

Mount Kenya University



SCHOOL OF SOCIAL SCIENCES

DEPARTMENT OF JOURNALISM AND MASS COMMUNICATION

DIPLOMA IN PUBLIC RELATIONS & DIPLOMACY (DPR&D)

S/N	UNIT TITLE	UNIT CODE	HOURS		TOTAL HOURS
			THEORY	PRACTICAL	
YEAR ONE SEMESTER ONE					
1.	Introduction To Public Relations	DJL1108	44	22	66
2.	News Writing	DJL1111	44	22	66
3.	Media & Society	DJL2301	44	22	66
4.	Communication Skills	DUCU001	44	22	66
5.	Issues in Public Relations	DJL1312	44	22	66
6.	Computer Skills and Applications	DUCU002	44	22	66
7.	Theories and Models of Public Relations	DJL 1112	44	22	66
YEAR ONE SEMESTER TWO					
8.	Public Relations Management	DJL 1113	44	22	66
9.	Public Relations Tools	DJL 2110	44	22	66
10.	Life Skills	DUCU006	44	22	66
11.	Customer Relations	DJL1319	44	22	66
12.	Entrepreneurship	DUCU003	44	22	66
13.	Public Relations Strategies and Techniques	DJL 1215	44	22	66
14.	Public Relations and the Media	DJL1212	44	22	66

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YEAR ONE SEMESTER THREE					
15.	Public Relations and Diplomacy	DJL1214	44	22	66
16.	Organizational Behavior	DBM1308	44	22	66
17.	Integrated Media Marketing and Communication	DJL2114	44	22	66
18.	Event Management, Entertainment & Public Relations	DJL2115	44	22	66
19.	Human Resource Management	DBM1201	44	22	66
20.	Media Law and Ethics in Communication	DJL1313	44	22	66
21.	Culture and Public Relations	DJL2212	44	22	66
YEAR TWO SEMESTER TWO					
22.	Media Research	DJL1308	44	22	66
23.	International Public Relations	DJL2213	44	22	66
24.	Environmental Public Relations	DJL2214	44	22	66
25.	Media Marketing	DJL2103	44	22	66
26.	Corporate Public Relations	DJL2305	44	22	66
27.	Online Public Relations	DJL 2112	44	22	66
28.	Production Techniques in Public Relations	DJL1314	44	22	66
YEAR TWO SEMESTER THREE					
29.	Public Speaking	DJL2105	44	22	66
30.	Crisis Communication	DJL2306	44	22	66
31.	Advertising Strategies in Public Relations	DJL3103	44	22	66
32.	Public Relations Writing	DJL3104	44	22	66
33.	Editing, Layout And Design	DJL1209	44	22	66
34.	Digital & Social Media Reputation Management	DJL3105	44	22	66
35.	Public Relations Campaign Management	DJL3106	44	22	66
YEAR THREE, SEMESTER TWO					
36.	Attachment	SDCU003			660

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