

Teaching Lesson Plan

MDC/ (MNV)

COMMUNICATION, PR & PRESENTATION SKILLS FOR EVENTS (MNV)-B

Lecture hours: 45

OBJECTIVES: Effective Communication Techniques: Students will learn and apply effective verbal and non-verbal communication techniques to engage and interact with various stakeholders, including clients, vendors, and attendees.

SN	Subject and Objectives	Lectures Hrs	Methodology	Evaluation Mode
Unit-I	Introduction to communication	9Hrs		
	Meaning, importance & objectives, principles of communication, forms of communication, communication process, barriers of effective communication, techniques of effective communication. Nonverbal communication - body language, gestures, postures, facial expressions, dress codes. The cross-cultural dimensions of business communication. Listening & speaking, techniques of electing response, probing questions, observation. Business and social etiquette.	9	PPT, Illustrations	Q & A, Assignments
Unit-II	Group communication	9Hrs		
	Importance, meetings - group discussions. Video conferencing. Reports - types of business reports - format, choice of vocabulary, coherence and cohesion, paragraph writing, organization reports by individual, the report by the committee. The communication process - the communication process, communication fundamentals.	9	PPT, Illustrations	CIA
Unit-III	Presentation as an effective communication tool	9Hrs		
	Know your subject matter, know your audience, develop a theme, prepare your script: the opening, the body, the summary, the closing, select the proper visual aids, prepare a storyboard, produce the visuals, rehearse-rehearse-rehearse, presentation day, follow up: kiss, slide use tips, mathematics on slides, rehearsing, answering questions, some deadly sins of visual presentation: the illegible image, the useless image, the overly complex image, ransom note design, calico or crazy quilt graphics, mixed visual metaphors, networking-communication	9	PPT, Illustrations	Q & A, Assignments
Unit-IV	Use of celebrities & use of media in communication	9Hrs		

	The use of celebrities, endorsements, testimonials, placements, dramatizations, representatives, identification, and various media in communication television, radio, radio and TV similarities, radio differs from TV, classifications of magazines, newspaper classifications, newspaper characteristics, unique newspaper features, internet communications objectives.	9	PPT, Illustrations	Q & A, Assignments
Unit-V	Writing press releases and reports	9Hrs		
	The approach, speaking up for your special event whom to contact, sample letter for contacting local organizations, invitations and programs, your invitation should fit the occasion, designing elements, addressing invitations, every invitation or program must include after the invitations are mailed. Media relations - in dealing with the print or broadcast media person, new press advisory, follow-up, skeleton of a press release, sample skeleton of a press release, headline for the press release.	9	PPT, Illustrations	Q & A, Assignments

Prepared by Department