

## **DIPLOMA IN PUBLIC RELATION (DPR)**

### **COURSE STRUCTURE**

#### **YEAR 1: Semester I**

HSP 0201	Foundation of public Relation
HSP 0202	Language and Communication
HSP 0203	Public Relations in Developing Countries
HSP 0204	Report writing
HSP 0205	Psychology
TDH 1100	Introduction to HIV/AIDS

#### **YEAR I: Semester II**

HSP 0206	Channels of communication
HSP 0207	Audio and Visual Aids
HSP 0208	Introduction to computers
HSP 0209	Public Relations and Sponsorship
HSP 0210	The Media of Public Relation
SMA 0050	Basic Mathematics

#### **YEAR 2: Semester I**

HSP 0211	Advertising and sales Management
HSP 0212	Introduction to Mass communication
HSP 0213	Research Methodology
HSP 0214	Reporting and Writing for Print Media
HSP 0215	Human resources Management
HRD 0224	Development Studies and Ethics

#### **YEAR 2: Semester II**

HSP 0216	Sociology and Ethics
HSP 0217	Entrepreneurship Skills
HSP 0218	Industrial and Employment Relations
HSP 0219	leadership and Effective Governance
HSP 0220	Industrial and labour laws
HRD 0223	Communication Skills

HSP 0221	Industrial attachment (8 weeks)
HSP 0222	Research project in Public Relations (2 units)