

**DAV CENTENARY COLLEGE FARIDABAD****Summary of Lesson Plans of College Faculty**

Name of Asst/Associate Professor : DR ANKITA MOHINDRA

Class &amp; Section: BCAM IV SEMESTER

Subject: PRM

Academic Session 2023-24 Even Sem

	Date	Topics to be covered
Week 1	01.01.2024	Introduction of Public Relation
	02.01.2024	Introduction of Public Relation
	03.01.2024	Role of PR in life
	04.01.2024	Public Relation in India
	05.01.2024	Development of Public Relation, its present status & future scope.
	06.01.2024	Development of Public Relation, its present status & future scope.
	07.01.2024	<b>Sunday</b>
Week 2	08.01.2024	Objectives of Public Relation
	09.01.2024	Public Relation Process
	10.01.2024	Components of Public Relation
	11.01.2024	Types of Public Relation and its role
	12.01.2024	Key Public Relation tools
	13.01.2024	Communication and its types
	14.01.2024	<b>Sunday</b>
Week 3	15.01.2024	Role of Public Relation in communication
	16.01.2024	Importance of Communication
	17.01.2024	<b>Guru Govind Singh Jayanti</b>
	18.01.2024	Role of Communication in Internal and External PR
	19.01.2024	Class Test - 1
	20.01.2024	Assignment on Role of Communication in Internal and External PR
	21.01.2024	<b>Sunday</b>
Week 4	22.01.2024	Objectives of Internal Communication
	23.01.2024	Objectives of External Communication
	24.01.2024	Communication and PR
	25.01.2024	Revision
	26.01.2024	<b>Republic Day</b>
	27.01.2024	Discussion or Doubt Class
	28.01.2024	<b>Sunday</b>
	29.01.2024	Discussion of short questions of Unit 1
Week 5	30.01.2024	Discussion on long questions of Unit 1
	31.01.2024	Employee Relationship Management
	01.02.2024	Employee Relationship Management
	02.02.2024	Employee Relationship Management
	03.02.2024	How to maintain healthy Employee Relations
	04.02.2024	<b>Sunday</b>
Week 6	05.02.2024	Importance of employee Relations at workplace
	06.02.2024	Role of managers in Employee Relationship
	07.02.2024	Role of managers in Employee Relationship
	08.02.2024	Corporate Personality

	09.02.2024	Corporate Personality
	10.02.2024	Types of Corporations and features of Corporate Personality
	11.02.2024	<b>Sunday</b>
Week 7	12.02.2024	Advantages and Disadvantages of Incorporation
	13.02.2024	Formation of Company
	14.02.2024	<b>Chotu Ram Jayanti</b>
	15.02.2024	Functions of promoters
	16.02.2024	Doctrine of " <i>lifting the veil</i> " and statutory provisions.
	17.02.2024	Doctrine of " <i>lifting the veil</i> " and statutory provisions.
	18.02.2024	<b>Sunday</b>
Week 8	19.02.2024	Corporate Public Relation
	20.02.2024	House Journal
	21.02.2024	House Journal
	22.02.2024	Class Test on Corporate personality
	23.02.2024	How to bring out House journal?
	24.02.2024	<b>Ravidas Jayanti</b>
	25.02.2024	<b>Sunday</b>
Week 9	26.02.2024	Meaning of Advertising
	27.02.2024	Advertising and Public Relation
	28.02.2024	Features of Advertising, Benefits of Advertising
	29.02.2024	Features of Advertising, Benefits of Advertising
	01.03.2024	Positive and negative effects of Advertising
	02.03.2024	Public Relation and Advertising
	03.03.2024	<b>Sunday</b>
Week 10	04.03.2024	Discussion on short questions and long questions of above topics
	05.03.2024	Discussion on short questions and long questions of above topics
	06.03.2024	Doubt Class
	07.03.2024	Class Test 2
	08.03.2024	<b>Maha Shivratri</b>
	09.03.2024	Revision
	10.03.2024	<b>Sunday</b>
Week 11	11.03.2024	Public Opinion meaning and formation
	12.03.2024	Features of Public Opinion
	13.03.2024	Nature of Public Opinion
	14.03.2024	Characteristics of Public Opinion
	15.03.2024	Significance and role of Public Opinion
	16.03.2024	Components of Public Opinion
	17.03.2024	<b>Sunday</b>
Week 12	18.03.2024	Attitude and its components
	19.03.2024	<b>Mahaveer jayanti</b>
	20.03.2024	Factors that shape Public Opinion
	21.03.2024	Agencies in Public Opinion
	22.03.2024	Restraints in Public Opinion
	23.03.2024	<b>Holi Vacations</b>
	24.03.2024	<b>Holi Vacations</b>

Week 13	25.03.2024	Holi Vacations
	26.03.2024	Holi Vacations
	27.03.2024	Holi Vacations
	28.03.2024	Holi Vacations
	29.03.2024	Holi Vacations
	30.03.2024	Holi Vacations
	31.03.2024	Holi Vacations
Week 14	01.04.2024	Tools for measurement of Public Opinion
	02.04.2024	Role of Public Sector
	03.04.2024	Traditional skills/ Attributes of Public Sector in PR
	04.04.2024	PR in public sector
	05.04.2024	PR in municipal Government
	06.04.2024	PR activities in Public Sector
	07.04.2024	Sunday
Week 15	08.04.2024	Revision and discussion on Short & Long questions of UNIT 3
	09.04.2024	Employment in Public Sector
	10.04.2024	Lobbying
	11.04.2024	ID-ul-Fitar
	12.04.2024	Features of Lobbying
	13.04.2024	Vaishakhi
	14.04.2024	Sunday
Week 16	15.04.2024	Features of Lobbying
	16.04.2024	Importance of making Contacts
	17.04.2024	Ram Navmi
	18.04.2024	Code of Ethics
	19.04.2024	Introduction of Codes , Ethics, Purpose, Scope
	20.04.2024	Code of Honour
	21.04.2024	Sunday
Week 17	22.04.2024	Public Relation Code of Ethics
	23.04.2024	Importance of Professional code of ethics
	24.04.2024	Role plays and its uses
	25.04.2024	Seminars and its types
	26.04.2024	Formats of Seminars
	27.04.2024	Advantages and Disadvantages of Seminar
	28.04.2024	Sunday
	29.04.2024	Revision and discussion on Short & Long questions of UNIT 4
	30.04.2024	Discussions on previous year question papers
	1.05.2024	Examinations