

**PAPER – IV (B)**  
**ADVERTISING AND PUBLIC RELATIONS**

Module Code – CCE4(B)  
Elective Soft Core

Total Credit – 06(5+1)  
Max Marks -100, (80Th.+20Int.)

**UNIT – I**

<b>INTRODUCTION TO PUBLIC RELATIONS</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>Total</b>
<b>1.1</b>	Concept and Definition of Public Relations, Role and Scope of Public Relations, CSR in PR	02	01	01	04
<b>1.2</b>	Types of Public Relations: Public, Government, Private and Service Sector P.R., Image Building, Brand Promotion, Informational and Crisis Management Public Relations	03	01	01	05
<b>1.3</b>	Tools of P.R.: Media Release-Forms and Formats, Media Conference, Seminars/ Workshops, Events, Sponsorships, House Journals, Documentaries, Annual Reports, Company Literature and Videos, Interviews and other Programmes	03	01	01	05
<b>1.4</b>	P.R., Propaganda, Publicity and Advertising Sales Promotion and Marketing	02	01	01	04
	<b>TOTAL</b>	<b>10</b>	<b>04</b>	<b>04</b>	<b>18</b>

**UNIT -II**

<b>ROLE AND FUNCTIONS OF PUBLIC RELATIONS</b>		<b>L</b>	<b>T</b>	<b>P</b>	<b>Total</b>
<b>2.1</b>	P.R. in Central and State Government - Role and Functions	03	01		04
<b>2.2</b>	Organisational structure of P.R. Department in Central - State Government	03			03
<b>2.3</b>	P.I.B., A.I.R., D.D., Films Division, Song and Drama Division, Field Publicity etc.	04	01		05
<b>2.4</b>	Art of P.R. writing	02			02
<b>2.5</b>	Publicity Media- Press, TV, Radio, Films, Video, News technology	04			04
	<b>TOTAL</b>	<b>16</b>	<b>02</b>		<b>18</b>

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## UNIT - III

	<b>PUBLIC RELATIONS AND MEDIA</b>	L	T	P	Total
3.1	P.R. and Media, Event Management	02	01		03
3.2	Corporate Communications: Tools and Techniques, Major P.R. Agencies: Indian and International Agencies, their Functioning and Organisational setup	03	01		04
3.3	Characteristics of Good P.R. and C.C. Personnel	04			04
3.4	P.R. Campaign- Research and Feedback	02	01		03
3.5		03	01		04
	<b>TOTAL</b>	<b>14</b>	<b>04</b>		<b>18</b>

## UNIT -IV

	<b>INTRODUCTION TO ADVERTISING</b>	L	T	P	Total
4.1	Advertising - Definition, Role and Importance	02			02
4.2	History and Development of Advertising, Present Status of Advertisements	03			03
4.3	Types of Advertisement - Corporate, Product, Display, Financial, Public Service, Tenders and Notices, Appointment Ads and Classified Ads.	04			04
4.4	Advertising ethics and Social responsibility, Socio-Economic effects of Advertising, Image and Attitude Research	03			03
4.5	Regulation of Advertising - Role of AA1, ASCI and INS.	02			02
4.6	Advertising Research: Research in Advertising, Market Research and Advertising Research, Positioning Research: Pre-test Research and Post- Test Research Advertising Models: PACT, DAGMAR, AIDA, HOE.	04			04
	<b>TOTAL</b>	<b>18</b>			<b>18</b>

## UNIT - V

	<b>ART OF ADVERTISING</b>	L	T	P	Total
5.1	Ad Agency - Types, Structure and Functions	02	01		03
5.2	Art of Developing Effective Copy and Importance of Copy writer	02	01		03
5.3	Copy elements - Headline, Sub Heads, Slogans, Body Copy, Logo etc.	03			03
5.4	Layout - Importance, Steps and Principles of a good Layout, Visuals- Its importance.	04	01		05
5.5	Advertising Campaign, Planning, Selection of Media, Budget etc. Analysis of some memorable Indian Advertising Campaigns- Amul, Cadburys, Hero Honda, Raymonds, Bajaj, Onida, Vodaphone, HUL, Idea etc.	04			04
	<b>TOTAL</b>	<b>15</b>	<b>03</b>		<b>18</b>