

# **FULL TIME POST GRADUATE PROGRAMME**

**MA: Advertising and Public Relations**

## **TWO YEAR FULL TIME MASTER'S DEGREE PROGRAMME**



**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND  
COMMUNICATION, BHOPAL**

**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM AND COMMUNICATION**

**(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)**

**MA: APR**


	S.No	Core Course (Compulsory) (CCC) 6 Credit- All	Core Course (Elective) :(CCE) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester
SEM I	CCC-1	Origin and Growth of Indian Media	CCE-1 Science of Human Communication  or CCE-2 Basic Computer Applications	OE-1 Business Communication OE-2 Corporate Communication OE-3 Copywriting OE-4 Brand Management OE-5 Media Planning OE-6 Client Servicing and Account Planning OE-7 Event Management OE-8 Production for Corporate Communication and PR OE-9 Corporate Social Responsibilities OE-10 Consumer Behaviour OE-11 Integrated Marketing Communication OE-12 Web Advertising & e-PR
	CCC-2	Media Language: Structure, Style & Translation		
	CCC-3	Principles & Practices of Management		
SEM II	CCC-4	Principles & Practices of PR	CCE-3 Mass Communication Process  or CCE-4 Communication for Development	
	CCC-5	Advertising Management		
	CCC-6	Multimedia and DTP		
SEM III	CCC-7	Introduction to Marketing Management	CCE-5 Advance Advertising and Brand Management  or CCE-6 Consumer Behaviour	
	CCC-8	Tools & Techniques of PR		
	CCC-9	Communication Research		
SEM IV	CCC-10	Media Planning	CCE-7 Web Advertising and e-PR  or CCE-8 Mass Media: Media Ethics & Laws	
	CCC-11	Corporate and Business Communication		
	CCC-12	Specialized Copywriting		

  
**विभागाध्यक्ष**  
**विज्ञापन एवं जनसम्पर्क विभाग**  
**माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार**  
**विश्वविद्यालय, भोपाल**

**MAKHANLAL CHATURVEDI RASHTRIYA PATRAKARITA EVAM  
SANCHAR VISHWAVIDYALAYA, BHOPAL**

(Department Of Advertising And Public Relations)

**MA : ADVERTISING AND PUBLIC RELATIONS  
2 YEARS (FOUR SEESTER) POST GRADUATE PROGRAME – MARKS SCHEME (CBCS PATTERN)**

S.No.	Core Course (Compulsory) (CCC) 6 Credit- All	Th.	Int.	Pra.	T	Core Course (Elective) :(CCE) 6 Credit- Any One	Th.	Int.	Pra.	T	Open Elective (OE) 3 Credit- Any One In Each Semester	Th.	Int.	Pra.	T	
Sem I	CCC-1	Crigin and Growth of Indian Media	80	20	-	100	CCE-1 Science of Human Communication	80	20	-	100	OE-1 Business Communication				
	CCC-2	Media Language: Structure, Style & Translation	50	20	30	100	CCE-2 Basic Computer Applications	50	20	30	100	OE-3 Copywriting				
	CCC-3	Principles & Practices of Management	80	20	-	100					OE-4 Brand Management					
Sem II	CCC-4	Principles & Practices of PR	80	20	-	100	CCE-3 Mass Communication Process	80	20	-	100	OE-5 Media Planning	40	10	-	50
	CCC-5	Advertisng Management	50	20	30	100	CCE-4 or Communication for Development	80	20	-	100	OE-6 Client Servicing and Account Planning				
											OE-7 Event Management					
											OE-8 Production for Corporate Communication and PR					
	CCC-6	Multimedia and DTP	50	20	30	100					OE-9 Corporate Social Responsibilities					

S.No.	Core Course (Compulsory) (CCC) 6 Credit- All	Th.	Int.	Pra.	T	Core Course (Elective) :(CCE) 6 Credit- Any One	Th.	Int.	Pra.	T	Open Elective (OE) 3 Credit- Any One In Each Semester	Th.	Int.	Pra.	T
											OE-10 Consumer Behaviour.				
											OE-11 Integrated Marketing Communication				
											OE-12 Web Advertising & e-PR				
Sem III	CCC-7	Introduction to Marketing Management	80	20	-	100	CCE-5 Advance Advertising and Brand Management	80	20	-	100				
	CCC-8	Tools & Techniques of PR	50	20	30	100	CCE-5 Advance Advertising and Brand Management	80	20	-	100				
	CCC-9	Communication Research	50	20	30	100	CCE-6 or Consumer Behaviour								
	CCC-10	Media Planning	50	20	30	100		80	20	-	100				
Sem IV	CCC-11	Corporate and Business Communication	50	20	30	100									
	CCC-12	Specialized Copywriting	50	20	30	100	CCE-7 Web Advertising and e-PR or CCE-8 Mass Media: Media Ethics & Laws	50	20	30	100				

**CCC - Core Course (Compulsory) (CCC) (6 Credits Each)**

**CCE - Core Course (Elective) : (CCE) Discipline Specific (DSE) (6 Credit, Any One)**

**OE - Open Elective (3 Credits Each, Any One)**

# MA: APR

## SEMESTER - 1

  
विज्ञापन एवं जनसम्पर्क विभाग  
माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार  
विश्वविद्यालय, भोपाल

**MA: APR**

**First Semester  
Marks Distribution**

<b>No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total</b>
<b>CCC-1</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCC-2</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCC-3</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCE</b>	Core Course (Elective) :(CCE) (Any One)	<b>6</b>	<b>100</b>
<b>OE</b>	Open Elective (Any One)	<b>3</b>	<b>50</b>
	<b>Total</b>	<b>27</b>	<b>450</b>

  
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**MakhanlalChaturvediRashtriyaPatrakaritaEvam Sanchar Vishwavidyalay, Bhopal**

**(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)**

**MA: APR**

	<b>S.No</b>	<b>Core Course (Compulsory) (CCC) . 6 Credit- All Compulsory</b>	<b>Core Course (Elective) :(CCE) 6 Credit- Any One</b>	<b>Open Elective (OE) 3 Credit- Any One in Each Semester</b>
<b>SEM I</b>	<b>CCC-1</b>	Origin and Growth of Indian Media	<b>CCE-1</b> Science of Human Communication <b>CCE-2</b> Basic Computer Applications	<b>OE-1</b> Business Communication <b>OE-2</b> Corporate Communication <b>OE-3</b> Copywriting <b>OE-4</b> Brand Management <b>OE-5</b> Media Planning <b>OE-6</b> Client Servicing and Account Planning <b>OE-7</b> Event Management <b>OE-8</b> Production for Corporate Communication and PR <b>OE-9</b> Corporate Social Responsibilities <b>OE-10</b> Consumer Behaviour <b>OE-11</b> Integrated Marketing Communication <b>OE-12</b> Web Advertising & e-PR
	<b>CCC-2</b>	Media Language: Structure, Style & Translation		
	<b>CCC-3</b>	Principles & Practices of Management		

  
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**M.A.-APR First Semester**  
**CCC1: Origin and Growth of Indian Media**

**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-1	Characteristics of Pre-Independence	L	T	P	T
1.1	History of 'Bengal Gazette' and 'Udant Marthand'	3	1	-	4
1.2	Contribution of pioneer journalists like Raja Ram Mohan Roy and Bhartendu Babu Harishchandra	3	1	-	4
1.3	Role of press in freedom movement	1	1	-	2
1.4	Brief introduction of prominent journalists: LokmanyaTilak, Mahatma Gandhi, Baburao Vishnu Paradhkar, MakhanlalChaturvedi, MadhavRaoSapre and Ganesh Shankar Vidyarthi	3	1	-	4

Unit-2	Characteristics of Post-Independence Regional Language Press	L	T	P	T
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, Dainik Bhaskar, Aaj. Cosmopolitan Hindi newspapers and magazines: Navbharat Times, Hindustan, Jansatta, Hindi Outlook, Hindi India Today.	4	-	-	4
2.3	Trends in post-independence leading non-Hindi regional language newspapers: one each in Malayalam, Telugu, Tamil, Kannada, Bengali, Marathi, Gujarati and Assamese.	4	-	-	4
2.4	Growth of leading Hindi News Agencies.	2	1	1	4

Unit-3	Characteristics of Post-Independence English Language Press	L	T	P	T
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	2	-	4
3.3	Characteristics of the Statesman, The Hindu, The Tribune.	2	1	-	3
3.4	Growth and characteristics of English language news agencies.	4	-	-	4

Unit-4	Brief introduction of Radio and Television	L	T	P	T
4.1	Development of Radio; public and private radio systems; characteristics of FM and Ham Radio, Community Radio	4	-	-	4
4.2	Brief history of Television in India	3	1	-	4
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



Unit-5	Brief History of Development of Film and Traditional Media	L	T	P	T
5.1	A brief history of early silent Indian Cinema	2	1	1	4
5.2	Early talkies era in India	2	2	-	4
5.3	Growth of different types of films such as documentary and feature films; parallel and commercial cinema in India.	4	-	-	4
5.4	Traditional media; contemporary relevance of traditional media.	2	2	-	4

  
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**M.A.-APR First Semester**  
**CCC2: Media Language: Structure, Style & Translation**

**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 to learn idioms and phrases generally used in both languages for journalistic expressions
- To develop the ability of students to do different translations from English to Hindi or Hindi to English

Unit-1	Essentials of Media Writing	L	T	P	T
1.1	Basics of grammar in Hindi & English; use of Phrases and words	2	1	1	4
1.2	Characteristics of Writing for Newspapers & Magazines	2	-	1	3
1.3	News : Concepts & Elements	2	-	2	4
1.4	Writing Intros & Headline	2	-	2	4
1.5	Writing Simple News Stories, Writing Feature Articles	2	1	2	6

Unit-2	Writing for electronic media	L	T	P	T
2.1	Basics of Writing for Radio	3	1	-	4
2.2	Radio script for various programmes	3	-	1	4
2.3	News writing for Radio	2	1	1	4
2.4	Basics of Writing for T.V.	3	-	1	4
2.5	Writing for various programmes for TV	2	-	1	3

Unit-3	Writing for other media	L	T	P	T
3.1	Writing for New Media	3	1	-	4
3.2	Designing content for different kinds of e-portals	2	-	2	4
3.3	Creative writing for all mediums	3	-	1	4
3.4	Translating into Hindi and English	3	-	1	4

Unit-4	Translating Journalistic Content	L	T	P	T
4.1	Methods of Paraphrasing, attribution & Quoting	2	1	1	4
4.2	Translating at least 20 different Headlines of Business News	2	2	-	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	2	-	2	4
4.5	Preparing a List of at least 20 Phrases in Hindi and English used for the same expression	2	-	2	4

Unit-5	Translating Journalistic Content	L	T	P	T
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	2	4
5.4	Preparing a Glossary of 25 words in both languages, generally used for the same expression for different sports.	1	1	3	4

  
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**M.A.-APR First Semester**  
**CCC3: Principles & Practices of Management**

**OBJECTIVES**

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

Unit-1	Introduction	L	T	P	T
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

Unit-2	Planning and Organizing	L	T	P	T
2.1	Planning: Nature, Process, types, principles, significance and limitations, Forecasting	3	1	-	4
2.2	MBO : The Concept and Significance	2	-	-	2
2.3	Decision-making : Meaning, significance, types, process, rationale and limitations	2	2	-	4
2.4	Concepts, process, scope, factors affecting organizing, Departmentalization , Span of Management	2	1	1	4
2.5	Authority, Power & Responsibility	2	1	1	4

Unit-3	Direction and Control	L	T	P	T
3.1	Direction : Meaning, Principles and Techniques	2	1	-	3
3.2	Motivation, Meaning, Significance, Theories	4	-	-	4
3.3	Leadership : Meaning Importance & Style	2	1	-	3
3.4	Controlling : Meaning, Characteristics of Effective Control	2	1	-	3
3.5	Co-ordination : Meaning & Principles, Coordination Control as an essence of Management	2	1	-	3

Unit-4	Media Management	L	T	P	T
4.1	Media Management: principles and significance	2	2	-	4
4.2	Media Industry and profession	4	-	-	4
4.3	Ownership pattern of Media	4	-	-	4
4.4	Types of Media Organization	2	2	1	4
4.5	Structure and trends in Media Industry	2	1	-	3

Unit-5	Human Resource Management	L	T	P	T
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

**M.A.-APR First Semester**  
**CCE1 Science of Human Communication**

**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-1	Human Society	L	T	P	T
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	-	2	3
1.5	Concept of socialization, process, factors and problems	3	1	-	4

Unit-2	Basics of Communication	L	T	P	T
2.1	Process of Communication and Elements/Factor, analysis of Communication process and Definitions.	4	-	-	4
2.2	Model of human communication: SMR and SMCR model, Participatory model of Wilbur Schramm, Osgood model of communication Model of Frank Dance	3	-	1	4
2.3	Concept of "Self" and others in communication	2	-	1	3
2.4	Introduction to Johari Window of Joseph Looft & Harington Edham.	3	-	1	4

Unit-3	Process of Communication and skills	L	T	P	T
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.	4	-	-	4
3.4	Art of Writing and its development, Non-verbal Communication.	4	-	-	4
3.5	Audio Visual Communication, process of communication, factors and its importance.	4	-	-	4

Unit-4	Types of Communication	L	T	P	T
4.1	Concept of intrapersonal and interpersonal communication, Functional concept of dialogue, Concept of relationship of dialogues, Concept of integrated economy of dialogues	3	-	-	3
4.2	Concept of Social relationship, process & types	2	-	-	2
4.3	Institutional communication news, process & types	2	-	1	3
4.4	Communication in Big groups, process & importance	2	-	-	2
4.5	Mass Communication: types and roles	2	1	1	4

Unit-5	Communication: Implications	L	T	P	T
5.1	Intercultural Communication	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	-	-	4

  
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**M.A.-APR First Semester**  
**CCE2: Basic Computer Applications**

<b>Unit-1</b>	<b>Computer Fundamentals</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</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	-	2	4

<b>Unit-2</b>	<b>Office Automation Tools : MS Word</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
2.1	Introduction to Ms Office Suit	1	-	-	1
2.2	Introduction to Word Processing	4	-	-	4
2.3	MS Word Interface, Poold and Menu	4	-	-	4
2.4	Document Editing & Formatting, Mail Merge & other tools	2	1	1	4

<b>Unit-3</b>	<b>Office Automation Tools: MS Excel &amp; MS Power Point</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
3.1	MS Excel Interface Tools & Menus	2	-	2	4
3.2	Creating spreadsheet, Use of functions, Charts & Graphs	4	-	-	4
3.3	MS Power Point Interface Tools and Menus	2	1	1	4
3.4	Creating Slides, inserting Multimedia objects, Transitions and Custom Animation, Delivering Presentations	2	1	1	4

<b>Unit-4</b>	<b>Introduction to Internet</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
4.1	Brief history and service of internet (E-mail, Video Conferencing, Internet Telephony, Chatting, Blogs, Usenet )	4	-	-	4
4.2	Internet Protocols (FTP, HTTP, TCP/IP)	2	1	1	4
4.3	Website Portals and Search Engines; Online newspapers/channels/magazines	2	1	1	4
4.4	Advantages and threats in Internet Communication	1	1	2	4

<b>Unit-5</b>	<b>Graphics Editing Tool: Adobe Photoshop</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
5.1	Introduction to Graphics, Color models and modes	2	-	2	4
5.2	Graphic file formats and their applications	2	-	2	4
5.3	Adobe Photoshop Interface & Tools and Menus	1	-	1	2
5.4	Working with Layers, filters, Masking and other tools	2	-	-	2
5.5	Indesign software, Graphic tools	2	-	2	4

# MA: APR

## SEMESTER - 2

  
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**MA: APR**

**Second Semester  
Marks Distribution**

<b>No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total</b>
<b>CCC-4</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCC-5</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCC-6</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCE</b>	Core Course (Elective) :(CCE) (Any One)	<b>6</b>	<b>100</b>
<b>OE</b>	Open Elective (Any One)	<b>3</b>	<b>50</b>
	<b>Total</b>	<b>27</b>	<b>450</b>

  
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विश्वविद्यालय, भोपाल

(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)

MA: APR

	S.No	Core Course (Compulsory) (CCC) . 6 Credit- All Compulsory	Core Course (Elective) :(CCE) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester
SEM II	CCC-4	Principles & Practices of PR	CCE-3 Mass Communication Process  or CCE-4 Communication for Development	OE-1 Business Communication OE-2 Corporate Communication OE-3 Copywriting OE-4 Brand Management OE-5 Media Planning OE-6 Client Servicing and Account Planning OE-7 Event Management OE-8 Production for Corporate Communication and PR OE-9 Corporate Social Responsibilities OE-10 Consumer Behaviour OE-11 Integrated Marketing Communication OE-12 Web Advertising & e-PR
	CCC-5	Advertising Management		
	CCC-6	Multimedia and DTP		

  
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**MA: APR - Second Semester**  
**CCC4: Principles & Practices of Public Relations**

**OBJECTIVES**

- To provide exposure to the student to the applied part of P.R. and to the organisational structure of PR Department 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-1	Introduction and History	L	T	P	T
1.1	Definition of PR: Nature, Scope, Role	2	1	-	3
1.2	Origin & Growth of PR	1	1	-	2
1.3	Theories of PR	1	1	-	2
1.4	Professional PR Organizations	4	-	-	4
1.5	Career & Ethics in PR	2	1	-	3

Unit-2	Principles & Functions of PR	L	T	P	T
2.1	Principles of PR	2	1	-	3
2.2	Organization & Structure of PR department- Government & Private	2	1	1	4
2.3	Functions of PR Structure	2	1	1	4
2.4	Planning: PR programmes & Campaigns	2	1	1	4
2.5	Research & Evaluation in PR	2	1	1	4

Unit-3	PR in India	L	T	P	T
3.1	Public Relations Publics	3	1	-	4
3.2	PR, Advertising, Publicity, Public Opinion/ Propaganda	3	1	-	4
3.3	Public Relations Process	3	1	-	4
3.4	Training & Research for PR	1	1	1	3
3.5	Trends in PR: Digital PR	1	1	1	3

Unit-4	PR in Government & Industry	L	T	P	T
4.1	PR in central Government	1	1	1	3
4.2	PR in State & Local bodies	1	1	1	3
4.3	PR in Public Sector	1	1	1	3
4.4	PR in Private sector	1	1	1	3
4.5	PR in Educational/Research/NGOs	2	1	1	4

Unit-5	PR Strategies	L	T	P	T
5.1	PR Tools & Methods	2	1	1	4
5.2	Media Relations	2	1	1	4
5.3	Corporate PR	1	1	1	3
5.4	Production of PR material	1	1	2	4
5.5	Case studies in PR	2	-	2	4

  
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**M.A.-APR Second Semester**  
**CCC5: Advertising Management**

**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-1</b>	<b>Advertising : An Introduction</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
1.1	Definition, need, role & Importance	2	1	1	4
1.2	Advertising and other forms of Communication : Propaganda & 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 Social Advertising	1	1	-	2
1.7	Corporate Advertising, Action vs Awareness Advertising	2	1	1	4
1.8	Advertising and Indian Culture, Indian style of Communication	2	1	1	4

<b>Unit-2</b>	<b>Advertising Media</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</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, New Media	3	-	-	3
2.3	Understanding Consumer : Demographic, Psychographic Profile	2	2	-	4
2.4	Media Planning Methods : Media Strategies & Media Mix	1	2	1	4
2.5	Understanding Media Coverage, ABC, TRP, ILT, IRS, IOS (Circulation & Readership)	1	-	-	1
2.6	DAGMAR, Agency on Record (AOR)	1	-	-	1

<b>Unit-3</b>	<b>Advertising Creativity</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
3.1	Creativity : Concept & Role in Advertising	2	1	-	3
3.2	Copywriting : Role & Importance of a Copywriter	1	1	2	4
3.3	Copy Elements-Headline, Subhead, Body Copy, Logos & Slogans	4	-	-	4
3.4	How to develop effective copy AIDA (Copy Writer Pyramid)	1	-	-	1
3.5	Layout-Definition, Steps & its Importance	2	1	1	4
3.6	Principles of a good layout	1	-	1	2
3.7	Visuals vs Illustrations, Graphics	1	-	1	2
3.8	Preparation of Art Work	1	-	2	3

<b>Unit-4</b>	<b>Advertising Agency</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
4.1	Advertising Agency-Definition & Functions	4	-	-	4
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</b>	<b>Ethics in Advertising</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</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. Regulations	1	-	-	1
5.4	Role of AAAI, ASCI, INS, DAVP	1	1	1	3
5.5	Corporate Social Responsibility	1	1	-	2

  
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**M.A.-APR Second Semester**  
**CCC6: Multimedia & Desktop Publishing**

**OBJECTIVES**

- The era is of e-PR & Technological Communication without knowledge (multimedia)& operational skill the PR practitioner and communicator cannot 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.

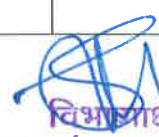
Unit-1	Introduction to Multimedia	L	T	P	T
1.1	Definition and Element of Multimedia	2	-	1	3
1.2	Hardware & Software Tools of multimedia	2	-	2	4
1.3	Image, Audio, Video and Animation file Formats	2	1	4	4

Unit-2	Digital Graphics-Using Adobe Photoshop	L	T	P	T
2.1	Various types of Selection methods	2	1	1	4
2.2	Layer Masking & Vector Masking - Layer Styles	2	1	1	4
2.3	Image Optimization techniques Filters & Plug-ins using	2	1	1	4

Unit-3	Digital Graphics - Using Coral Draw - I	L	T	P	T
3.1	Tools Graphics - Using Coral Draw	2	1	1	4
3.2	Vector Graphics Designing	2	1	1	4
3.3	Image Rasterization	2	1	1	4
3.4	Working with Various Page Layout	2	1	1	4

Unit-4	Digital Graphics - Using Coral Draw - II	L	T	P	T
4.1	Hoarding & Paper Advertising	2	-	2	4
4.2	Brochure & Book Designing	2	-	2	4
4.3	Working with Docker	2	-	2	4
4.4	Exporting Image & File Format	1	1	2	4

Unit-5	Introduction to Desktop Publishing - Quark X-Press & Indesign	L	T	P	T
5.1	The Interface - Introduction Creating : Opening and Saving Open Document,	1	-	2	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	-	2	3
5.3	Formatting Text - Preferences Creating Text, Style sheet& 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	-	2	3
5.5	Text & Image Measurement Palette, Text over image, wrap text around picture box, Clipping Paths	1	-	2	3

  
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**M.A.-APR Second Semester**  
**CCE3: Mass Communication Process**

**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-1	Communication: concepts	L	T	P	T
1.1	Social Group, Crowd, Folk, Mass, Public, Audience, Reader, Viewer, Viewer-Concept, Interpretation and difference/discrimination	3	1	-	4
1.2	Process of Group Communication	2	1	1	4
1.3	Concept and Functions of Mass Communication	4	-	-	4
1.4	Media: Concept and Interpretation				
1.5	Types of Media and advantages and disadvantages of each media, Convergence of Media	3	1	-	4

Unit-2	Theories and Models	L	T	P	T
2.1	Sahridya and Sadharanikaran (Tender Hearted and Simplification)- Concept and Interpretation	2	-	1	3
2.2	Effects of Mass Communication: Bullet Theory, Action-Reaction, Two step and Multi Step, Uses and Gratification Theory, Gatekeeping, Cultural Validation Theory	4	-	-	4
2.3	Lasswell's concept of Mass Communication, Agenda Setting and Media	4	-	-	4
2.4	Bharatmuni's model of Drama-Music	4	-	-	4
2.5	Models of Mass Communication, Gerbner's Model, Wilbur Schramm's model of Mass Communication				

Unit-3	Media Audience	L	T	P	T
3.1	Characteristics of audience: Creativity and Power	3	-	1	4
3.2	Concepts of role of media	4	-	-	4
3.3	Media persons: Qualities and Skills, different tasks, Characteristics of a perfect media person	4	-	-	4
3.4	Formation of Media in India, Reach, Effect	4	-	-	4
3.5	Impact of mobile, computer and internet on Traditional Media users	2	-	-	2

Unit-4	Media theories	L	T	P	T
4.1	Dictatorship, Libertarian theory	4	-	-	4
4.2	Socially responsible, Democratic media, Dependency Theory				
4.3	Russian formation of Media, Participatory Media	3	-	-	3
4.4	Developmental Media, Business Media				
4.5	Role of Mass Media in development	2	1	-	3

Unit-5	Ethics and Media	L	T	P	T
5.1	Moral values and Code of Ethics in Media	3	-	-	3
5.2	Public Broadcasting	1	1	-	2
5.3	Community Media: Need and interpretation	1	-	-	1
5.4	Alternative Media: Parallel Media, Social Media	4	-	-	4

  
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**M.A.-APR Second Semester**  
**CCE4: 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.

<b>Unit-1</b>	<b>The Meaning of Development Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</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 Communication in India	2	1	-	3
1.4	Basic concept of Nationalism and Role of Development	2	1	-	3
1.5	Development Issues in India	2	2	-	4

<b>Unit-2</b>	<b>Models of Development Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
2.1	The Dominant models of Development Communication, Modernizing 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	Gandhi & Nehruvian Model of Development	2	1	-	3
2.5	Five Year Development Plans- Policies	2	2	-	4

<b>Unit-3</b>	<b>Development Communication &amp; Media</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
3.1	Print Media in Development Journalism; Radio in Development Communication	2	-	2	4
3.2	Community Media; Television media for development, traditional and alternative media for development	2	1	1	4
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	-	2	4

<b>Unit-4</b>	<b>ICT for Development</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
4.1	Information and Communication Technologies for Development	2	1	1	4
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
4.5	Geographical Information Systems (GIS); Digital divide and Digital Opportunities; ICT Policies for Development; International models	2	1	-	3

Unit-5	Thrust Areas of Development Communication	L	T	P	T
5.1	Health Communication	1	1	2	4
5.2	Environmental Communication	1	1	1	3
5.3	Communication for Women's Empowerment	1	1	1	3
5.4	Science Communication	1	1	1	3
5.5	Agricultural Communication	1	1	1	3

  
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# MA: APR

## SEMESTER - 3

  
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MA: APR

**Third Semester  
Marks Distribution**

No.	Name of Subject	Credits	Total
CCC-7	Core Course (Compulsory)	6	100
CCC-8	Core Course (Compulsory)	6	100
CCC-9	Core Course (Compulsory)	6	100
CCE	Elective : Soft Core (Any One)	6	100
OE	Open Elective (Any One)	3	50
	<b>Total</b>	<b>27</b>	<b>450</b>

  
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**MakhanlalChaturvediRashtriyaPatrakaritaEvam Sanchar Vishwavidhlaya , Bhopal  
(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)**

**MA: APR**

	<b>S.No</b>	<b>Core Course (Compulsory) 6 Credit- All</b>	<b>Core Course (Elective) :(CCE) 6 Credit- Any One</b>	<b>Open Elective (OE) 3 Credit- Any One in Each Semester</b>
<b>SEM III</b>	<b>CCC-7</b>	Introduction to Marketing Management	<b>CCE-5</b> Advance Advertising and Brand Management  <b>or</b> <b>CCE-6</b> Consumer Behaviour	<b>OE-1</b> Business Communication <b>OE-2</b> Corporate Communication <b>OE-3</b> Copywriting <b>OE-4</b> Brand Management <b>OE-5</b> Media Planning <b>OE-6</b> Client Servicing and Account Planning <b>OE-7</b> Event Management <b>OE-8</b> Production for Corporate Communication and PR <b>OE-9</b> Corporate Social Responsibilities <b>OE-10</b> Consumer Behaviour <b>OE-11</b> Integrated Marketing Communication <b>OE-12</b> Web Advertising & e-PR
	<b>CCC-8</b>	Tools & Techniques of PR		
	<b>CCC-9</b>	Communication Research		

  
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**M.A.-APR Third Semester**  
**CCC7: 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-1	Marketing Management	L	T	P	T
1.1	Understanding basics	2	-	-	2
1.2	Core Concepts of Marketing	2	1	-	3
1.3	Different Types of Orientations	1	1	-	2
1.4	Marketing: local, Regional, National, International, Global	2	1	1	4
1.5	Marketing Process	2	-	1	3
1.6	Marketing Plan	2	1	1	4
1.7	Rural Marketing	2	1	-	3

Unit-2	Consumer & Environmental Influences	L	T	P	T
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

Unit-3	Marketing Mix	L	T	P	T
3.1	Understanding Marketing Mix	3	1	-	3
3.2	Market Segmentation Targeting, Positioning	4	-	-	4
3.3	Marketing of Services	2	1	1	4

Unit-4	Product	L	T	P	T
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	4
4.8	Pricing Strategies, Price Selection Techniques	2	1	-	3

Unit-5	Distribution & Promotion	L	T	P	T
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	4
5.4	Promotion Mix	2	1	1	4

**M.A.-APR Third Semester**  
**CCC8: Tools and Techniques of Public Relations**

**OBJECTIVES**

- Understanding extensively the status of different tools of Public Relations& their utility for the media.

Unit-1	Tools of PR : Oral and Written	L	T	P	T
1.1	Speeches for different occasions; Professional interview, Dos and dont's for interview	3	1	-	4
1.2	Conference : Meaning, organising a conference, seminar	2	1	-	3
1.3	Business Letter; Types of Business Letter,	2	1	-	3
1.4	Writing for the House Journal,	3	1	-	4

Unit-2	Exhibition, Traditional and Extension Media	L	T	P	T
2.1	Exhibition	2	-	-	2
2.2	Traditional Media :Meaning and its various types	2	1	1	4
2.3	Outdoor media; meaning, advantage, disadvantage, Types of hoardings, Site Traffic Measurement Posters.	2	-	1	3
2.4	Transit media: Meaning, advantage, disadvantage, Neon signs, Bus panels	2	-	-	2
2.5	Direct Mail, Meaning, Message designing, advantage and disadvantage.	2	-	-	2

Unit-3	Visual Tools for PR	L	T	P	T
3.1	Camera as a PR Tool, Photo Communication	2	1	1	4
3.2	Uses of Photo in PR	2	1	1	4
3.3	Caption Writing	1	-	-	1
3.4	Introduction to House Journal, House Journal Designing. Printing & Production of House Journals	2	1	1	4
3.5	Types of House Journal : Brochure, Folder, Annual Report, In-House magazine	2	1	1	4

Unit-4	Audio Visual as a tool for PR	L	T	P	T
4.1	Video and Documentary and its production	3	-	-	3
4.2	Script Writing, Preparation of Story Board, writing for Newspapers	2	1	1	4
4.3	Writing for radio and writing for TV	1	2	1	4
4.4	Film as a tool for PR; characteristics of cinema, realistic cinema Commercial cinema, corporate film	2	1	1	4
4.5	Writing script for News reel, video clipping, semi structured, Youtube	2	1	1	4

Unit-5	Media Relations	L	T	P	T
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				
5.3	Organizing Press Conferences, Press Briefings, Visits & Interviews,	2	-	1	3
5.4	Corporate social responsibility, organizing the various event, to promote CSR	2	-	-	2
5.5	Media Visit	1	-	1	2

  
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**M.A.-APR Third Semester**  
**CCC9: 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-1	Research	L	T	P	T
1.1	Introduction	1	-	-	1
1.2	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	-	4

Unit-2	Research Elements	L	T	P	T
2.1	Variable	2	1	-	3
2.2	Measurement	2	1	-	3
2.3	Qualitative & Quantitative Research	2	2	-	4
2.4	Reliability & Validity	1	1	-	2
2.5	Sources of Data	2	1	1	4

Unit-3	Research Process	L	T	P	T
3.1	Sampling & Data Collection	4	-	-	4
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	4	-	-	4
3.5	Processing-Editing, Coding, Tabulation & EDP	2	1	1	4

Unit-4	Research	L	T	P	T
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	4
4.6	Media Research - Readership research, Audience Survey Media Effects	2	1	1	4
4.7	Public Opinion Research & Ratings Research	2	1	1	4

Unit-5	Statistical Analysis & Report Writing	L	T	P	T
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

  
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**M.A.-APR Third Semester**  
**CCE5: Advanced Advertising & Brand Management**

**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.

Unit-1	Advertising Planning	L	T	P	T
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 Behavior from Advertising perspective	1	1	-	2
1.4	How to prepare an Advertising Plan : Setting Advertising objective, Developing Advertising Strategies	4	-	-	4
1.5	Allocation of funds for Advertising	2	-	-	2

Unit-2	Creative Advertising	L	T	P	T
2.1	What is Art and Idea Visualization : Definition & Methods	1	-	1	2
2.2	Role of Art in Package Designing, Radio & Television	2	1	1	4
2.3	Layout Composition	1	-	1	2
2.4	Importance of Colors in Advertising	1	-	2	3
2.5	Creative thought Process	2	1	-	3
2.6	Strategies for Creativity	2	-	2	4

Unit-3	Brand Management	L	T	P	T
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 and evaluation	2	1	-	3
3.6	Classification of Brands, Developing New Brands	2	1	-	3

Unit-4	Related Concepts	L	T	P	T
4.1	Relationship Marketing	2	1	1	4
4.2	Network Marketing	2	-	-	2
4.3	Event Management	2	1	2	5
4.4	New Trends in Advertising: 360 degree communication	2	1	-	3
4.5	International Advertising : Growth & Status, Creative Strategies	2	1	1	4

Unit-5	Campaign Planning	L	T	P	T
5.1	Campaign Planning : Its components, process,	2	1	1	4
5.2	Analysis of Advertising Campaign	2	1	1	4
5.3	Case studies of Indian Brands	2	-	1	3
5.4	Case studies of International Brands	1	-	1	2
5.5	Online Campaigns	-	1	1	2

  
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**M.A.-APR Third Semester  
CCE6: Consumer Behavior**

**OBJECTIVES**

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

<b>Unit-1</b>	<b>Consumer Behavior</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
1.1	Consumer Behavior : Meaning Scope & its Application	1	1	2	4
1.2	Need & Motives	2	1	-	3
1.3	Role of Consumers in Marketing	2	1	1	4
1.4	Types of Consumers : Rural, Urban, Female, Children, educated, uneducated	2	1	1	4
1.5	Case Studies	2	-	-	2

<b>Unit-2</b>	<b>Consumer Needs &amp; Motivation</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
2.1	Personality & Consumer Behavior	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 Behavior- Persuasion, Consumer Protection Laws	2	1	1	4
2.5	Case Studies	1	-	2	3

<b>Unit-3</b>	<b>Group Dynamics &amp; Consumer Behavior</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
3.1	Consumer Decision Making	2	1	1	4
3.2	Major Factors Influencing Consumer Behavior	2	1	-	3
3.3	Reference Groups, Personal Influence & Opinion	2	1	1	4
3.4	Leadership Process	2	-	1	3
3.5	Case Studies	1	-	2	3

<b>Unit-4</b>	<b>Social Surroundings of Consumer</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</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

<b>Unit-5</b>	<b>Consumer Perception</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
5.1	Its Dynamics, Imagery	2	-	1	3
5.2	Influence of Culture on Consumer Behavior	2	1	-	3
5.3	Diffusion of Innovation	2	-	1	3
5.4	Importance of Consumer Research	2	1	1	4
5.5	Social media marketing: perception and uses	3	-	-	3
5.6	Digital Marketing	2	-	-	2
5.7	Case Studies	-	-	1	1

# MA: APR

## SEMESTER - 4

  
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**MA: APR**

**Fourth Semester  
Marks Distribution**


<b>No.</b>	<b>Name of Subject</b>	<b>Credits</b>	<b>Total</b>
<b>CCC-10</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCC-11</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCC-12</b>	Core Course (Compulsory)	<b>6</b>	<b>100</b>
<b>CCE</b>	Core Course (Elective) :(CCE) (Any One)	<b>6</b>	<b>100</b>
<b>OE</b>	Open Elective (Any One)	<b>3</b>	<b>50</b>
	<b>Total</b>	<b>27</b>	<b>450</b>

  
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**Makhanlal Chaturvedi Rashtriya Patrakarita Evam Sanchar Vishwavidyalaya, Bhopal**  
**(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)**

**MA: APR**

	<b>S.No</b>	<b>Core Course (Compulsory) (CCC) 6 Credit- All</b>	<b>Core Course (Elective) :(CCE) 6 Credit- Any One</b>	<b>Open Elective (OE) 3 Credit- Any One in Each Semester</b>
<b>SEM IV</b>	<b>CCC-10</b>	Media Planning	<b>CCE-7</b> Web Advertising and e-PR  <b>or</b> <b>CCE-8</b> Mass Media: Media Ethics & Laws	<b>OE-1</b> Business Communication <b>OE-2</b> Corporate Communication <b>OE-3</b> Copywriting <b>OE-4</b> Brand Management <b>OE-5</b> Media Planning <b>OE-6</b> Client Servicing and Account Planning <b>OE-7</b> Event Management <b>OE-8</b> Production for Corporate Communication and PR <b>OE-9</b> Corporate Social Responsibilities <b>OE-10</b> Consumer Behaviour <b>OE-11</b> Integrated Marketing Communication <b>OE-12</b> Web Advertising & ePR
	<b>CCC-11</b>	Corporate and Business Communication		
	<b>CCC-12</b>	Specialized Copywriting		

  
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**M.A.-APR Fourth Semester  
CCC10: Media Planning**

**OBJECTIVES**

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

<b>Unit-1</b>	<b>Introduction</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
1.1	Overview of Media Planning, Terms & Concepts	2	1	-	3
1.2	Functions of Media Planning in Advertising	2	1	1	4
1.3	Role of Media Planner	1	1	-	2
1.4	Media Agencies	2	1	1	4
1.5	Challenges in Media Planning	1	1	-	2

<b>Unit-2</b>	<b>Media Planning Elements</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
2.1	Various types of Media Planning / Media Mix	2	1	1	4
2.2	Media Brief	1	1	1	3
2.3	Media Audience	2	1	1	4
2.4	Media Elements	2	1	1	4
2.5	Media Innovation	1	1	-	2

<b>Unit-3</b>	<b>Media Planning</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
3.1	Media Research & Analysis	1	1	-	2
3.2	Media Objectives	1	1	-	2
3.3	Media Strategies	2	1	1	4
3.4	Media Budgeting	2	1	1	4
3.5	Media Operations: Buying & Selling	2	1	1	4

<b>Unit-4</b>	<b>Digital Media Planning</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
4.1	Search Engine Optimization and Maximization (SEO & SEM)	2	1	1	4
4.2	Email Marketing	1	1	2	4
4.3	Mobile Advertising (WAP & APP)	2	1	1	4
4.4	Social Media Marketing/ Campaigning	2	1	1	4
4.5	Various Digital Media Formats	2	1	1	4

<b>Unit-5</b>	<b>Designing Media Planning &amp; Media Planning Software</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
5.1	Construct a media plan	1	1	-	2
5.2	Media Proposal & Presentation	1	1	1	3
5.3	Negotiation & Persuasion	1	1	-	2
5.4	Media Planning Software's	1	1	1	3
5.5	Case Study	2	-	1	3

  
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**M.A.-APR Fourth Semester**  
**CCC11: Corporate and Business Communication**

**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 -1	Basics	L	T	P	T
1.1	Concepts & Importance	1	1	-	2
1.2	Identity & Image	1	1	-	2
1.3	Image Factors	1	1	-	2
1.4	Corporate Identity	1	1	1	3
1.5	Building Corporate Image & Identity	1	1	2	4

Unit -2	Internal Communications-I	L	T	P	T
2.1	Employee Relations	2	1	-	3
2.2	Employee Communications	1	1	-	2
2.3	Managing Conflicts	2	1	-	3
2.4	Corporate Communication tools for Internal Communication.	2	1	1	4
2.5	House Journals, Annual Reports	2	1	1	4

Unit -3	Internal Communications-II	L	T	P	T
3.1	Crisis : Various Types of Crises	1	1	2	4
3.2	Crisis Management & Planning	3	1	1	5
3.3	Crisis Communication	2	1	2	5
3.4	Crisis Evaluation	1	1	-	2
3.5	Contingency Planning for Crisis	1	1	-	2

Unit -4	External Communication	L	T	P	T
4.1	Corporate Literature	2	1	1	4
4.2	Various Publications of Organizations	2	1	1	4
4.3	Corporate Films & Videos	2	1	1	4
4.4	Using Mass Media for Image Building.	1	1	2	4
4.5	Corporate Advertising & Public Relations	2	1	1	4

Unit -5	Events ,Exhibitions, CSR	L	T	P	T
5.1	Events : Types & Importance	2	1	-	3
5.2	Exhibition: Types & Importance.	1	1	-	2
5.3	Sponsorships & Corporate Communication	2	1	1	4
5.4	Corporate Social Responsibility	2	1	1	4
5.5	Corporate Citizenship	1	1	-	2

  
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**M.A.-APR Fourth Semester**  
**CCC12: 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 -1	Indian Language Advertising	L	T	P	T
1.1	Regionality in Advertising	2	1	-	3
1.2	Indian Languages in Advertising- An imperative challenges and opportunities	1	1	-	2
1.3	Concept of Hybrid Language	1	-	-	1
1.4	Linguistic & Semiotics Aspect	2	1	1	4
1.5	Usage of Advertising language – How it is different from other languages (literary & spoken)	1	1	1	3

Unit-2	Visual Communication	L	T	P	T
2.1	Visual literacy in advertising	2	1	-	3
2.2	Perception & Persuasion	3	1	-	4
2.3	Psychological and Emotional aspects of color, shapes, sign, symbol & forms	2	1	1	4
2.4	Use of Visuals across media	1	1	2	4
2.5	Visual Manipulation & Ethics	1	1	-	2

Unit -3	Art & Design	L	T	P	T
3.1	Concept & Role of graphics in communication/ advertising	1	1	-	2
3.2	Components of graphics & their functions- typology & Visuals	1	1	2	4
3.3	Layout & Stages of Layout	1	1	1	3
3.4	Design Applications- Advertising, direct printed pieces, posters, magazine, Digital outdoor, packaging design,	2	1	1	4
3.5	corporate identity/house color	2	1	1	4

Unit -4	Creative	L	T	P	T
4.1	Metaphors and Narratives	2	1	1	4
4.2	Visual culture	2	1	-	3
4.3	Cyber culture	2	1	-	3
4.4	Semiotics, semantics, concept of hybrid language persuasive written & visual communication	2	1	1	4
4.5	Customer validation and creation	1	1	-	2

Unit-5	Developing Advertisement	L	T	P	T
5.1	Developing copy for Print Media	2	1	1	4
5.2	Copy writing for Radio & Television	2	1	1	4
5.3	Copy writing for Digital Media	2	1	1	4
5.4	Copy writing for Outdoor & other Media	1	1	1	3
5.5	Designing Sales Literature	1	1	2	4

## OBJECTIVES

- | Unit-1 | Introduction  | L | T | P | T |
|--------|---|---|---|---|---|
| 1.1    | e-PR-Definition objectives, categories              | 2 | 1 | - | 3 |
| 1.2    | e-PR-Strategies, Definition & Elements of action PR | 1 | 1 | - | 2 |
| 1.3    | Concept & Application of e-PR Activity              | 1 | 1 | - | 2 |
| 1.4    | Process of making e-pr activity                     | 2 | 1 | - | 3 |
| 1.5    | Research Tools, Search Engine, Adding FAQs          | 2 | - | 1 | 3 |

<b>Unit-3</b>	<b>Web Advertising-II</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
3.1	Concept of Banner Advertising, Importance of Banner Advertising	2	1	2	4
3.2	Using forms for FAQs-Role of CTR in Banner	2	1	2	4
3.3	Direct & Indirect Advertising	2	1	1	4
3.4	Relation of web Advertising with marketing; using CTRCs and CPM	2	1	1	4

<b>Unit-5</b>	<b>Web Designing, MS Front Page</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>T</b>
5.1	Creating form from Templates, Adding field to form	2	1	1	4
5.2	Dividing a page into frame, Editing in Frame	1	-	3	4
5.3	Online Text Boxes, scrolling Text Boxes, Radio Box, Check Box and push button	2	1	1	4
5.4	Publishing & Web server, uploading the Web Pages on the Web Server	1	-	2	3

**M.A.-APR Fourth Semester**  
**CCE8: Mass Media: Laws and Ethics**

**OBJECTIVES**

- To provide exposure to the various ethics of Mass Media, the laws and the regulation imposed on Media Business.

Unit-1	History	L	T	P	T
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	Defamation libel and slander-A historical perspective				
1.5	Salient features of Indian Constitution, Human Rights	3	1	-	4

Unit-2	Some important Acts	L	T	P	T
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

Unit-3	Cases	L	T	P	T
3.1	Constitutional Provisions and Press and Registration of Books Act.	2	1	-	3
3.2	Defamation Laws in US, UK, India : Comparative Study	3	1	-	4
3.3	Famous defamation cases	2	1	-	3
3.4	Cable and TV Act 1995	2	1	-	3

Unit-4	Media Acts	L	T	P	T
4.1	Media and IPC 1860	2	-	-	2
4.2	Media and Cr Pc 1973	3	1	-	4
4.3	Cinematography Act 1957	2	1	-	3
4.4	Copyrights Act 1957	2	2	-	4
4.5	Consumer Protection Act 1986	2	1	-	3

Unit-5	Regulations	L	T	P	T
5.1	Convergence Bill	2	1	-	3
5.2	Election Commission, Media and Election Coverage	3	1	-	4
5.3	Press Council Act, Ombudsman	2	1	-	3
5.4	FDI in Media, Regulation of foreign media	2	1	-	3
5.5	Media Regulations : The Future	2	1	-	3

# MA: APR

## OPEN ELECTIVE

  
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**MA: APR**

**OE 1: Business Communication**

<b>Unit -1</b>	<b>Introduction</b>
1.1	Understanding Business Communication
1.2	Its Elements & Process
1.3	Essentials of Effective Business Communication
1.4	Barriers to Business Communication
1.5	3 Models of Communication

<b>Unit -2</b>	<b>Types of Business Communication - I</b>
2.1	Oral, Verbal, Written
2.2	Downward, Upward, Horizontal, lateral
2.3	Non verbal .
2.4	Intra & Intrapersonal
2.5	Group & Public Communication

<b>Unit -3</b>	<b>Types of Business Communication - II</b>
3.1	Visual Communication
3.2	Digital Communication
3.3	Mass Communication
3.4	Interactive Communication
3.5	Presentations

<b>Unit -4</b>	<b>Oral/Verbal Communication for Business</b>
4.1	Language, signs, symbols & wide systems
4.2	Spoken skills
4.3	Listening skills
4.4	Speech, Interviews, Debates, Presentation
4.5	Barriers to Verbal Communication

<b>Unit -5</b>	<b>Written Communication for Business</b>
5.1	Letters, Memos, proposals
5.2	Different writing styles
5.3	Using Visuals Aids/Visuals
5.4	Written Presentation & Reports
5.5	Drafting official Letters

  
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**MA: APR****OE 2: Corporate Communication**

<b>Unit -1</b>	<b>Basics</b>
1.1	Concepts & Importance
1.2	Identity & Image
1.3	Image Factors
1.4	Corporate Identity
1.5	Building Corporate Image & Identity

<b>Unit -2</b>	<b>Internal Communications-I</b>
2.1	Employee Relations
2.2	Employee Communications
2.3	Managing Conflicts
2.4	Corporate Communication tools for Internal Communication
2.5	House Journals, Annual Reports

<b>Unit -3</b>	<b>Internal Communications-II</b>
3.1	Crisis : Various Types of Crises
3.2	Crisis Management & Planning
3.3	Crisis Communication
3.4	Crisis Evaluation
3.5	Contingency Planning for Crisis

<b>Unit -4</b>	<b>External Communication</b>
4.1	Corporate Literature
4.2	Various Publications of Organisations
4.3	Corporate Films & Videos
4.4	Using Mass Media for Image Building
4.5	Corporate Advertising & Public Relations

<b>Unit -5</b>	<b>Events, Exhibitions, CSR</b>
5.1	Events : Types & Importance
5.2	Exhibition: Types & Importance
5.3	Sponsorships & Corporate Communication
5.4	Corporate Social Responsibility
5.5	Corporate Citizenship

**Practical Project:****Suggested Topics**

1. Design a public service advertisement on preventing dropouts sponsored by automobile company.
2. Plan a strategy for CSR campaign on hygiene for community.
3. Design charity program me for HIV AIDS patient Plan an awareness program for promoting immunization among infant.

**Suggested Books**

4. Corporate Responsibility, Critical Introduction Michael Blowfield, Alan Murray, Oxford.
5. Its only Business, Mira Mitra, Oxford University Press

**OE 3: COPYWRITING**

<b>Unit -1</b>	<b>Indian Language Advertising</b>
1.1	Regional languages in Advertising
1.2	Indian Languages in Advertising- An imperative challenges and opportunities
1.3	Concept of Hybrid Language
1.4	Linguistic & Semiotics Aspect
1.5	Usage of Advertising language – How it is different from other languages (literary & spoken)

<b>Unit-2</b>	<b>Visual Communication</b>
2.1	Visual literacy in advertising
2.2	Perception & Persuasion
2.3	Psychological and Emotional aspects of colour, shapes, sign, symbol & forms
2.4	Use of Visuals across media
2.5	Visual Manipulation & Ethics

<b>Unit -3</b>	<b>Art &amp; Design</b>
3.1	Concept & Role of graphics in communication/ advertising
3.2	Components of graphics & their functions- typography & Visuals
3.3	Layout & Stages of Layout
3.4	Design Applications- Advertising, direct printed pieces, posters, magazine
3.5	Digital outdoor, packaging design, corporate identity/house colour

<b>Unit -4</b>	<b>Creative</b>
4.1	Metaphors and Narratives
4.2	Visual culture
4.3	Cyber culture
4.4	Semiotics, semantics, concept of hybrid language persuasive written & visual communication
4.5	Customer validation and creation

<b>Unit-5</b>	<b>Developing Advertisement</b>
5.1	Developing copy for Print Media
5.2	Copy writing for Radio & Television
5.3	Copy writing for Digital Media
5.4	Copy writing for Outdoor & other Media
5.5	Designing Sales Literature



## MA: APR

### OE 4: Brand Management

**Objective:** Develop a clear understanding of Branding concepts and their management in the complex world of today's competitive marketing scenario.

Unit -1	Principles of Branding
1.1	What Branding really means?
1.2	Brand importance and Evolution of Brands.
1.3	Anatomy of a Brand.
1.4	Concept of Brand Potential, Brand Contract Requirements, Brand Recognition & Awareness.
1.5	Branding Challenges & Opportunities.

Unit -2	Language of Branding
2.1	Brand Architecture, Brand Image & Brand Personality.
2.2	Brand Identity, Brand Association & Brand Power.
2.3	Brand Positioning, Brand Awareness & Brand Royalty.
2.4	Brand Essence, Brand Promise & Brand Portfolio.
2.5	Corporate Brand, Co-Branding & Brand Repositioning.

Unit -3	Brand Planning Strategies
3.1	Launching new Brands, Managing Brand over time, Brand extensions.
3.2	Defining Brand Platform, Global Branding.
3.3	Brand Visioning.
3.4	Retailer Branding Strategies.
3.5	Strategic Brand Management Process.

Unit -4	Brand Equity
4.1	Understanding Brand.
4.2	Equity Brand Equity Vs Customer Equity.
4.3	Developing Brand Equity.
4.4	Specific Brand Equity Activities.
4.5	Measuring Methods of Brand Equity.

Unit -5	Integrated Brand Marketing
5.1	Understanding IBM.
5.2	Tools of IBM.
5.3	Buying Systems.
5.4	Building Brands on Internet.
5.5	Case studies of successful Brands in Media industry.

**Practical Project:**

**Suggested Topics**

1. Study of a Brand since inception
2. Comparative study of Brands in the same product category.
3. Comparative study of Brand Promotion for a product category.
4. Positioning a new brand in a new market.
5. The Marlboro story.
6. Brand Management strategy of Dabur, Vatika.
7. Study Top 10 Brand - Find out what makes brands differentiated & valued
8. Develop a list of Indian Brands that successfully countered Multinational Brands develop a strategy blue print of these brands.
9. Conduct a survey and find out the source of Mahendra Singh Dhoni's Brand Equity.
10. Suggest extension opportunities for following brand FastTrack, Gillette MRF, Bournvita, Parachute.

  
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**MA: APR**  
**OE 5: MEDIA PLANNING**


<b>Unit-1</b>	<b>Introduction</b>
1.1	Overview of Media Planning, Terms & Concepts
1.2	Functions of Media Planning in Advertising
1.3	Role of Media Planner
1.4	Media Agencies
1.5	Challenges in Media Planning

<b>Unit-2</b>	<b>Media Planning Process</b>
2.1	Various types of Media Planning / Media Mix
2.2	Media Brief
2.3	Media Audience
2.4	Media Elements
2.5	Media Innovation

<b>Unit-3</b>	<b>Media Planning</b>
3.1	Media Research & Analysis
3.2	Media Objectives
3.3	Media Strategies
3.4	Media Budgeting
3.5	Media Operations: Buying & Selling

<b>Unit-4</b>	<b>Digital Media Planning</b>
4.1	SEO & SEM
4.2	Email Marketing
4.3	Mobile Advertising (WAP & APP)
4.4	Social Media Marketing/ Campaigning
4.5	Various Digital Media Formats

<b>Unit-5</b>	<b>Designing Media Planning &amp; Media Planning Software</b>
5.1	Construct a media plan
5.2	Media Proposal & Presentation
5.3	Negotiation & Persuasion
5.4	Media Planning Software's
5.5	Case Study

  
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**MA: APR****OE 6: CLIENT SERVICING & ACCOUNT PLANNING**

<b>Unit-1</b>	<b>Client Servicing</b>
1.1	Importance, functions, roles & responsibilities of a client servicing department
1.2	Types of clients and their classification
1.3	Client Briefs: Importance & types of briefs
1.4	Client Pitching: Importance of pitching & Pitching process
1.5	Presentation & Negotiations

<b>Unit-2</b>	<b>Client Servicing Issues</b>
2.1	Client related issues and the process
2.2	Stages in the client-agency relationship
2.3	Factors affecting client-agency relationship
2.4	Pitching mechanism-simulation
2.5	Customer Validation & Creation

<b>Unit-3</b>	<b>Account Management</b>
3.1	Introduction to account management : Definition, scope, Importance, responsibilities & implementation
3.2	Evolution of Account planning, Roles & Traits of Account planner, Planning new business-market oriented strategic planning
3.3	Agency Operations : set up of advertising agencies, role of advertising agency, types of advertising agencies
3.4	Creative & Media Briefing Process : Agency-Media Interface
3.5	Budget & Audit process : various methods of budgeting ,Allocation of budget , Audit and its processes , Agency revenue process

<b>Unit-4</b>	<b>Account Planning &amp; Strategy</b>
4.1	Introduction of strategy and planning, Planning Basics: Big Idea
4.2	Tools & Tactics : Language, strategies, facts & Insight
4.3	Branding Elements: Culture & Market
4.4	Creative inputs, Creativity Builders & Killers, Creative briefs, Creative Process
4.5	Research, Planning & Strategy, Presentation, Audience, Persuasive communication

<b>Unit-5</b>	<b>Advertising Research</b>
5.1	Market Research
5.2	Advertisement Effectiveness, research and Testing
5.3	Media research
5.4	Audience research
5.5	Advertisement content analysis

## MA: APR

### OE 7: Event Management

**Objective:** The contemporary challenge is to create persuasion, buzz and fame with permission based interactivity rich emotional experiences and loyal relationships. This paper handles the concepts of Event Management for Corporate.

Unit -1	Event Management
1.1	Event Planning.
1.2	Types of Event.
1.3	Need & Feasibility of Event study.
1.4	Event Proposal & Identifying Clients.
1.5	Corporate Events.

Unit -2	Event Coordination and Laws :
2.1	Decor, Entertainment and Performance.
2.2	Guest Coordination, Venue Management.
2.3	Vendor Management, Registration and Administration Procedures.
2.4	Security, protocol & Risk Precautions.
2.5	Sanctions and Permissions, Safety and Statutory Obligations.

Unit -3	Planning an Event
3.1	Event Planning & Execution.
3.2	Event Selection.
3.3	Event Budgeting.
3.4	Event Design & Resources.
3.5	Event Scheduling & Event Execution.

Unit -4	Event Marketing and Promotions :
4.1	Audience Acquisition and participants Management.
4.2	Event Sponsorship Strategy.
4.3	Sponsorship Proposals, Event Selling.
4.4	Event Sponsorship Agreements, Invitations.
4.5	Evolving a Promotional Strategy: Advertising, Publicity and Public Relations

Unit -5	Specific Events for Public Sector/Pvt. Sector
5.1	Events for Corporate & Banks/Financial Institutions.
5.2	Telecom, Tourism & Retail Inc.
5.3	Educational & Institutional.
5.4	Govt. Undertakings & Govt. Programmes.
5.5	Fashion & Entertainment Industry.

#### Practical Project: Suggested Topics

1. Invitation Designing
2. Conducting a Customer Service Feedback Survey.
3. Organizing and promoting and event/participating as a volunteer in a local event
4. Designing Ads for a Local event.
5. Developing Innovative themes for events.



**MA: APR****OE 8: Production for Corporate Communication**

**Objective:** To impart practical knowledge related to tools & techniques of Corporate Communication and to develop skills regarding various media.

<b>Unit -1</b>	<b>Introduction</b>
1.1	Introduction to Different Types of Writing.
1.2	Technical Writing.
1.3	Content Writing.
1.4	Writing Techniques for Print & Audio Visual.
1.5	Writing techniques for New/ Digital media.

<b>Unit -2</b>	<b>Writing for Print</b>
2.1	Writing Style, Language & Structure.
2.2	Designing for corporate literature.
2.3	House Journal & In-house literature, Report Writing & catalogue.
2.4	Product Literature & sales Literature.
2.5	Media Publication & annual report writing.

<b>Unit -3</b>	<b>Writing for Audio</b>
3.1	Introduction to audio script
3.2	Preparing for Radio News
3.3	Radio Talk Shows
3.4	Radio Spot & Commercials
3.5	Radio Interviews

<b>Unit -4</b>	<b>Writing for Audio Visual</b>
4.1	Writing Techniques for Audio-visuals
4.2	Introduction to Script
4.3	Different types of script
4.4	Essentials for a good script
4.5	Corporate Film, Corporate Video, Documentary Film and Corporate Advertising

<b>Unit -5</b>	<b>Event &amp; Exhibitions</b>
5.1	Development & Planning
5.2	Outdoor events and Sponsorship Events
5.3	Direct Mail Campaigns
5.4	Press Conference and Product Launch
5.5	Exhibitions

**Practical Project:****Suggested Topics**

1. Production of House Journal & Brochure, Corporate Print Advertisement
2. Production of Radio spot & Interview
3. Production of Corporate Film.

  
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**OE 9: Corporate Social Responsibility**

**Objective:** To enable student to debate and discuss issues under corporate social responsibility and critically analyze the core areas on this subject.

<b>Unit -1</b>	<b>Introduction to Corporate Social Responsibility</b>
1.1	Basic concepts of corporate social responsibility.
1.2	Corporate Social Responsibility policies and guidelines.
1.3	The origin of corporate social responsibility: global view Indian prospects of corporate social responsibility.
1.4	Corporate social performance.
1.5	CSR in Indian Context.

<b>Unit -2</b>	<b>Management of CSR</b>
2.1	Managing corporate social responsibility.
2.2	Implementation of corporate social responsibility.
2.3	Business case for corporate social responsibility stake holders, standards and regional variations.
2.4	Planning for CSR, four step process: fact finding, planning, implementation and evaluation.
2.5	Enhancement of brand image through corporate citizenship sustainable development.

<b>Unit -3</b>	<b>Planning of CSR</b>
3.1	Planning strategically for CSR
3.2	Defining, objective, Research on community needs, identifying key problems.
3.3	Designing strategy, designing levels of investments.
3.4	Implementation and design communication programme.
3.5	Evaluation of the programme, Management action.

<b>Unit -4</b>	<b>Issues related to CSR</b>
4.1	Sustainable development, health & safety.
4.2	Right to Education Issues related to morality ethics and law.
4.3	Corporate responsibility in corporate governance.
4.4	Socially responsible investment & stakeholder partnership.
4.5	CSR initiative taken by government, Initiatives by Public Sector & Corporate Sector.

Unit -5	CSR towards society
5.1	Corporate social responsibility towards customer, community, media, action groups, general Public , Stakeholders, Employees
5.2	Case studies of TATA Steel Township, NTPC, Indian Oil Corporation, ONGC, BHEL, SAIL, Jindal group of Industries, BSNL, Reliance groups, ITC.
5.3	CSR -guidelines and laws
5.4	CSR-directives as per industry sector

### Practical Project:

### Suggested Topics

1. Design a public service advertisement on preventing dropouts sponsored by automobile company Plan a strategy for CSR campaign on hygiene for community.
2. Design charity program me for HIV AIDS patient Plan an awareness program for promoting immunization among infant.

  
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**OE 10: Consumer Behaviour****OBJECTIVES**

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

<b>Unit-1</b>	<b>Consumer Behaviour</b>
1.1	Consumer Behaviour : Meaning Scope & its Application
1.2	Need & Motives
1.3	Role of Consumers in Marketing
1.4	Types of Consumers : Rural, Urban, Female, Children
1.5	Case Studies

<b>Unit-2</b>	<b>Consumer Needs &amp; Motivation</b>
2.1	Personality & Consumer Behaviours
2.2	Nature of Consumer Attitude
2.3	Strategies of Attitude Change
2.4	Communication & Consumer Behaviour- Persuasion, Consumer Protection Laws
2.5	Case Studies

<b>Unit-3</b>	<b>Group Dynamics &amp; Consumer Behaviour</b>
3.1	Consumer Decision Making
3.2	Major Factors Influencing Consumer Behaviour
3.3	Reference Groups, Personal Influence & Opinion
3.4	Leadership Process
3.5	Case Studies

<b>Unit-4</b>	<b>Social Surroundings of Consumer</b>
4.1	The Family, Functions of a Family
4.2	Family Decision Making, Family life Cycle
4.3	Changing Female Consumer
4.4	Social Class-lifestyle Profiles
4.5	Social Class Mobility: Affluent and Non Affluent Consumer
4.6	Case Studies

<b>Unit-5</b>	<b>Consumer Perception</b>
5.1	Its Dynamics, Imagery
5.2	Influence of Culture on Consumer Behaviour
5.3	Diffusion of Innovation
5.4	Customer Relationship Management
5.5	Importance of Consumer Research
5.6	Digital Marketing
5.7	Case Studies

**OE 11: Integrated Marketing Communication****OBJECTIVES**

- To impart clear understanding on all aspects of IMC, its needs and motivation, challenges of the industry as per the changing business environment and demands of globalized world.

<b>Unit-1</b>	<b>Integrated Marketing Communication</b>
1.1	Integrated Marketing Communication: Meaning, Scope & Role in Marketing process
1.2	One Voice Communication v/s IMC
1.3	Role of Advertising Agencies
1.4	Perspective of Consumer Behavior
1.5	IMC Tools

<b>Unit-2</b>	<b>Understanding Communication Process</b>
2.1	Transactional Model of Communication
2.2	AIDA Model
2.3	Hierarchy of Effect Model, Innovation Adoption Model
2.4	Elaboration Likelihood Model (ELM)
2.5	Foots Cone Belding Model (FCB)

<b>Unit-3</b>	<b>MARCOM</b>
3.1	Planning for Marketing Communication (MARCOM)
3.2	Objectives and Tactics
3.3	Budgeting for MARCOM
3.4	DAGMAR
3.5	Factors influencing Budgeting

<b>Unit-4</b>	<b>IMC programme</b>
4.1	Developing Creative MARCOM
4.2	Creative Strategies in MARCOM
4.3	Types of Ad Appeals and execution styles
4.4	Media Planning and Execution
4.5	Measuring the programme

<b>Unit-5</b>	<b>Digital Marketing &amp; Advertising</b>
5.1	Digital Convergence and Communication
5.2	E-Commerce and Social Media
5.3	Web Advertising and E-PR
5.4	Ethics in IMC
5.5	Social Responsibility and Events

## OE 12: Web Advertising and e-PR

## OBJECTIVES

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

Unit-1	Introduction
1.1	e-PR Definition, objectives, categories
1.2	e-PR-Strategies, Definition & Elements of action PR
1.3	Concept & Application of e-PR Activity
1.4	Process of making e-PR activity
1.5	Research Tools, Search Engine, Adding FAQs to website

Unit-2	Web Advertising-I
2.1	Internet as Advertising medium online & Web Advertising
2.2	E-mail Advertising, E-mail Newsletter, online stores, web brands
2.3	Advertising on internet, web Advertising tools
2.4	Measuring effectiveness of Advertising on internet

Unit-3	Web Advertising-II
3.1	Concept of Banner Advertising, Importance of Banner Advertising
3.2	Using forms for FAQs-Role of CTR in Banner
3.3	Direct & Indirect Advertising
3.4	Relation of web Advertising with marketing and using CTRs and CPM

Unit-4	Web Advertising-III
4.1	Introduction to front page, choosing text to format, font properties
4.2	Changing background settings, Hyperlink change, Image properties
4.3	Hot Spot, Image map, Themes, Style sheet

Unit-5	Web Designing, MS Front Page
5.1	Creating form from Templates, Adding field to form
5.2	Dividing a page into frame, Editing in Frame
5.3	Online Text Boxes, scrolling Text Boxes, Radio Box, Check Box and push button
5.4	Publishing & Web server, uploading the Web Pages on the Web Server