

**Master of Arts  
in  
Advertising and Public Relations  
M.A. (APR)**

**Part - I  
About Programme**

Deptt. of Public Relations, Advertising and Management  
**Makhanlal Chaturvedi National University of Journalism and Communication,  
Bhopal**

## M.A. in Advertising & Public Relations M.A. (APR)

### Preface :

In a fast changing world, the meaning & scope of Communication & Public Relations have acquired a wider perspective. The emergence of post modern and knowledge societies have thrown new challenges before the communicators. The new environment of globalization demands redefining of academic as well as professional priorities. Thus the instruction in Public Relations, Communication, Advertising has to integrate itself with the emerging new trends in the world, keeping pace with the changing realities and also of the employment market that seeks higher levels of excellence from the human resource. The Makhnial Chaturvedi Rashtriya Patrakarita (Journalism) and Sanchar (Communication) Vishwavidyalay has been offering a well-designed course in Public Relations and Advertising. The one and the only National University of Journalism and Communication in the entire country, its unique contribution is in the dynamic blend of the academic studies, modern skills and their field application thus shaping the talents of young boys and girls for a bright future and converting them into national assets.

### Course objective

1. To provide students a deeper insight into the philosophy, theory and techniques of Public Relations, Advertising and Communication with a judicious mix of theory and their application skills.
2. To develop expertise in PR, Advertising and Communication and research techniques.
3. To equip the students with the ability to conceptualise and analyse social, economic and technical issues.
4. To inculcate in the students the ability for the application of principles of Communication for development and change.
5. To offer opportunities for specialisation, in any of the areas of Advertising, PR and communication.

### Qualifications

- Graduate in any discipline from any recognised University.
- Mode of admission : As per the declared policy of the university from time to time.

**Note :** Reservations and relaxations as per state Govt. rules and norms are applicable. Medium of teaching is bi-lingual (Hindi & English)

### Teaching Methodology

Teaching will be both in theoretical and practical

### Classroom Sessions

- Teaching as per syllabus
- Seminars
- Group Discussions
- Personality Development
- Assignment
- Project work
- Presentations

### **Mindroom Sessions**

- For developing their social and professional attributes to the fullest extent.

### **Support Activities**

- Interviews, news writing, feature writing.
- Personality Development Initiatives
- Visit to Media, PR and Advertising Agencies, Legislative Assembly, CPR, PIB.
- Press Tour, Press Briefing etc.
- Preparation of AD & PR campaigns
- Preparation and Presentation of Research papers
- Publications of House Journal for External & Internal publics

### **Examination System**

Based on the past experience and brain-storming sessions with the faculty of our department, the following revised system is proposed.

### **Internal Assessment**

It is a continuous process based on formative evaluation instead of once in six-months. Main criteria are:

- Ability to identify, tap. and use right source for preparing material for the mass media.
- Skills to prepare publishable/useable material for the print and electronic media, actual published writing will be a plus point.
- Intelligence and ability to manage people and situations in crisis.
- Ability to anticipate and diffuse the negative effects of a situation before it develops into a crisis.
- Performance in support activities like press conferences, group discussions, presentations, symposia field publicity etc.
- To test analytical ability / mental skills.

This formative evaluation eliminates short comings and deficiencies in the theoretical and practical part so that teachers can prepare students to eventually become result oriented professionals. Internal assessment would be done in the first week of each month during the Semester. The academic evaluations would be done by professionals from each field, namely; Public Relations, Advertising and Media Relations. For this, our department will prepare a panel of professionals, at least 3-4 in each area of specialisation.

Written internal tests are also held twice in a semester.

## Semester Examinations

Semester end examinations are usually conducted in May - June & December every year both by academicians and professionals in the subject of each paper on the following basis :

- The question paper would have two applied parts :
  - a. With 5-6 theory questions
  - b. With 5-6 questions on the applied part.The last question would focus on both theoretical as well as practical aspects.
- One question from each unit must be answered.
- Criteria for evaluation should cover the ability to comprehend and prepare communicative material pertaining to the course in each paper.

## Internship/Practical Training

By the time the student completes the first year i.e. two semesters, he develops an appreciation and understanding of the basic tools of PR, Advertising and the media and also acquires the knowledge and skills of its applied form required for information dissemination, communication and image building. Immediately after the II & III semester examination, we assign students for their internship in media organizations, PR department, Public, Private and corporate sector PR departments, advertising agencies, NGO's and, other recognised organizations, The internship/assignments will give them an opportunity to closely observe the professionals performing on the field in these organizations.

- Internship will be for about four weeks.
- The student will have to submit certificate of internship to the HOD.
- The student has to maintain a diary of Internship activities to be submitted to the HOD.
- The student will also have to submit a report of internship training in 1000 - 1500 words along with a file of write up, clippings, photo, articles, advts, etc.

## Assessment Rules

### 1. Team Work

Papers in optional groups encourage team work comprising practical assignments. Assignments may be in the form of field work, contribution to the departmental publications and supervision of tutorials for junior classes. Research projects, case studies and media surveys may also form part of the assignments. The faculty members will evaluate student's performance during the year and assign marks in consultation with the Head of the Department.

**Seminars:** Each student will attend at least three seminars during each semester on the subject selected by him in consultation with respective teachers and the Head of Department. Students will be evaluated and assigned marks on the basis of depth in research, references given and quality of presentation and overall performance.

### 2. Laboratory Journal

Bringing out practical journals on regular basis will be the core group activity of students. A stimulated newsroom has been set up with online news agency service of PTI/UNI, T.V., and computer room where students will work in-groups to bring out the publications.

- Students in groups will bring out a daily bulletin board.
- Each student will take out news bulletin SAMPARK
- Faculty members will jointly assess the performance of each student during the year and allot marks on the basis of the overall performance in bringing out the bulletin/publication.

### **3. Study tour and local visits**

Students participation is compulsory. Evaluation is done on the basis of the reports submitted (topics to be announced by the HOD), and the performance during the visit and general participation in the group.

### **4. Viva-voce**

Purpose: To judge objectively the PR, Advtg., journalistic and communication aptitude of the student, his/her grounding in and preparation for the profession and to assess the other aspects which otherwise may not come out in Written examinations and also testing the authenticity of internal examination.

Students will be judged keeping in view the parameters mentioned here each carrying gradation marks:

1. Quality of published materials if any.
2. General knowledge and current affairs.
3. Sense of communication.
4. Grasp of current issues and debates and ability to ask questions.
5. Social awareness.
6. Knowledge of institutional working, legislature, Governments, Corporations, Local Bodies etc.
7. Knowledge of modern techniques of P.R, Advtg. journalism, communication, computers.
8. Understanding of the media and media ethics.

### **5. Library**

Whenever there is a gap in any period the students should compulsorily make use of library, or they would be treated as absent from the class unless they are permitted by the HOD or the class teacher. They should not leave the campus during the academic hours. They should update themselves in all aspects of their course by referring to various research reports, references, books, newspapers, periodicals and other publications

### **Marks division**

- In each semester examination each paper of the course carries total 100 marks, out of which 20 marks will be judged by the class teacher on the basis of continuous internal evaluation and 80 marks will be for summative evaluation in semester end examination.
- In whichever subject practical work is assigned practical exam will be of 30 marks and semester exam will be of 50 marks.
- The Pass marks are 40% in each paper.
- The aggregate should however be not less than 45% in each semester.
- A candidate who fails in Internal Assessment shall repeat the semester as a regular student. He shall not be "allowed to keep term" and shall be denied the entry into next semester.

**Master of Arts  
in  
Advertising and Public Relations**

**Part Two  
Curriculum**

Department of PR, Advertising and Management Studies

**Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya Bhopal - 462 011**

# M.A. APR 2011-2013

## Marks Distribution

<b>Semester-I</b>		<b>Internal</b>	<b>Practical</b>	<b>Written</b>	<b>Total Marks</b>
M-1	Science of Human Communication	20	-	80	100
M-2	Mass Communication Process	20	-	80	100
M-3	Origin and Growth of Indian Media	20	-	80	100
M-4	Media language : Structure, Style and translation	20	30	50	100
M-5	Basic Computer Application	20	30	50	100
<b>Total</b>		<b>100</b>	<b>60</b>	<b>340</b>	<b>500</b>
<b>Semester-II</b>					
M-6	Principles and Practices of Public Relations	20	-	80	100
M-7	Principles and practices of Management	20	-	80	100
M-8	Advertising Management	20	30	50	100
M-9	Communication for Development	20	-	80	100
M-10	Multimedia and Desktop Publishing	20	30	50	100
<b>Total</b>		<b>100</b>	<b>60</b>	<b>340</b>	<b>500</b>
<b>Semester-III</b>					
M-11	Advanced Advertising & Brand Management	20	30	50	100
M-12	Tools & Techniques of P.R.	20	30	50	100
M-13	Consumer Behaviour	20	-	80	100
M-14	Introduction to Marketing Management	20	-	80	100
M-15	Communication Research	20	30	50	100
<b>Total</b>		<b>100</b>	<b>90</b>	<b>310</b>	<b>500</b>
<b>Semester-IV</b>					
M-16	Mass Media: Ethics and Laws	20	-	80	100
M-17	Media Planning	20	30	50	100
M-18	Specialized Copywriting	20	30	50	100
M-19	Corporate and Business Communication	20	30	50	100
M-20	Web Advertising and e-PR	20	30	50	100
<b>Total</b>		<b>100</b>	<b>120</b>	<b>280</b>	<b>500</b>

Deptt. of Advertising and Public Relations  
M.A.-APR  
Semester-I

- M-1 Science of Human Communication
- M-2 Mass Communication Process
- M-3 Origin and Growth of Indian Media
- M-4 Media language : Structure, Style and translation
- M-5 Basic Computer Application

**OBJECTIVES**

- To acquaint students with the concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit-1</b>								
1.1 Characteristics of human being	2	1	-	-	-	-	-	3
1.2 , Essentials of human being to live in the society	1	1	-	-	-	-	-	2
1.3 Concept of Society	2	-	-	-	-	-	-	2
1.4 , Essentials of communication to build the society	1	-	-	-	1	-	1	3
1.5 Concept of socialization, Process, factors and problems	3	1	-	-	-	-	-	4
<b>Unit- 2</b>								
2.1 Process of Communication and Elements/Factor, analysis of Communication process and Definitions	5	1	-	-	-	-	-	6
2.2 Model of human communication SMR and Weakness of SMCR model Participatory model of Wilburr Schramm, Osgood model of communication Model of Frame Doms	4	-	-	-	1	-	-	5
2.3 Concept of “Sey” and others in communication	2	-	-	-	1	-	-	3
2.4 Introduction to Johari Window of Joseph Looft & Harigton Edham	3	-	-	-	1	-	-	4
<b>Unit- 3</b>								
3.1 Communication process with “Self’ and its importance	2	-	-	-	-	-	-	2
3.2 Nonverbal Communication-Types and Importance	2	-	-	-	1	-	-	3
3.3 Inter Dependency of Language and Communication, Art of Listening and its development	5	-	-	1	-	-	2	8
3.4 Art of Writing and its development, Non-verbal Communication	4	-	-	2	-	-	3	9
3.5 Audio Visual Communication, process of communication, factors and its importance	4	1	-	1	-	1	1	8
<b>Unit- 4</b>								
4.1 Concept of interpersonal communication, Functional concept of dialogue, Concept of relationship of dialogue, Concept of integrated economy of dialogue,	3	-	-	-	-	-	-	3
4.2 Concept of Social relationship, process & types	2	-	-	-	-	-	-	2
4.3 Communication of small groups, Prcess & importance	2	-	-	-	1	-	-	3
4.4 Institutional communication news, process & types	2	-	-	-	-	-	-	2
4.5 Communication of Big groups, Process & importance	2	-	-	1	-	-	1	4

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5</b>								
5.1 Mass Communication, Concept, Process Types and role	3	-	-	-	-	-	-	3
5.2 Slang and Communication	1	-	-	-	-	-	-	1
5.3 Internet and Communication	1	-	-	-	-	-	-	1
5.4 Concept and process of Human Communication and "Vasudhaiv Kutumbakam"	2	-	-	-	-	-	-	2
5.5 Introduction to Narad Muni's communication formula Spiritual communication – Concept, Process and importance	4	1	-	-	-	-	-	5

**READING LIST**

- Arvind Singhal and Everett M. Rogers, "Indian Information Revolution" Sage pub. Delhi.
- Denis Mcquail "Mass Communication Theory : An Introduction response New Delhi"
- Keval J. Kumar, "Mass Communication in India" JAICO, MUMBAI.
- Pradeep Kumar Day "Perspectives in Mass Communication"
- प्रो. विलानिलम "जनसंचार सिद्धांत एवं व्यवहार" म.प्र. हिन्दी ग्रंथ अकादमी।
- प्रो. विलानिलम तथा डॉ. एस.के. शुक्ला, भारत में संचार और जनसंचार, म.प्र. हिन्दी ग्रंथ अकादमी, भोपाल।

**OBJECTIVES**

- To acquaint students with the concept and process of communication and to enable them to appreciate the potential and limitations of various communication processes.  
To acquaint students with various types of media and their characteristics.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1</b>								
1.1 Social Group, Crowd, Folk, Mass, Public, Audience, Reader, Viewer, Viewer-Concept, Interpretation and difference/discrimination	4	-	-	-	1	-	-	5
1.2 Process of Group Communication	2	-	-	1	-	-	1	4
1.3 Concept and Functions of Mass Communication	4	-	-	-	1	-	-	5
1.4 Models of Mass Communication, Gerbner's Model, Wilbuer Schramm's model of Mass Communication Bharatmuni's model of Drama-Music, Dance Model	6	1	-	-	-	-	-	7
<b>Unit 2</b>								
2.1 Sahridya and Sadharanikaran (Tender Hearted and Simplification)- Concept and Interpretation	2	-	-	-	-	-	1	3
2.2 Effect of Mass Communication: Bullet Theory, Action-Reaction, Two step and Multi Step, Uses and Gratification Theory, Gatekeeping, Cultural Validation Theory, Lasswell's concept of Mass Communication, Agenda Setting and Media	8	-	-	-	1	-	2	11
2.3 Media: Concept and Interpretation	4	-	-	-	1	-	-	5
2-4 Types of Media and advantages and disadvantages of each media, Convergence management	4	-	-	-	1	-	-	5
<b>Unit 3</b>								
3.1 Characteristics of audience: Creativity and Power	4	-	-	-	-	-	1	5
3.2 Concepts of role of media	6	-	-	-	-	-	-	6
3.3 Dictatorship Media, Libertarian, socially responsible, Democratic media, Dependency Theory	4	-	-	-	-	-	-	4
3.4 Russian formation of Media, Participatory Media	2	-	-	-	-	-	-	2
3.5 Developmental Media, Business Media								
<b>Unit 4</b>								
4.1 Media persons: Qualities and Skills, different tasks, Characteristics of a perfect media person	4	2	-	-	-	1	-	7
4.2 Formation of Media in India, Reach, Effect	4	-	-	-	-	-	-	4
4.3 Impact of mobile, computer and internet on Traditional Media	3	-	-	-	-	-	-3	
4.4 Role of Mass Media in development	2	1	-	-	-	-	-	3

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5</b>								
5.1 Moral values and Code of Ethics in Media work	3	-	-	-	-	-	-	3
5.2 Public Broadcasting	1	1	-	-	-	-	-	25.3
Media: Need and interpretation	1	-	-	-	-	-	-	1
5.4 Alternative Media: Parallel Media, Social Media	4	1	-	-	-	-	-	5

**READING LIST**

- Sardana Chandra Kanth & Kasbekar Sushma, Jansampark
- Prabhakar Manohar & Bhanawat Sanjeev, Jansampark Digdarshan.
- Bhanawat Sanjeev & Mathur Shipra, Jansampark Sidhant aur Taknik.
- Arvind Singhal and Everett M. Rogers, "Indian Information Revolution" Sage pub. Delhi.
- Denis Mcquail "Mass Communication Theory : An Introduction response New Delhi"
- Keval J. Kumar, "Mass Communication in India" JAICO, MUMBAI.
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**OBJECTIVES**

- To educate students about role of newspapers in Indian freedom struggle.
- To acquaint students with historical growth, development and trends of different media.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Characteristics of Pre-Independence Indian press</b>								
1.1 History of Bengal Gazette' and 'Udant Marhand'	3	1	1	-	-	-	-	5
1.2 Contribution of pioneer journalists like Raja Ram Mohan Roy and Bhartendu Babu Harishchandra	4	-	1	-	-	-	-	5
1.3 Role of press in freedom movement.	1	1	-	-	-	-	-	2
1.4 Brief introduction of prominent journalists: Lokmanya Tilak, Mahatma Gandhi, Baburao Vishnu Paradhkar, Makhanlal Chaturvedi, Madhav Rao Sapre and 'Ganesh Shankar Vidyarthi	3	1	1	-	-	-	-	5
<b>Unit 2 Characteristics of Post-Independence Regional Language Press</b>								
2.1 The regional press after independence : nature and growth; Web based Regional newspapers.	3	-	-	-	1	-	-	4
2.2 Trends in post independence leading Hindi language newspapers: Nai Duniya, Danik Bhaskar, Aaj. Cosmopolitan Hindi newspapers and magazines: Navbharat Times, Hindustan, Jansatta, Hindi Outlook, Hindi India Today.	4	1	2	-	-	1	-	8
2.3 Trends in post independence leading non-Hindi regional language newspapers: one each in Malayalam, Telugu, Tamil, Kannada, Bengali, Marathi, Gujrati and Assamese.	3	1	2	-	1	1	-	8
2.4 Growth of leading Hindi News Agencies, Web based Regional newspapers.	2	-	1	-	1	-	-	4
<b>Unit 3 Characteristics of Post-Independence English Language Press</b>								
3.1 The English press after independence: nature and growth; web based newspapers	2	1	-	-	1	-	-	4
3.2 Characteristics of Times of India, Indian Express, Hindustan Times.	2	-	1	1	-	-	-	4
3.3 Characteristics of the Statesman, The Hindu, The Tribune.	2	-	1	-	-	-	-	3
3.4 Growth and characteristics of English language news agencies.	3	-	1	1	1	-	-	6

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 4 Brief introduction of Radio and television History</b>								
4.1 Development of Radio; public and private radio systems; characteristics of FM and Ham Radio	4	1	-	-	-	1	-	6
4.2 Brief history of television in India	3	1	1	-	-	1	-	6
4.3 Introduction to public and private television networks; cable industry in India.	2	1	-	-	-	-	-	3
4.4 Recommendations of Various Committees for improvement of All India Radio and Doordarshan	2	-	-	-	-	-	-	2
<b>Unit 5 Brief History of Development of Film and Traditional Media</b>								
5.1 A brief history of early silent Indian Cinema	2	1	-	-	1	-	-	4
5.2 Early talkie era in India	2	1	-	1	-	-	-	4
5.3 Growth of different types of films such as documentary and feature films; parallel and commercial cinema in India.	3	1	-	-	2	-	-	7
5.4 Traditional media; contemporary relevance of traditional media.	2	1	-	1	-	-	-	4
<b><u>READING LIST</u></b>								
<ul style="list-style-type: none"> <li>● Arbind Singhal: "India's Communication Revolution"</li> <li>● G Partsarhi : History of Indian Journalism</li> <li>● Ninan Shevanthi : "Headlines from the Heartland: Reiventing the Hindi Public Sphere", Sage Publication - 2007</li> <li>● Robbin Jeffery : India's Newspaper Revolution", Oxford University Press</li> <li>● संजीव भानावत "भारत में संचार माध्यम"</li> <li>● Usha Rani. Dr. Traditional Media and Development</li> </ul>								

**OBJECTIVES**

- To prepare students to understand the basics of Hindi & English grammar and composition so that they are able to translate text from English to Hindi and vice versa in correct and effective manner.
- To prepare students learn idioms and phrases generally used in both the language for journalistic expressions
- To develop ability of students to do different translations from English to Hindi or Hindi to English

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Essentials of Media Writing</b>								
1.1 Characteristics of Writing for Newspapers & Magazines	2	1	-	-	-	-	1	4
1.2 Basics of grammar in Hindi & English; use of Phrases and words	2	-	-	-	1	-	-	3
1.3 Basics of Writing for Radio	3	1	1	-	-	1	-	6
1.4 Basics of Writing for T.V.	3	-	-	1	1	-	1	6
<b>Unit 2 News &amp; Feature Writing Skills</b>								
2.1 News : Concepts & Elements	3	1	-	-	-	-	-	4
2.2 Writing Intros & Headline	3	-	-	-	1	-	1	5
2.3 Writing Simple News Stories	2	-	-	1	-	-	1	4
2.4 Writing Feature Articles	2	1	1	-	1	-	-	5
<b>Unit 3 Paraphrasing &amp; Translation</b>								
3.1 Methods of Paraphrasing, attribution & Quoting	3	1	-	1	-	-	-	4
3.2 Translating at least 5 different news items	2	-	-	1	1	-	1	5
3.3 Translating at least one creative writing of about 500 words	3	1	1	-	-	-	1	6
3.4 Preparing a List of at least 20 Phrases in Hindi and English used for the same expression	3	-	-	-	1	-	-	4
<b>Unit 4 Translating Journalistic Content-1 Business</b>								
4.1 Translating at least 5 different news items from business pages	2	1	-	-	1	-	1	5
4.2 Translating at least 20 different Headlines of Business News	2	1	-	1	-	-	-	3
4.3 Translating at least one article on Business	2	-	1	-	-	-	-	3
4.4 Preparing a Glossary of 25 words in both the languages, generally used for the same expression for business related journalistic content	4	-	-	-	1	-	1	6

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Translating Journalistic Content Sports</b>								
5.1 Translating at least 5 different news items on five different Sports	2	1	-	-	-	-	1	4
5.2 Translating at least 20 headlines of sport News items of different sports.	1	1	-	-	-	-	1	3
5.3 Translating a column article of a renowned person on sport	1	2	-	-	1	-	1	4
5.4 Preparing a Glossary of 25 words in both the languages, generally used for the same expression for different sports.	1	1	-	-	1	-	2	4

**PRACTICALS :**

- Writing of News in Hindi and English
- Creating Headlines for various types of News.
- Preparing Glossary for various kinds of News.

**READING LIST**

- Raina Gaurishankar, Sancharmadhay lekhan, Vani Prakashan, New Delhi.
- Dikshit Surya Prasad; Agrawal Pavan, Madhayam Lekhan Kala, New Royal Book Company, Lucknow.
- Media lekhan aur sampadan Kala, Discovery Publishing House, New Delhi
- Media lekhan Siddhant aur vyavahar (Mishra) Mishra Chander Prakash, Snajay Prakashan, New Delhi
- Media lekhan ke sidhant, Panth N.C., Takshashila Publisher ND
- The scriptwriter's workbook, The scriptwriter's workbook, Oxford Focal Press
- Gupta Jitendra, Patrakarita mein anuvad, MCRPVV
- Chandra Ramesh, Rajbhasha Our takniki anuvad, Kalyani education
- Catford J.C., Anuvad ka Bhashik sidhanth, Madhya Pradesh Hindi Granth Academy
- Bhatiya Kailash, Anuvad kala Sidhant aur Prayog, Takshashila Publisher ND
- Bora Rajmal, Editor, Anuvad kya hai, Vani Prakashan, New Delhi

**Subject : M-5 Basic Computer Application**

**OBJECTIVES**

- To prepare students to understand the basics of Hindi & English grammar and composition so that they are able to translate text from English to Hindi and vice versa in correct and effective manner.
- To prepare students learn idioms and phrases generally used in both the language for journalistic expressions
- To develop ability of students to do different translations from English to Hindi or Hindi to English

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Computer Fundamentals</b>								
1.1 Definition : Generation & Basic Components of Computer	2	-	-	-	1	-	-	3
1.2 Input/output device, Memory & other peripherals	2	-	-	-	1	-	-	3
1.3 Introduction to Operating system (Windows 98/XP)	2	-	-	-	1	-	-	3
1.4 Function & Feature of operating system (Accessories, Control Panel, Desktop, Windows Explorer)	2	-	-	-	1	-	1	4
<b>Unit 2 Office Automation Tools : MS Word</b>								
2.1 Introduction to Ms Office Suit	1	-	-	-	-	-	-	1
2.2 Introduction to Word Processing	3	1	-	-	1	-	3	8
2.3 MS Word Interface, Poold and Menu	3	1	-	-	1	-	3	8
2.4 Document Editing & Formatting, Mail Merge & other tools	2	1	-	-	2	-	-	5
<b>Unit 3 Office Automation Tools: MS Excel &amp; MS Power Point</b>								
3.1 MS Excel Interface Tools & Menus	2	-	-	-	1	-	1	4
3.2 Creating spreadsheet, Use of functions Charts & Graphs	2	1	-	-	2	-	2	7
3.3 MS Power Point Interfaface Tools and Menus	2	1	-	-	1	-	2	6
3.4 Creating Slides, inserting Multimedia objects, Transitions and Custom Animation, Delivering Presentations	2	-	-	-	2	-	2	6
<b>Unit 4 Introduction to Internet</b>								
4.1 Brief history and service of internet (E-mail, Video Conferencing, Internet Telephony, Chating, Blogs, Usenet )	2	-	-	-	1	-	2	5
4.2 Internet Protocols (FTP, HTTP, TCP/IP)	2	1	-	-	1	-	-	4
4.3 Website Portols and Search Engines;Online newspapers/channels/magazines	2	1	-	-	1	-	1	5
4.4 Advantages and threats in Internet Communication	1	1	-	-	1	-	1	4

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5</b>								
5.1 Introduction to Graphics, Colour models and modes	2	-	-	-	1	-	1	4
5.2 Graphic file formats and their applications	2	-	-	-	1	-	1	4
5.3 Adobe Photoshop Interface & Tools and Menus	1	-	-	-	1	-	-	2
5.4 Working with Layers, filters, Masking and other tools	2	-	-	-	-	-	-	

**PRACTICALS :**

- Creating/Renaming/Copying/Moving/Deleting files and folders. Searching files.
- Shortcuts
- Changing Desktop Setting
- Practising typing in Hindi/English
- Preparing and formatting assignments and articles using MS Word. (At least Two)
- Preparing Charts and Worksheets using functions. (At least One)
- Preparing MS Power Point Presentations. (At least One)
- Searching information using appropriate keywords
- Browsing major online newspapers/channels/magazines
- Design magazine cover pages/Posters. (At least Two)
- Exporting files in other file formats

**READING LIST**

- "Adobe Photoshop-Creative Techniques", PHI
- V Rajaraman.: " Fundamentals of Computer" PHI
- Vishnu Priya Singh & Minakshi. Singh: "Windows XP (Illustrated)". Asian publishers
- "Windows XP complete": BPB Publication.
- विष्णुप्रिया सिंह, मीनाक्षी सिंह माइक्रोसॉफ्ट ऑफिस 7 एशियन पब्लिशर्स।
- संतोष चौबे: कम्प्यूटर एवं परिचय, मध्यप्रदेश हिन्दी ग्रन्थ अकादमी।

Deptt. of Advertising and Public Relations  
M.A.-APR  
Semester-II

**Semester-II**

- M-6 Principles and Practices of Public Relations
- M-7 Principles and practices of Management
- M-8 Advertising Management
- M-9 Communication for Development
- M-10 Multimedia and Desktop Publishing

**OBJECTIVES**

- To provide exposure to the student to the applied part of P.R. and to the organisational structure of PR Deptt. in the various. Organizations like Govt., Corporate Sector, Public Sector and Professional Bodies like IPRA, PRSI, PRCI etc. and provide an insight into the emerging trends in P.R.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Introduction</b>								
1.1 P.R. Meaning, Importance, and Scope, History : History and development of PR in India USA and UK, Press agency, Political campaign, and some eminent PR pioneers:	4	2	-	-	-	-	-	6
1.2 Process : Definition, Aims and Scope, Four Step Process	2	2	-	-	-	-	-	4
1.3 In House & External PR	3	2	-	-	-	2	-	7
<b>Unit 2 Culture &amp; PR</b>								
2.1 Culture : Global Audience, Inter culture relations, Societal Culture, organizational cultures, sector cultures, understanding cultures, culture and its implications for PR.	2	1	2	-	-	-	1	6
2.2 Research in PR	2	1	1	-	-	-	2	6
2.3 Lobbying, PR & Propaganda	1	2	-	-	-	-	1	3
<b>Unit 3 Types of PR</b>								
3.1 Public, Pvt., Service Sector, corporate PR	2	1	-	-	-	2	1	5
3.2 NGO & Govt. , Public Utility	2	1	-	-	-	2	1	5
3.3 Difference b/w Advertising, CC & PR	2	1	-	-	-	-	1	3
3.4 Tools of PR	3	2	-	-	-	2	2	7
3.5 PR Organisations	2	2	-	-	-	-	-	4
3.6 Professionalism in PR	2	1	-	-	-	-	-	3
<b>Unit 4 Theories of PR</b>								
4.1 Persuasion Theories of PR : Extended parallel process. Reasoned Action Theory, Elaboration Likelihood	2	1	-	-	-	-	1	4
4.2 Communication Theories :Social Learning Theory, Uses and Gratification	2	1	-	-	-	-	-	3
4.3 Mass Media Theories : Concentric Circle theory Two step, multi step theory	1	1	-	-	-	-	1	3

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Global Public Relations</b>								
5.1 Global Public Relations: Origin and status of globalization in India and its impact, Role of PR in globalization	1	1	-	-	-	1	1	3
5.2 Financial Institution, Economic Development	2	1	-	-	-	-	-	3
5.3 New Trends in PR, Activism and Mass Media	2	2	-	-	1	-	2	7
5.4 Global Challenges in P.R.	2	1	1	-	-	-	1	5
5.5 NWICO New world Information and communication order	2	1	-	1	-	-	1	5

**READING LIST**

- Scott M. Cutlip, Allen H. Center and Glen M. Broom (6 ed.), Effective Public Relations, Englewood Cliffs, N.J. Prentice Hall 2000.
- James B. Grunig and Tood Hunt. Managing Public Relations, Holt. Rinehart and Winton : Newyork 1984
- Leonard Saffir, Power Public Relation, NTC Prosiness Books, 2000.
- Banik G.C. PR and Media Relations, JAICO, Mumbai 2006
- Jefkins, Public Relations for your Business, JAICO, Mumbai 2006
- Philip Hanslawe, Public Relations: A Practical Guide to Basics.
- K.R. Balan, Lectures on Applied Public Relations, New Delhi
- Ashok Arya, Dynamics of PR, Manas Publication, New Delhi, 2004
- Kathy R. Fitzapalrik and Carolyn Bronstein, Ethics In Public Relations, SAGE, LONDON, 2006
- Donald Treadwell, Public Relations Writing, SAGE, LONDON 2006.
- डॉ. सुशील त्रिवेदी एवं डॉ. एस.के. शुक्ला, जनसम्पर्क सिद्धांत और व्यवहार म.प्र. हिन्दी ग्रन्थ अकादमी, भोपाल।
- Sengupta, Management of Public Relations and Communication, Vikas, New Dehli.

**OBJECTIVES**

- To impart basic understanding of management skills & knowledge and to provide an insight to deal with all kinds of managerial situations.

<b>Unit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Work Shop</b>	<b>Demo</b>	<b>Field Visit</b>	<b>Practicals</b>	<b>Total Hours</b>
<b>Unit 1 Introduction</b>								
1.1 Introduction	2	-	-	-	-	-	-	2
1.2 Management as a Science and an art	1	1	-	-	-	-	1	3
1.3 Functions of Management	2	1	-	-	-	-	-	3
1.4 Contributions by Management Thinkers	3	1	-	-	-	-	-	4
1.5 Management Associations	2	-	-	-	-	-	-	2
<b>Unit 2 Planning</b>								
2.1 Planning: Nature, Process types principles, significance and limitations	3	1	-	-	-	-	-	4
2.2 Planning and Forecasting	2	-	-	-	-	-	-	2
2.3 MBO : The Concept and Significance	2	1	-	1	-	-	2	6
2.4 Decision-making : Meaning significance, types, process, rationale and limitations	2	1	1	-	-	-	1	5
2.5 Individual & group decision & Negotiation	2	1	-	-	-	-	1	4
<b>Unit 3 Organizing</b>								
3.1 Concepts, process, scope, factors affecting organizing	2	1	-	-	-	-	-	3
3.2 Departmentalization : Meaning need and considerations	2	1	-	1	-	1	1	6
3.3 Span of Management	2	-	1	-	-	-	-	3
3.4 Authority, Power & Responsibility	2	1	-	-	-	-	-	3
3.5 Delegation of Authority	2	1	-	-	-	-	-	3
3.6 Centralization & Decentralization of Authority	2	1	-	-	-	-	-	3
<b>Unit 4 Direction and Control</b>								
4.1 Direction : Meaning, Principles and Techniques	2	1	-	1	-	-	-	4
4.2 Motivation, Meaning, Significance, Theories	3	1	1	1	-	-	-	6
4.3 Leadership : Meaning Importance & Style	3	1	1	-	-	-	1	6
4.4 Controlling : Meaning, Characteristics of Effective Control	2	1	-	1	-	-	1	4
4.5 Co-ordination : Meaning & Principles, Coordination Control as an essence of Management	2	1	-	-	-	-	-	3

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Human Resource Management</b>								
5.1 Human Resource Management	2	1	-	-	-	-	-	3
5.2 Managing Present & Emerging strategic Human Resource, Challenges, opportunities	2	1	-	-	-	-	-	3
5.3 Training & Development Programmes, Rewards	2	1	-	-	-	-	-	3
5.4 P.R. Tools and Employee Security	2	-	1	-	-	1	-	4

**READING LIST**

- Harold Koontz & Weihrich, Essentials of Management, Tata Mc Grawhill (New Ed.)
- Gomes-Mejia, Balkin & Lardy Managing Human Resources, Prentice Hall of India (3rd ed.)
- Michael Deafke & Kossen, The Human Side of Organizations, 8th ed., Prentice hall of India.
- Biswajeet Pattanayak, Human Resource Management, Prentice Hall of India (2nd ed.)
- D. Chandra Bose, Principles of Management and Administrations, Prentice Hall of India.
- Joseph L. Massie, Essential of Management, Prentice Hall of India. (4th ed.)
- Satya Raju & Parthasarathy, Management: Text & Cases, Prentice hall of India.
- VSP Rao and V Hari Krishna, Management, Excel books, New Delhi.

**OBJECTIVES**

- To provide an insight into the field of advertising and also to equip students with all the fundamental and conceptual aspects required to produce quality advertising.

<b>Unit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Work Shop</b>	<b>Demo</b>	<b>Field Visit</b>	<b>Practicals</b>	<b>Total Hours</b>
<b>Unit 1 Advertising : An Introduction</b>								
1.1 Definition, need, role & Importance	2	1	-	-	-	-	1	4
1.2 Advertising and other forms of Communication : Propoganda & Publicity	2	-	-	-	-	-	-	2
1.3 Advertising vs Personal Selling & Sales Promotion	2	-	-	-	-	-	-	2
1.4 Advertising vs Public Relations & Marketing	2	-	-	-	-	-	-	2
1.5 Types of Advertising : Consumer & Business Advertising	2	-	-	-	-	-	1	3
1.6 Commercial vs Non Commercial Advertising	1	-	-	1	-	-	-	2
1.7 Corporate Advertising, Action vs Awareness Advertising	2	1	-	-	-	1	-	4
1.8 Advertising and Indian Culture, Indianness in Communication	2	-	1	-	1	-	-	4
<b>Unit 2 Advertising Media</b>								
2.1 Understanding Media & its creative co-ordination with other Marketing Functions	2	-	-	-	-	-	1	3
2.2 Types of Media : Print Media, Broadcast Media, Outdoor, Transit, Traditional, Direct Mail & Internet, their characteristics, benefits & Drawbacks	3	-	-	-	-	-	-	3
2.3 Understanding Consumer : Demographic, Psychographic Profile	2	1	-	1	-	-	-	4
2.4 Media Planning Methods : Media Strategies & Media Mix	1	1	1	-	-	1	-	5
2.5 Understanding Media Coverage (Circulation & Readership)	1	-	-	-	-	-	-	1
2.6 DAGMAR, Agency on Record (AOR)	1	-	-	-	-	-	-	1
<b>Unit 3 Advertising Creativity</b>								
3.1 Creativity : Concept & Role in Advertising	2	-	1	-	-	-	-	3
3.2 Copywriting : Role & Importance of a Copywriter	1	-	-	1	1	-	1	4
3.3 Copy Elements-Headline, Subhead, Body Copy, Logos & Slogans	3	1	-	-	1	-	1	6
3.4 How to develop effective copy AIDA (Copy Writer Pyramid)	1	-	-	-	-	-	-	1
3.5 Layout-Definition, Steps & its Importance	2	1	-	1	-	-	1	5
3.6 Principles of a good layout	1	-	-	-	1	-	-	2
3.7 Visuals vs Illustrations	1	-	-	-	-	-	1	2
3.8 Preparation of Art Work	1	-	-	-	-	1	1	3

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours	Remarks
<b>Unit 4 Advertising Agency</b>									
4.1 Advertising Agency-Definition & Functions	2	1	-	1	-	-	1	5	
4.2 Types of Agencies	1	-	-	1	-	1	-	3	
4.3 Structure of an Advertising Agency : Group & Departmental System	1	-	-	-	-	-	1	2	
4.4 Selection of an Advertising Agency	1	-	-	-	1	-	-	2	
4.5 Compensation of an Advertising Agency, Media Relationship	1	1	-	-	-	-	-	2	
4.6 Indian Advertising Agencies : Trends & Status	1	-	1	-	-	-	-	2	
<b>Unit 5 Ethics in Advertising</b>									
5.1 Social Impact of Advertising	1	-	-	-	-	-	1	1	
5.2 Advertising ethics & social Responsibility	1	1	-	-	-	-	-	2	
5.3 Regulation of Advertising : Govt. & Non Govt. Regulation	1	-	-	-	-	-	-	1	
5.4 Role of AAAI, ASCI, INS, DAVP	1	1	-	-	1	-	-	3	
5.5 Corporate Social Responsibility	1	-	1	-	-	-	-	2	

**PRACTICALS**

- Study of structure of an Advertising Agency & its functions.
- Developing a Print Advertisement for any product with detailed art work.

**READING LIST**

- Aaker and Meyer, Advertising Management, Prentice Hall, New Delhi
- Barton, Roger, Handbook of Advertising Management, Mc Graw Hill, New York
- John G. Myres, Advertising Management, Prentice Hall of India.
- Bovee & Arens, Contemporary Advertising, Irwin Corporation.
- Vilanilam J.V., Advertising Basics, Response book.
- Sanjay Tiwari, Uncommon Sense of Advertising, Response book. 2003
- V.L. Leymore, The Hidden Myth, Heinemann, New Delhi
- G Dyer, Advertising as Communication, Methuen, UK
- Thakur, Advertising Management, Himalaya, New Delhi
- Chunawala and Sethia, Advertising Principles and Practices, Himalaya, New Delhi
- Adams J.R., Media Planning, Business Book
- Burton, Philip Ward, Advertising Copywriting, Grid, NY Jeweler Jerome, Creative Strategies in Advertising, Wadsworth, NY
- Tellis J. Gerard, Effective Advertising, Response Books, New Delhi 2004
- SN Murthy, Advertising, Excel Books, New Delhi.

**Subject : M-9 Communication for Development**

**OBJECTIVES**

- To develop an understanding of the concept, nature and scope of development communication, the models of development communication and also to provide exposure to the various shades of development Policies and imparting knowledge with skill of an integrated practical approach to development communication and media participation.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 The Meaning of Development Communication</b>								
1.1 Concepts of Development; Basic indicators of development	2	1	-	-	-	-	-	3
1.2 The Concept of Development Communication	2	1	-	-	-	-	-	3
1.3 The Meaning of Development of Communication in India	2	1	-	-	-	-	-	3
1.4 Cultural Nationalism and Development	2	1	-	-	-	-	-	3
1.5 Social Development Issues in India	2	-	2	-	-	-	1	4
<b>Unit 2 Models of Development Communication</b>								
2.1 The Dominant models of Development Communication, Modernized Theory	2	1	-	1	-	-	-	4
2.2 Diffusion of Innovation and Dependency Theory	2	1	-	1	-	-	-	4
2.3 Participatory Models of Development	1	-	-	-	-	-	1	2
2.4 Nehruvian Model of Development	2	-	-	1	-	-	-	3
2.5 Development Model - Five Year Plans	2	-	2	-	-	-	-	4
<b>Unit 3 Development Communication &amp; Media</b>								
3.1 Print Media in Development Journalism; Radio in Development Communication	2	-	-	-	1	-	1	4
3.2 Community Media; Television media in development, traditional and alternative media for development	2	1	-	1	1	-	1	5
3.3 New Media in Rural Development	1	-	-	-	-	-	1	-
3.4 Social Movements - Right to Information Act. Narmada Bachao Andolan (NBA)	2	-	2	-	-	-	-	4
3.5 Folk media for social mobilization; Theatre for Development	2	-	-	-	1	1	-	4
<b>Unit 4 ICT for Development</b>								
4.1 Information and Communication Technologies for Development	2	1	-	-	-	1	1	5
4.2 Satellite Instructional Television Experiment (SITE), Kheda Communication Project (KCP), Jabua Development Communication Project (JDCP)	2	1	-	-	-	-	1	4
4.3 Training and Development Communication Channel (TDCC), Community Media	1	1	-	-	-	-	1	3
4.4 Communication Convergence; Healthcare and Telemedicine; E-governance	2	1	-	-	-	-	-	3

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
4.5 Geographical Information Systems (GIS); Digital divide and Digital Opportunities; ICT Policies for Development	2	1	-	-	-	-	-	3
<b>Unit 5 Thrust Areas of Development Communication</b>								
5.1 Population Communication; Health Communication; HIV/AIDS;	1	-	-	1	-	1	1	4
5.2 Environmental Communication;	1	-	1	-	-	-	1	3
5.3 Communication for Women's Empowerment	1	-	1	-	-	-	1	3
5.4 Science Communication for Social Change	1	-	1	-	-	-	1	3
5.5 Agricultural Communication	1	-	1	-	-	-	1	3

**READING LIST**

- Melkote, Srinivas R. and H.Leslie Steeves (2001). Communication for Development in the Third World: Theory and Practice for Empowerment. New Delhi: Sage Pub..
- Kiran Prasad (2008). Communication for Development: Reinventing Theory and Action, New Delhi: B.R. Publishing Corporation.
- K. Mahadeva, Kiran Prasad, Ito Youichi and Vijayan K. Pillai (2002) (Eds.) Cp,,imocatopm. Modernization and Social Development: Theory, Policy and Strategies. Vol. 1 & 2, New Delhi: B.R. Publishing Corporation.
- Kiran Prasad (Ed.) (2004). Information and Communication Technology: Recasting Development, New Delhi: B.R. Publishing Corporation.
- Subhash Bhatanagar and Robert Schware (2002). Information and Communication Technology in Development. New Delhi : Sage.
- Kiran Prasad (2004). (Ed): Communication and Empowerment of Women. Strategies and Policy Insights from India. Vol. 1 & 2. New Delhi: The Women Press.
- Rogers, E.M. (1995). Diffusion of innovations (4th edition). The Free Press. New York.
- V.S. Gupta (2000) Communication and Development, New Delhi; Concept Pub.
- Wilbur Schramm (1964). Mass Media and National Development: The Role of Information in the Developing Countries. Stanford University Press.

**Subject : M-10 Multimedia & Desktop Publishing**

**OBJECTIVES**

- The era is of e-PR & Technological Communication without (multimedia) knowledge & operational skill the PR practitioner and communicator can not perform with work efficiency  
The objective of this course is to make student compatible to the prevailing working environment in the field of PR & Advertising.

<b>Unit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Work Shop</b>	<b>Demo</b>	<b>Field Visit</b>	<b>Practicals</b>	<b>Total Hours</b>
<b>Unit 1 Introduction to Multimedia</b>								
1.1 Definition and Element of Multimedia	2	-	-	-	1	-	-	3
1.2 Hardware & Software Tools of multimedia	2	-	-	-	1	-	1	4
1.3 Image, Audio, Video and Animation file Formats	2	1	-	-	1	-	1	5
<b>Unit 2 Digital Graphics-Using Adobe Photoshop</b>								
2.1 Various types of Selection methods	2	1	-	-	1	-	1	5
2.2 Layer Masking & Vector Masking - Layer Styles	2	1	-	-	2	-	1	6
2.3 Image Optimization techniques Filters & Plug-ins	2	1	-	-	2	-	2	7
2.4 Using								
<b>Unit 3 Digital Graphics - Using Coral Draw - I</b>								
3.1 Tools Graphics - Using Coral Draw	3	1	-	-	2	-	2	8
3.2 Vector Graphics Designing	2	1	-	-	2	-	2	7
3.3 Image Rasterisation	2	1	-	-	1	-	1	5
3.4 Working with Various Page Layout	2	1	-	-	1	-	1	5
<b>Unit 4 Digital Graphics - Using Coral Draw - II</b>								
4.1 Hoarding & Paper Advertising	2	-	-	-	2	-	2	6
4.2 Brochure & Book Designing	2	-	-	-	2	-	2	6
4.3 Working with Docker	2	-	-	-	1	-	1	4
4.4 Exporting Image & File Format	1	1	-	-	1	-	1	4

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Introduction to Desktop Publishing - Quark X-Press</b>								
5.1 The Interface - Introduction Creating : Opening and Saving Open Document,	1	-	-	-	1	-	1	3
5.2 The Tool Palette - Item Tool, Content Tool, Rotation Tool, Zoom Tool, Text Box Tool, Picture Box Tool, Line Tool, Link & Unlink, Tool etc.	1	-	-	-	1	-	1	3
5.3 Formatting Text - Preferences Creating Text, Stylesheet & Colour Palette	1	-	-	-	1	-	-	3
5.4 Creating Picture Box, Resize Picture Box, Import Picture, Move Picture In the Box, Resize Picture within a Box, Cropping Picture	1	-	-	-	1	-	1	3
5.5 Text & Image Measurement Palette, Text over image, wrap text around picture box, Clipping Paths	1	-	-	-	1	-	1	3

**PRACTICALS**

- Designing a Hoarding using corel Draw.
- Designing a Newspaper page using Quark Express.
- Design Magazine cover page/Poster

**READING LIST**

- BPB Publication, Quark Express for beginners
- Perentice Hall of India, Adobe Photoshop, Asian Publication, Delhi.
- Simon Mitchett, Mastering DTP, Macmillan Master Series-1999, London-Dennis
- P. Curtin Kim, Information Technology: The Breaking Foley,
- Kunal Sen & Wave, Tata Mc Graw-Hill Edition, Cathleen Morin New Delhi

Deptt. of Advertising and Public Relations  
M.A.-APR  
Semester-III

**Semester-III**

- M-11      Advanced Advertising & Brand Management
- M-12      Tools & Techniques of P.R.
- M-13      Consumer Behaviour
- M-14      Introduction to Marketing Management
- M-15      Communication Research

**OBJECTIVES**

- To provide an insight into the Advertising planning process and develop understanding of the complex world of brands. It also aims to keep the students abreast with the emerging concepts of Marketing & Advertising.

<b>Unit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Work Shop</b>	<b>Demo</b>	<b>Field Visit</b>	<b>Practicals</b>	<b>Total Hours</b>
<b>Unit 1 Advertising Planning</b>								
1.1 Advertising Planning : Review of Marketing Plan, Targeting & Positioning	2	1	-	-	-	-	1	4
1.2 How Advertiser reaches the Market : The art & Science of Advertising	1	-	-	-	1	-	-	2
1.3 Consumer Behaviour from Advertising perspective	1	-	-	1	-	-	-	2
1.4 How to prepare an Advertising Plan : Setting Advertising objective, Developing Advertising Strategies	2	1	1	-	1	-	1	6
1.5 Allocation of funds for Advertising	2	-	-	-	-	-	-	2
<b>Unit 2 Creative Advertising</b>								
2.1 What is Art ?	1	-	-	-	-	-	1	2
2.2 Idea Visualization : Definition & Methods	1	1	-	1	-	-	-	3
2.3 Role of Art in Package Designing, Radio & Television	2	-	-	1	-	-	1	4
2.4 Layout Composition	1	-	-	-	-	-	1	2
2.5 Importance of Colors in Advertising	1	-	-	-	1	-	1	3
2.6 Creative thought Process	2	1	-	-	-	-	-	3
2.7 Strategies for Creativity	2	-	-	-	1	-	1	3
2.8 Copywriting for different Media	3	-	-	1	-	-	-	4
<b>Unit 3 Brand Management</b>								
3.1 Strategic product & Brand Management	1	-	-	-	-	-	-	1
3.2 Branding elements : Branding Portfolio, Brand Personality	2	-	-	-	-	-	1	3
3.3 Brand Image, Brand Positioning, Brand Extensions	2	-	1	-	1	-	-	4
3.4 Brand Associations, Brand Awareness, Brand Loyalty	2	1	-	-	-	-	-	3
3.5 Brand Responsibility, Brand equity	2	1	-	-	-	-	-	3
3.6 Brand Evaluation	1	-	-	-	-	-	1	2
3.7 Classification of Brands, Developing New Brands	2	-	-	1	-	-	-	3

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 4 Emerging Concepts</b>								
4.1 Relationship Marketing	2	1	-	-	-	-	1	4
4.2 Network Marketing	2	-	-	-	-	-	-	2
4.3 Event Management	2	-	-	1	1	-	1	5
4.4 New Trends in Advertising	2	-	1	-	-	-	-	3
4.5 International Advertising : Growth & Status, Creative Strategies	2	1	-	1	1	-	-	5
<b>Unit 5 Campaign Planning</b>								
5.1 Campaign Planning : Its components, process, Evaluation & Execution	5	1	1	-	-	-	1	8
5.2 Analysis of Advertising Campaign	3	-	-	1	1	-	1	6

**PRACTICALS**

- Study of a Brand since inception
- Comparative study of Brands in the same product category
- Positioning a new brand in a new market.
- Develop a list of Indian Brands that have successfully countered Multinational Brands. Develop a Strategy blue print of these brands.
- Conduct a survey and find out the sources of Mahendra Singh Dhoni's Brand Equity.

**READING LIST**

- Adams J .R., Media Planning
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- Bovee & Arens, Contemporary Advertising
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- Aaker & Mayor, Advertising Management
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- G Dyer, Advertising as Communication, Methuen, UK
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- Chunawala and Sethia, Advertising Principles and Practices, Himalaya, New Delhi
- Adams J.R., Media Planning, Business Book Burton, Philip Ward-
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**OBJECTIVES**

- Understanding extensively the status of differen tools of Communication & their utility for the media.

<b>Unit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Work Shop</b>	<b>Demo</b>	<b>Field Visit</b>	<b>Practicals</b>	<b>Total Hours</b>
<b>Unit 1 Audio Visual as a tool for PR</b>								
1.1 Video and Documentary and its production	3	-	-	-	-	-	-	3
1.2 Script Writing, Preparation of Story Board, writing for Newspapers	2	1	-	1	1	-	-	5
1.3 Writing for radio and writing for TV	1	1	-	1	1	-	-	4
1.4 Film as a tool for PR, characteristics of cinema, realistic cinema Commercial cinema, corporate film	2	1	-	1	1	-	-	5
1.5 Writing script for News reel, video clipping, semi structured	2	-	-	2	1	-	-	5
<b>Unit 2 Visual Tools for PR</b>								
2.1 Camera as a PR Tool, , Photo Communication.	2	-	-	1	2	-	-	5
2.2 Uses of Photo in PR,	2	-	1	2	-	-	-	5
2.3 Caption Writing	1	-	-	-	-	-	-	1
2.4 Introduction to House Journal, House Journal Designing. Printing & Production of H.J.	2	-	-	2	1	-	-	5
2.5 Types of House Journal : Brochure, Folder, Annual Report, Inhouse magazine	2	-	-	-	-	-	-	5
<b>Unit 3 Exhibition, Traditional and Extension Media</b>								
3.1 Exhibition,	2	-	-	-	-	-	-	2
3.2 Traditional Media :Meaning and its various types	2	-	1	-	-	1	-	4
3.3 Outdoor media; meaning, advantage, disadvantage, Types of hoardings, Site Traffic Measurement Posters.	2	-	-	-	-	-	1	2
3.4 Transit media: Meaning, advantage, disadvantage, Neon signs, Bus panels	2	-	-	-	-	-	-	2
3.5 Direct Mail, Meaning , Message designing, advantage and disadvantage.	2	-	-	-	-	-	-	2
<b>Unit 4 Other Tools of PR : Oral and Written Communication</b>								
4.1 Speeches for different occasions; Professional interview, Dos and donts for interview	3	-	1	-	-2	-	-	6
4.2 Conference : Meaning, organising a conference, seminar	2	-	1	-	-	-	-	3
4.3 Business Letter; Types of Business Letter,	2	-	-	1	-	-	-	3
4.4 , Writing for the House Journal,	3	1	-	-	2	-	-	6
4.5 Types of house journal: Brochure, Folder, Annual Reports, In house magazine.	2	-	-	-	1	-	3	6

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Media Relations</b>								
5.1 Meaning of media relations : Maintaining the media relations	2	1	-	-	-	-	-	3
5.2 Introduction to Press release, writing techniques for Press release types of release, structure of press release	1	-	-	1	-	-	-	2
5.3 Organizing Press Conferences, Press Briefings, Visits & Interviews,	2	-	-	-	1	-	-	3
5.4 Corporate social responsibility, organising the various event, to promote CSR	2	-	-	-	-	-	-	2
5.5 Arranging the visit	1	-	-	-	-	1	-	2

**PRACTICALS**

- Designing Lab-journal in the form a House Journal for any reputed PSU or University
- Writing of Business Letter.
- Writing Press Releases.
- Designing events as a part of CSR of any company.

**READING LIST**

- Girald Miluson, Television Production Focal Press, 13th ed. Oxford, 2003
- Srivastav, H.O. Broadcast Technology a review, Gyan Publishing House New Delhi, 2000
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- Kabir, Nasreen Munni सिनेमा के बारे में हिन्दी सिनेमा पर जावेद अख्तर से बातचीत राजकमल प्रकाशन, नई दिल्ली, 2001
- Satyajeet Ray, Ourfilms their films, Deesha Books, Bombay, 1993
- Waman Thakre, फोटोग्राफी सीखें, मध्यप्रदेश हिन्दी अकादमी, भोपाल, 1983
- Monk Berry, The Freelance Photocopy Handbook, Ebury Press, London
- Donald T Readwell, Public Relations Writing, Principles in Praticce, Response Books, 2005
- Keval J Kumar, Mass Communication in India, Jaico Publication.

**OBJECTIVES**

- To impart knowledge on all aspects of consumer behaviour including definition, scope, consumer needs and motivation, group dynamics and, consumer behaviour, social responses and their importance in marketing & advertising.

<b>Unit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Work Shop</b>	<b>Demo</b>	<b>Field Visit</b>	<b>Practicals</b>	<b>Total Hours</b>
<b>Unit 1 Consumer Behaviour</b>								
1.1 Consumer Behaviour : Meaning Scope & its Application	1	1	-	-	1	-	1	4
1.2 Need & Motives	2	1	-	-	-	-	-	3
1.3 Role of Consumers in Marketing	3	-	1	-	-	-	1	5
1.4 Types of Consumers : Rural, Urban, Female, Children	2	1	-	1	-	-	1	5
1.5 Case Studies	2	-	-	-	-	-	-	2
<b>Unit 2 Consumer Needs &amp; Motivation</b>								
2.1 Personality & Consumer Behaviour	2	1	-	-	-	-	1	4
2.2 Nature of Consumer Attitude	2	-	-	-	1	-	-	3
2.3 Strategies of Attitude Change	2	1	-	-	-	-	1	4
2.4 Communication & Consumer Behaviour-Persuasion, Consumer Protection Laws	2	-	-	1	-	-	1	4
2.5 Case Studies	3	-	-	-	-	-	-	3
<b>Unit 3 Group Dynamics &amp; Consumer Behaviour</b>								
3.1 Consumer Decision Making	2	-	-	1	-	-	1	5
3.2 Major Factors Influencing Consumer Behaviour	2	-	1	-	-	-	-	3
3.3 Reference Groups, Personal Influence & Opinion	2	1	-	-	-	-	1	3
3.4 Leadership Process	2	-	-	-	-	-	-	3
3.5 Case Studies	2	-	-	-	-	-	1	3
<b>Unit 4 Social Surroundings of Consumer</b>								
4.1 The Family, Functions of a Family	2	-	1	-	-	-	1	4
4.2 Family Decision Making, Family life Cycle	2	-	-	-	-	-	1	3
4.3 Changing Female Consumer	2	1	-	-	-	-	-	3
4.4 Social Class-lifestyle Profiles	1	-	-	1	-	-	1	3
4.5 Social Class Mobility: Affluent and Non Affluent Consumer	2	-	-	-	-	-	1	3
4.6 Case Studies	1	-	-	-	-	-	-	1

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Consumer Perception</b>								
5.1 Its Dynamics, Imagery	2	-	-	-	-	-	1	3
5.2 Influence of Culture on Consumer Behaviour	2	-	-	1	-	-	-	3
5.3 Diffusion of Innovation	2	-	-	-	-	-	1	3
5.4 Customer Relationship Management	3	-	1	-	-	-	1	5
5.5 Importance of Consumer Research	3	-	-	-	-	-	-	3
5.6 Digital Marketing	2	-	-	-	-	-	-	1
5.6 Case Studies	2	-	-	-	-	-	-	2

**READING LIST**

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- M.S. Raju and Dominique - Consumer Behaviour, Concepts Application and Cases, Vikas Publication, New Delhi.
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- Batra, Satish K. & Kazmi, H.H.S; Consumer Behaviour Text & Case, New Delhi : Excel Books; 2007
- Ramana, V. Venkata & Somayajulu, Customer Relationship Management : 4 key to Corporate Success, New Delhi. Excel Books, 2007
- Pant, Himanshu, Advertising & Consumer Behaviour, New Delhi : Response Book, 2007.

**Subject : M-14 Introduction to Marketing Management**

**OBJECTIVES**

- To impart conceptual knowledge of all aspects of marketing including new concepts of Social Marketing and global Marketing.
- Understanding the techniques of market mix, Product mix and Price determinations techniques.
- Application of Advertising, P.R. and Marketing Communication Skills in Selecting distribution Channels and Sales promotion.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Marketing Management</b>								
1.1 Understanding basics	2	-	-	-	-	-	-	2
1.2 Core Concepts of Marketing	2	1	-	-	-	-	-	3
1.3 Different Type of Orientations	1	1	-	-	-	-	-	2
1.4 Marketing Social, International, Global	2	1	1	-	-	-	1	5
1.5 Marketing Process	2	-	-	-	-	-	1	3
1.6 Marketing Plan	2	1	-	-	-	-	1	4
1.7 Rural Marketing	2	1	-	-	-	-	-	3
<b>Unit 2 Environmental Influences</b>								
2.1 Different Environments & their influences	2	1	-	-	-	-	-	3
2.2 Understanding Consumers Industrial Market	2	-	1	-	-	-	1	4
2.3 Understanding Consumer & Competition	2	-	1	-	-	-	1	4
<b>Unit 3 Marketing Mix</b>								
3.1 Understanding Marketing Mix	3	-	1	-	-	-	-	3
3.2 Market Segmentation Targeting, Positioning	3	1	-	1	-	-	2	7
3.3 Marketing of Services	2	1	-	1	-	-	1	5
<b>Unit 4 Product</b>								
4.1 Product Mix	1	1	-	-	-	-	1	3
4.2 Product Classification: Consumer goods, Industrial Goods	2	1	-	-	-	-	1	4
4.3 Product life cycle	1	1	-	-	-	-	-	2
4.4 Brands : USP, EVP	2	-	-	-	-	-	1	3
4.5 New Product Development	1	1	-	-	-	-	1	3
4.6 Pricing : Nature of Price	1	1	-	-	-	-	-	2
4.7 Factors affecting, Steps in Price determinations	2	1	-	1	-	-	1	5
4.8 Pricing Strategies, Price Selection Techniques	2	-	1	-	-	-	-	3

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Distribution &amp; Promotion</b>								
5.1 Importance & function of distribution channels	1	-	-	-	-	-	1	2
5.2 Channel Design Selection	1	-	-	1	-	-	-	2
5.3 Channel Members & their Management	2	1	-	1	-	-	1	5
5.4 Promotion Mix	2	1	-	-	-	-	1	4

**READING LIST**

- Philip Kotler, "Marketing Management", (Millennium Edition) Prentice Hall of India, 2001.
- J.M. Diwan, Marketing Management Concept, Commonwealth Publishers.
- Dayal, Zachariah and Rajpal Mittal, "Marketing Management" -Published Publications, New Delhi.
- V.S. Ramaswamy S. Namakumari, "Marketing Management": Planning Implementation and Control: The Indian Context (2nd Edn) macMilan India Limited, Delhi.
- Gita Hegde, Applied Marketing, Excel Books, New delhi.
- Upinder Dhar, VV Nath, New Age Marketing, Excel Books, New Delhi.
- S. Raju and N Prabhakar Rao, Fundamentals of Marketing, Excel Books, New Delhi.

**Subject : M-15 Communication Research**

**OBJECTIVES**

- To develop an understanding of the importance of Research in the field of Communication its elements, approaches and application. It also aims to throw light on Communication Research.

Unit	Class	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Research</b>								
1.1 Introduction	1	-	-	-	-	-	-	1
1.2 Social Research: Need, Importance	1	1	-	-	-	-	-	2
1.3 Mass Media Research	1	1	-	-	-	-	-	2
1.4 Scientific Method & Communication Research	1	1	-	-	-	-	-	2
1.5 Research Process : Research Design & Objectives	3	1	1	-	-	-	-	5
<b>Unit 2 Research Elements</b>								
2.1 Variable	2	1	-	-	-	-	-	3
2.2 Measurement	2	1	-	-	-	-	-	3
2.3 Qualitative & Quantitative Research	2	2	1	-	-	-	-	5
2.4 Reliability & Validity	1	1	-	-	-	-	-	2
2.5 Sources of Data	2	1	-	-	-	-	1	4
<b>Unit 3 Research Process</b>								
3.1 Sampling & Data Collection	2	2	-	1	-	-	1	6
3.2 Population & Sample	2	1	-	-	-	-	-	3
3.3 Probability & Non Probability Sampling	2	1	-	-	-	-	-	3
3.4 Data Collection Tools-Questionnaire, Schedule, Interview & Observation	6	2	-	-	-	-	2	10
3.5 Data Processing-Editing, Coding, Tabulation & EDP	3	1	-	-	-	-	1	5
<b>Unit 4 Research</b>								
4.1 Research Approach & Application	2	1	-	-	-	-	-	3
4.2 Field Research	2	1	-	-	-	-	-	3
4.3 Survey Research	2	1	-	-	-	-	1	4
4.4 Content Analysis	2	1	-	-	-	-	1	4
4.5 Forum group, Cases	2	1	-	1	-	-	1	5
4.6 Media Research - Readership research, Audience Survey Media Effects	2	1	-	1	-	-	1	5
4.7 Public Opinion Research & Ratings Research	2	1	-	-	-	-	1	4

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Statistical Analysis &amp; Report Writing</b>								
5.1 Data Analysis - Mean, Median, Mode	2	1	-	-	-	-	1	4
5.2 Std. deviation, Correlation Time Series	2	-	-	-	-	-	2	4
5.3 Data Interpretation	1	1	-	-	-	-	-	2
5.4 Report Writing	2	-	-	-	-	-	-	2

**PRACTICALS**

- Design a questionnaire to find out the effectiveness of Below the line (BTL) activities of any 1 Telecom Brand.
- Setting up objectives for a research proposal and laying out the hypothesis
- Design a research project related to Advertising/Media/Consumer Behavior

**READING LIST**

- J. V. Vilanilam, "More Effective Communication A Manual for Professional. " East Babbie ( 1 983) . The Praticce of Social Research, Beffilont Wadsworth, California,
- Anthony Waish (1990), Statistics for the Social Science, New York Harpers Row.
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- Ralph Nafziger and David M., Introduction to Mass Communication Research, Greenwood Press New York.
- Roger D. Wimmer and Joseph R. Dominide, Mass Media Research: An Introduction, Wade Worth Pub. Company, Belmont
- दयाल मनोज, मीडिया शोध, हरयाणा साहित्य अकादमी, चण्डीगढ़ 2004

Deptt. of Advertising and Public Relations  
M.A.-APR  
Semester-IV

**Semester-IV**

- M-16 Mass Media: Ethics and Laws
- M-17 Media Planning
- M-18 Specialized Copywriting
- M-19 Corporate and Business Communication
- M-20 Web Advertising and e-PR

**Subject : M-16 Mass Media : Ethics and Laws**

<b>OBJECTIVES</b>								
<ul style="list-style-type: none"> <li>To provide exposure to the various ethics of Mass Media, the laws and the regulation imposed on Media Business.</li> </ul>								
<b>Unit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Work Shop</b>	<b>Demo</b>	<b>Field Visit</b>	<b>Practicals</b>	<b>Total Hours</b>
<b>Unit 1</b>								
1.1 Media Ethics and Laws, a historical perspective	2	1	-	-	-	-	-	3
1.2 The tradition in the Indian context, constraints on media	2	1	-	-	-	-	-	3
1.3 Right to Information Bills. Communication and Values, ethical values and the media	3	-	1	-	-	-	-	4
1.4 Constitutional Provisions and Press and Registration of Books Act.	3	-	-	-	-	-	-	3
1.5 Salient features of Indian Constitution, Human Rights.	3	1	-	-	-	-	-	4
<b>Unit 2</b>								
2.1 Censorship and media, historical perspective	2	1	-	-	-	-	-	3
2.2 Emergency and Censorship	2	1	-	-	-	-	-	3
2.3 Official Secrets Act.	2	-	-	-	-	-	-	2
2.4 Parliamentary Privileges : Speakers right to expunge	2	-	-	-	-	2	-	4
2.5 Covering court proceedings : In Camera proceedings: Contempt of Court	2	1	-	-	-	1	-	4
<b>Unit 3</b>								
3.1 Defamation libel and slander-A historical perspective	2	1	-	-	-	-	-	3
3.2 Defamation Laws in US, UK, India : Comparative Study	3	-	-	-	-	-	-	4
3.3 Famous defamation cases	2	-	1	-	-	-	-	3
3.4 Cable Act.	2	-	1	-	-	-	-	3
<b>Unit 4</b>								
4.1 Media and IPC 1860	2	-	-	-	-	-	-	2
4.2 Media and Cr Pc 1973	3	1	-	-	-	-	-	4
4.3 Cinema tography Act. 1957 : Plagiarism	2	1	1	-	-	-	-	3
4.4 Copyrights Act 1957 : Plagiarism	2	1	1	-	-	-	-	4
4.5 Consumer Protection Act. 1986	2	-	1	-	-	-	-	3

**subject : M-16 Mass Media : Ethics and Laws**

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5</b>								
5.1 Convergence Bill	2	-	1	-	-	-	-	3
5.2 Election Commission, Media and Election Coverage	3	1	-	-	-	-	-	4
5.3 Press Council Act. 1978, Ombudsman	2	1	-	-	-	-	-	3
5.4 FDI in Media, Regulation of foreign media	2	-	1	-	-	-	-	3
5.5 Media Regulations : The Future	2	-	1	1	-	-	-	3

**READING LIST**

- Noorani A.G : Freedom of the Press in India.
- Nadig Krishnamoorthy : Journalism in India, Publication Divison
- Sarkar R.C. : The Press in India, Publication Divison
- Frank Thaye : Newspaper Management
- Durga Das Basu : Introduction to the Constitution of India, Publication Divison
- Reports of the Inquiry Committee Appointed by the Ministry of Infonnation and Broadcasting.
- B. Manna: Mass Media and Laws in India.
- K.S. Venkateswaran : Mass Media Laws and Regulations IPRA Code AIR Code
- Recommendation of Press Council and Press Commissions on Media Freedom.
- Kiran R.N. Philosophies of Communication and Media Ethics: Theory Concepts and Empirical Issues : Delhi: BRPC.
- Clifford Christians & Michael Traber: Communication Ethics and Universal Values (1997) London, Sage.

**Subject : M-17 Media Planning**

**OBJECTIVES**

- To provide exposure to the media, its dynamics and explaining the role of media-mix in media planning and its applied part and how to develop a cost effective and result oriented media plan.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Advertising Media</b>								
1.1 Media : Introduction & Definition	2	-	1	-	-	-	-	3
1.2 Above the line	1	1	-	-	1	-	-	3
1.3 Below the line Media	2	1	1	-	-	-	-	4
1.4 Advantages & Disadvantages of various media	2	-	1	-	-	-	1	4
<b>Unit 2 Media Planning</b>								
2.1 Media Mix	2	-	1	-	-	-	-	3
2.2 Media Planning	3	-	1	-	1	-	-	4
2.3 Media operation : Buying, Selling	2	-	-	-	1	-	-	3
2.4 Media Budgeting	2	-	-	1	-	-	-	3
2.5 Media Strategies	2	-	1	-	-	-	1	4
2.6 Media Innovation	2	-	-	1	2	-	-	5
<b>Unit 3 Media Research</b>								
3.1 Media Research : Need & Importance of Media Research	3	1	-	1	-	-	1	5
3.2 Media Elements : Readership, Circulation, Share, Reach, Frequency, OTS, Distributions, HUT, ABC, NRS, GRP, TRP, CPM	3	-	-	1	-	-	1	4
3.3 Media Audience	3	-	-	1	-	-	1	5
3.4 Methods of Media Research	2	1	1	-	-	-	-	4
<b>Unit 4 Media Evaluation</b>								
4.1 Criteria for Media Evaluation	2	-	-	-	-	-	-	2
4.2 Methods of Media Evaluation	1	1	-	-	-	-	1	2
4.3 Specialized Media Boutique and their services	1	2	-	-	1	-	1	5
4.4 Media Review	2	1	-	-	-	-	1	4
4.5 Writing for different Media	2	-	2	-	1	-	1	6

**Subject : M-17 Media Planning**

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Media Plan : Practical</b>								
5.1 Construction of a Media Plan	2	-	-	1	-	-	1	5
5.2 Budgeting	2	-	1	-	-	-	-	3
5.3 Advertising Proposal	2	-	-	-	-	-	-	2
5.4 Follow Through	1	-	-	-	-	-	-	1
5.5 Presentation of the Plan	2	-	2	-	-	-	3	7

**PRACTICALS**

- Develop an appropriate media mix for promoting a Product/Service.
- Develop a media plan for launch of a new channel.
- Study the media strategy for any Product/Service

**READING LIST**

- Adams J.R. Media Planning Business Book
- Frank Jefkins, Daniel Tadin, Advertising, Tata McGraw Hill
- Thakur, Advertising Management, Himalaya, New Delhi
- Batra, Myers & Aaker, Advertising Management
- Kelley & Jugenheimer, Advertising Media Planning : A Brand Management Approach, Prentice India, New Delhi.
- Schramm Wilbur, Men, Message and Media, New York : Harper & Row, 1975.
- Kohli, Vanita : The Indian Media Business, New Delhi : Response Book
- Adams J.R., Media Planning, Business Book
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- Batra, Myers & Aaker, Advertising Management
- Kelley & Jugenheimer, Advertising Media Planning : A Brand Management Approach, Prentice Hall of India.

**Subject : M-18 Specialized Copywriting**

**OBJECTIVES**

- To make the students well versed with the Principles and Practices to copy writing and of develop the vocabulary, visualization skills and intricacies of copywriting and their virtual application on job.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Creativity</b>								
1.1 Creativity : Concept & Definition	1	-	-	-	-	-	-	1
1.2 Capturing Creative Potential, Guidelines for Creative Work	1	-	-	-	1	-	1	3
1.3 Copy writing-Concept & Importance	1	-	-	1	-	-	-	2
1.4 Role of Copy & Copywriters	2	-	-	-	-	-	1	3
1.5 Developing Body Copy	1	-	1	-	-	-	2	4
<b>Unit 2 Creative Thinking</b>								
2.1 Creative Thinking-Importance	1	-	-	-	-	-	1	2
2.2 Ideation, Novelty, Originality, Cliches	1	1	-	1	-	-	-	3
2.3 Types of Thinking : Vertical, Lateral	1	-	-	-	-	-	1	2
2.4 Creative Thought Process	1	1	-	-	-	-	-	2
2.5 Strategies for Creativity	1	-	-	-	-	-	-	1
2.6 The Big Idea	3	-	1	-	-	-	1	5
<b>Unit 3 Copywriting for other Media</b>								
3.1 Copywriting for Radio & Television : Unique needs, methods & Technical Aspects	3	-	-	1	-	1	2	7
3.2 Copywriting for Outdoor, Transit, P.O.P.	2	1	-	-	-	-	2	5
3.3 Designing Sales Literature, Direct Mail	2	1	-	-	-	-	2	5
3.4 New Media : Types of New Media	1	1	1	-	-	-	-	3
<b>Unit 4 Transcreation</b>								
4.1 Transcreation-Trends	1	-	1	-	-	-	1	3
4.2 Art of Transcreation : Hindi to English, English to Hindi	1	-	-	1	-	-	1	3
4.3 Potentials & Problems of Media Writing	2	-	-	1	-	-	-	3
4.4 Transcreation vs Translation	2	-	-	1	-	-	2	5
4.5 Transcreating Advertisements	2	-	-	1	-	-	2	5

**Subject : M-18 Specialized Copywriting**

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Idea Visualization</b>								
5.1 Idea Visualization : Concept, definition & Approach	2	1	-	-	-	-	1	3
5.2 The Verbal/Visual Connection	1	-	-	-	-	-	1	5
5.3 Sources of Creative Ideas	1	-	-	-	-	-	-	1
5.4 Process of Developing Ideas	2	-	-	1	-	-	-	3
5.5 Group Methods of Idea Visualization, Visual Thinking	1	-	-	-	1	-	2	4
5.6 Techniques of Idea Visualization, Picture Association Research	2	1	-	1	-	-	2	6

**PRACTICALS**

- Design a print Advertising campaign using Corel draw/Adobe Photoshop
- Transcreate Ad from English to Hindi and vice-versa
- Develop some sales literature for any cosmetic/Automobile/Bank.

**READING LIST**

- J. V. Vilanilam, Advertising Basics, Response book
- June A Valladares Arthur A Winters & Shailey, The Craft of copywriting, Response book, New Delhi
- F. Milton, The Creative Connection, Fairchild publication, New York
- James Fogle & Mary, Advertising Copywriting Technique improving writing skills, Columbus Books, London.

**OBJECTIVES**

- To develop understanding of the need of Corporate P.R. and the role of Corporate Communication
- Imparting knowledge and skills of Corporate Communication tools and their dimensions and their field application.

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 1 Introduction to Corporate PR-I</b>								
1.1 Basic principles of corporate P.R. Concepts of Communication	2	1	-	-	-	-	-	3
1.2 Image and identity, Image Communication Factors and process	2	1	-	-	-	-	-	3
1.3 Development of Corporate Communication and latest trends	2	-	-	2	1	-	-	5
1.4 Tools of Corporate Communication; Corporate publication	2	-	-	1	-	-	-	3
1.5 Corporate Identity, Logo, Seminar, Event, Business letters	1	1	1	1	1	-	1	6
<b>Unit 2 Corporate PR-II</b>								
2.1 Good Corporate Citizenship	2	1	-	-	1	-	-	4
2.2 Corporate Social Responsibility	2	-	1	-	-	-	-	3
2.3 Corporate Crisis Management	2	-	-	1	-	1	-	4
2.4 Corporate Branding	1	1	-	1	-	-	1	4
2.5 Media Relations	1	-	1	-	-	-	1	3
<b>Unit 3 Corporate Publications</b>								
3.1 Production of Corporate Publications. Writing for various types of Publications	2	-	-	-	-	-	2	4
3.2 Layout designing, Graphics and Photographs	2	-	1	-	-	-	1	4
3.3 Corporate Film, Audio Visual material	2	-	-	1	-	1	-	4
3.4 Printing Technique and Process	1	-	-	1	-	-	-	2
3.5 Editing and Proof reading, its role in corporate PR	1	-	-	1	-	-	-	2
<b>Unit 4 Business Communication</b>								
4.1 Dimensions and Channels of Communication; Downward, upward, Horizontal, Diagonal, Written and Oral Communication,	2	1	-	-	-	-	-	3
4.2 PR Communication Plan and Strategy, Grapevine Communication	2	1	-	-	-	-	-	3
4.3 Designing Corporate Material; Corporate Advertising, Creating Advertisements for Image Building	2	-	-	2	1	-	1	6
4.4 Writing advertorial, Development of Corporate Events	2	-	-	1	-	-	-	3
4.5 Designing a House Journal News Letters/Corporate Brochure	1	1	1	1	1	-	1	5

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 PR Programmes and Management</b>								
5.1 The Power of Internet	2	-	-	-	-	-	1	3
5.2 PR crisis management	2	-	-	-	-	-	1	3
5.3 How to manage Interview, Press Conference for media	2	-	-	1	-	-	-	3
5.4 Evaluation of the PR Programmes	1	-	-	-	-	-	1	2
5.5 Making and showing a PR Film	1	-	-	1	-	-	-	2

**PRACTICALS**

- Designing of a company logo using computer skills
- Designing an event for the Internal public of an Bank/Telecom organisation.
- Practising Photography and submit some of the pictures that are of human interest with a special feature.

**READING LIST**

- Jaishree Jethwani and Sarkar, Public Relations, Sterling, New Delhi
- Scot M. Cutlip and Centre, Effective Public Relations, Prentice Hall International, London
- Sailesh Sengupta, Management of Communication and Public Relations, Vikas Publishing, New Delhi
- Philip Lesley, Handbook of PR and Communication, Jaico Puqlishing House, Mumbai
- Asha Kaul, Effective Business Communication, Prentice Hall of India
- Balan, Co I po rate Public Relations, S. Sultanchand , Agra.
- Thomas Clarke, Coporate Governance and Globalization, SAGE, 2006.
- William B. Werther JR and David Chandder, Strategy Corporate Responsibility, SAGE, London.

**OBJECTIVES**

- In current scenario use of web Advertising Internet based PR give increasing very fast. Every organization need a persons who are invoice in the field of Advertising & Public Relations must have knowledge of this stream. The objective of this course is to acquaint students with theoritical and practical aspects of web advertising and Internet based PR and to develop skills inthis stream.

<b>Unit</b>	<b>Lecture</b>	<b>Tutorial</b>	<b>Seminar</b>	<b>Work Shop</b>	<b>Demo</b>	<b>Field Visit</b>	<b>Practi cals</b>	<b>Total Hours</b>
<b>Unit 1 Introduction</b>								
1.1 e-PR-Definition objectives, categories	2	1	-	-	-	-	-	3
1.2 e-PR-Strategies, Definition & Elements of action e-PR	1	1	-	-	-	-	-	2
1.3 Concept & Application of e-PR Activity	1	1	-	-	-	-	-	2
1.4 Process of making epic activity	2	1	-	-	-	-	-	3
1.5 Research Tools, Serch Engine, Adding Faqs & Qabb to beweb site	2	-	-	-	1	-	-	3
<b>Unit 2 Web Advertising-I</b>								
2.1 Internet as Advertising medium online & Web Advertising	1	-	-	-	1	-	-	
2.2 E-mail Advertising, E-mail News letter, online stores, web brands	1	-	-	-	1	-	1	3
2.3 Advertising on internet, web Advertising tools	2	-	-	-	1	-	1	4
2.4 Measuring effectiveness of Advertising on internet	2	-	-	-	2	-	2	6
<b>Unit 3 Web Advertising-II</b>								
3.1 Concept of Banner Advertising, Importance of Banner Adverising	2	-	-	-	1	-	1	4
3.2 Using forms for FAQS-Role of CTR in Banner	2	-	-	-	1	-	1	4
3.3 Direct & Indirect Advertising	2	-	-	-	2	-	2	6
3.4 Relation of web Advertising with marketing if using CRTC's and GPM	3	1	-	-	1	-	2	7
<b>Unit 4 Web Advertising-III</b>								
4.1 Introduction to front page, choosing text to format, font properties	1	-	-	-	1	-	1	3
4.2 Changing background settings, Hyperlink change Image properties	2	-	-	1	2	-	2	7
4.3 Hot Spot, Image map, Themes, Style sheet	3	1	-	-	2	-	3	9

Unit	Lecture	Tutorial	Seminar	Work Shop	Demo	Field Visit	Practicals	Total Hours
<b>Unit 5 Web Designing, MS and Front Page</b>								
5.1 Creating form from Templates, Adding field to form	2	1	-	-	2	-	3	8
5.2 Dividing a page into frame, Editing in Frame	1	-	-	-	1	-	2	4
5.3 Online Text Boxes, scrolling Text Boxes, Radio Box, Check Box and push button	2	1	-	-	2	-	2	7
5.4 Publishing & Web server, uploading the Web Pages on the Web Server	1	-	-	-	1	-	1	3

**PRACTICALS**

- Designing on-line promotional banners/Advertisements.
- Promoting a website through search-engines.
- Designing Web content for educational institution.

**READING LIST**

- Bahl Raghav, Exploring Front page 2002, Cyber Tech Publication New Delhi.
- Rogers Cadenhead, MS Frontpage 2000 in 24 hours, Techmedia New Delhi.
- Harris Godfev, Advertising on the Internet let your Fingers do the talking, Atlantic Publishers, New Delhi.
- Matthaig, E-pr the essential guide to Public Relations on the Internet, 2000
- Kuegler Thomas J., Web Advertsing and Marketing
- Alexis leon, Internet for everyone, Leon Techworld Chennai.
- Steven armstrong, Advertising on the Internet, Kogan Page U.K.