

# MKM 208: Public Relations & Media Management

*Credits: 3*  
*Lecture Hours: 48*

## **Course Objectives**

This course aims to provide students' knowledge and skills with the necessary understanding of the functioning of public relations and media management properly.

## **Course Description**

This course contains introduction, public relations and marketing practices, public relations planning, public relation Campaigns, advertising agency and media, media planning, advertisement budgeting process, public relation public relation practices in Nepal.

## **Course Details**

### **Unit 1: Introduction**

**LH 5**

Concepts, objectives of public relation, nature of public relation. Evaluations of public relation; marketing communications system; linear model of communication; two-step communication model.

### **Unit 2: Public Relations & Marketing Practices**

**LH 6**

The marketing mix; Integrated Marketing Communication (IMC); promotion mix: different between public relation and marketing, advertising and publicity, ethics in public relations: Professional Standards for Practitioners.

### **Unit 3: Public Relations Planning**

**LH 6**

The tools of public relations; developing a Public relation plan: Defining PR: Problems and Issues; SWOT and PEST Analysis; Strategic planning steps.

### **Unit 4: Public Relation Campaigns**

**LH 6**

Introduction, Media relations in the PR campaign, writing the news release, targeting the right people; Media roles and responsibilities, media campaigns through traditional and new media.

### **Unit 5: Advertising Agency and Media**

**LH 8**

Introduction, role of media, media and promotion, newspaper advertising, outdoor media; electronic media, online media. The concept of advertising agency; Functions of advertising agency; Types of advertising agency; Importance of creativity in advertising, Role of Magazines and newspapers in advertising; FM/Radio Advertising; Television Commercial Advertising (TVC). The Advertisers.

### **Unit 6: Media Planning:**

**LH 6**

Concept of media planning, media planning process, market analysis and target market identification, media selection, offers and discounts, purpose of media planning, media planning framework: Billiard-Ball Principle; evaluation and follow up.

**Unit 7: Advertising Budgeting Process:**

**LH 5**

Methods to spend on advertising: percentage of sales; shares of market/ share of voice method; the objective/ task method; Elements of media mix: Five Ms (5Ms) in media strategy: Brand Development Index (BDI); Category Development Index (CDI).

**Unit 8: Public Relation Practices in Nepal:**

**LH 6**

Newspapers in Nepal, Advertising Agency Association of Nepal (AAN): role, functions and activities of AAN. Practice of ATL and BTL in Nepal. Advertising Policy and practice in Nepal. Trends of PR practice in Nepal.

**Suggested Books**

Belch, Belch and Purani, *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 7<sup>th</sup> Edition, Tata McGraw Hill Education Private Limited, New Delhi.

Bitterick Keith, *Introducing Public Relations Theory and Practice* SAGE Publications India Pvt. Ltd and printed at De-Unique, New Delhi.

O'Guinn, Allen and Semenik: *Advertising and Integrated Brand Promotion*, Thomson South-western, Delhi.

Sontakki C.N. *Advertising*, Kalyani Publishers, New Delhi,