya Chandana	1711016		P	P																																
08	Chilla Arunajyothi	1711019		P	P																																
09	Dokala Mahalakshmi	1711022		P	P																																
10	Dulpalli Kavya	1711023		P	P																																
11	Geesaha Navya	1711024		P	P																																
12	Kambala Krishnaveni	1711028		P	P																																
13	Karri Baby	1711030		P	P																																
14	Kate Swarupa	1711031		P	P																																
15	Malladi Kusuma	1711033		P	P																																
16	Malladi Mahalakshmi	1711034		P	P																																
17	Matta pavani	1711035		P	P																																
18	Merneedi Satyaveni	1711037		P	P																																
19	Malladi Sivaganga	1712002		P	P																																
20	Buzithi prasanna	1712007		P	P																																

M. Suresh Chale
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