

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,

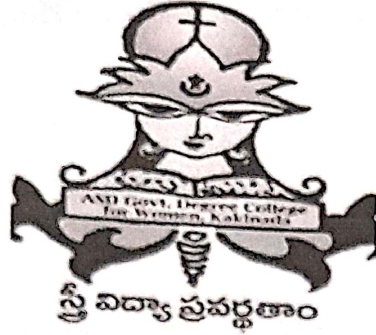
Yours faithfully,

*B. Anjan Kumar*

Enclosure: Circular showing the details.



A.S.D. GOVERNMENT DEGREE COLLEGE (Women),  
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DEPARTMENT POLITICAL SCIENCE  
CERTIFICATE COURSE  
ON  
"PUBLIC RELATIONS"

Objectives:

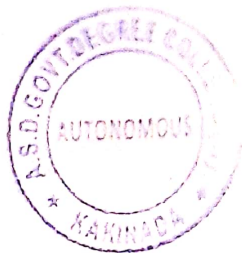
- Understand the Historical Background and role of public relations in various areas.
- Have insight into the use of the technological advancement in public relations.
- Comprehend tools of public relations in order to develop the required skills.
- Understand the ethical aspects and future of public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

Signature of the Principal

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





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

DEPARTMENT OF POLITICAL SCIENCE



CIRCULAR

All the students are here by 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 6<sup>th</sup> period that is from 4pm to 5 pm (1 hour) on all working days. Interested students may enrol their names with P.V. Bhuvanewari Devi, Lecturer in Political Science on or before. 28- 11-2019.



H. Suvarchala  
PRINCIPAL  
A.S.D. GOVT. DEGREE COLLEGE  
AUTONOMOUS  
KAKINADA

Date: 22 - 11 - 2019

B.A - P. Anurag R. 10028  
B.A - L. Bhameela R. 10028  
B.A - P. V. B. Devi

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



*H. Svarchala*  
PRINCIPAL  
A.S.D. GOVT. DEGREE COLLEGE  
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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

COURSES OUTCOMES:

- 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.
- 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 in India, Ethics of public relations and social responsibility, Public relations and writing – printed literature, Newsletters, Opinion papers and blogs.



M. Sivarchole  
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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.

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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



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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. Suvachala*

Signature of the Principal

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AUTONOMOUS  
KAKINADA



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



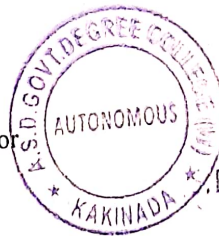
DEPARTMENT POLITICAL SCIENCE  
CERTIFICATE COURSE  
ON  
"PUBLIC RELATIONS"

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)  
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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. Manikumari
3	G.Veeraprabha	1711007	III B.A HEP	G. Veeraprabha
4	P.Veeramani	1711009	III B.A HEP	P. veeramani
5	V.Sajeeva jyothi	1711013	III B.A HEP	V. Sajeeva 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



M. Sivarajale  
PRINCIPAL  
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AUTONOMOUS  
KAKINADA



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



## Department of Political Science

Regd.no [Redacted] Certificate Course (45 Days/ hrs)  
PUBLIC RELATIONS

This is to certify that Ms. M. Satyavathi of WBA 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 2<sup>nd</sup> 2019 to Feb 12<sup>th</sup> 2020 (

45 Days/ hrs.)

Amrta  
In-charge Department  
of Political Science

K. Lavanya  
IQAC Coordinator

H. Swarajala  
Principal  
PRINCIPAL  
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