

**JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
KISII LEARNING CENTRE**

ABA 431: PUBLIC RELATIONS:

CAT –30%

3 CATS

2 ASSIGNMENTS

END SEMESTER EXAMINATION -70%

TOTAL SCORE - 100%

Course Content

Session (3 hours)	Content description	Remarks
	INTRODUCTION TO PUBLIC RELATIONS - Meaning and scope of Public relations - Importance of Public relation; - Internal public relations and external public relations	
	- PUBLIC RELATIONS WITH: employees; customers, investors.	
	CAT 1 and Assignment 1	
	- INTERNAL PUBLIC RELATIONS - means of internal public relations; company hand book; company magazine; annual reports; suggestion boxes, reading racks; miscellaneous media;	
	- EXTERNAL PUBLIC RELATIONS: - means of external public relations: relation with the press; seminars and conferences; goodwill visits, gifts and greetings; exhibitions competition; institution of chairs; scholars and prizes pertaining sports; educational materials;	
	CAT 2 Assignment 2	
	- Public Relations and attainment of Enterprise Objectives.	
	CAT 3	
	End semester examinations. AUGUST 2014	

References: