



## PUBLIC RELATIONS

## UNIT II

# Introduction Unit II

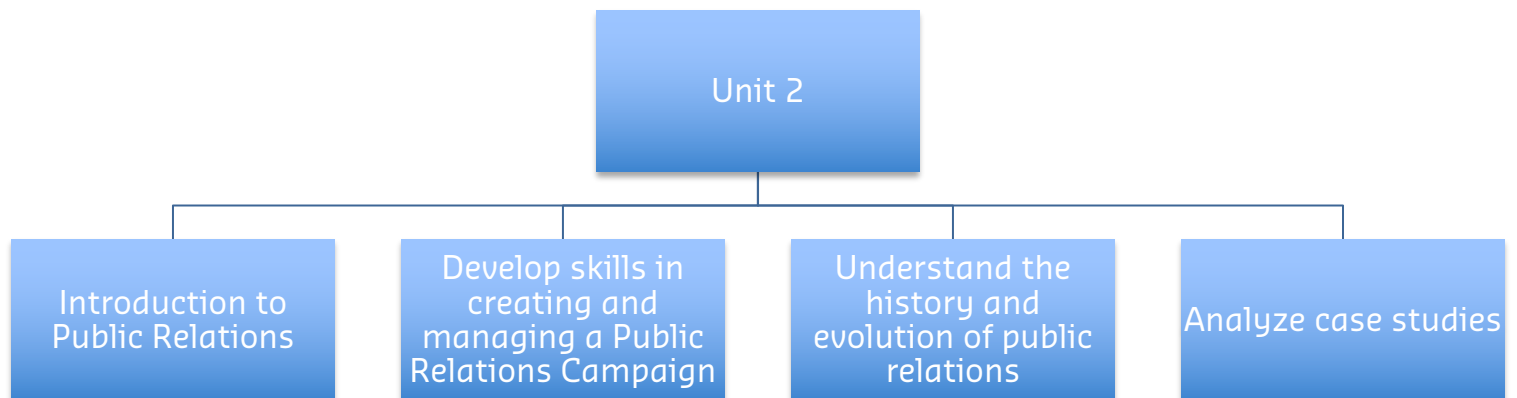
## INTRODUCTION TO UNIT II

This course will provide an overview of the field of public relations and its role in modern society. Students will learn about the history and evolution of public relations as a profession, the principles and practices of effective public relations, and the ethical considerations involved in public relations campaigns.

## OBJECTIVE

To understand the role of public relations in today's society and its impact on different stakeholders.

## CONTENT MAP



# Introduction Unit II

## UNIT EVALUATION

EVALUACIÓN	PUNTOS
Activity 1. Crisis Communication	7
Activity 2. Social Media Campaign #Yoxmexico	7
Unit Evaluation	6
<b>Total</b>	<b>20</b>

## UNIT ACTIVITIES

TOPIC	ACTIVITY
Crisis Management	Activity 1. Tylenol
Social Media	Activity 2. Social Media Campaign #Yoxmexico