

MANGALORE UNIVERSITY
Department of Business Administration
MBA-Tourism and Travel Administration

TMS -558: COMMUNICATIVE SKILLS AND PUBLIC RELATIONS

Credits: 3

Objectives

- To impart oral and written communication skills through experiential training;
- To gain comprehensive understanding of the important functions of Public Relations; and
- To acquaint with the etiquettes of business communication.

Learning Outcome:

- Improve the communication skill of the students and above to develop effective public relation methods in their career.

Pedagogy: Assignment, Cases and Seminars, Lecture-cum-discussions

UNIT I Oral communication skills: Public speaking - Group presentations and discussions - Participation in meetings and interviews – Brainstorming - Designing and delivering presentations.

UNIT II Written communication skills: preparing letters, reports and other executive communications - Methods of achieving effective communication - Measurement of impact of communication – Mass media – Media relations.

UNIT III Introduction to contemporary public relations — Organizational context of public relations – Social context of public relations – Communication and Public opinion – Principles of persuasion, adjustment and adaptation – PR in Tourism.

UNIT IV Business Communication: Understanding the foundations of business communication- Characteristics of effective business messages- Writing business proposals – Communication across cultures – Communication challenges in today's work place.

UNIT V Language Laboratory: Practical exercises & discussions - Body language, Postures, Eye contact, Etiquettes, Voice culture, scientific temper - Team building - Interpersonal effectiveness.

References

1. Kaul, Asha (2005), Effective Business Communication, PHI, New Delhi.
2. Munter Mary (2002), Guide to Managerial Communication: Effective Writing & Speaking, PHI, New Delhi.
3. Mandal S.K. (2007), Effective Communication and Public Speaking, Jaico, Mumbai.
4. Bovee, Thill & Schatzman (2003), Business Communication Today, Pearson, New Delhi.
5. Jenkins I.R. & Jif J.J. (1973), Planning the Advertising Campaign, Macmillan, New Delhi.
6. Chunawalla S.A. (2001), Advertising Sales and Promotion Management, Himalaya, Mumbai.
