

Corporate Communication, Advertising & Public Relations
6055

□ To acquaint students with the concept and process of public Relations and to enable them to appreciate the potential and limitations of various P.R. tools.

Unit 1: Advertising		L	T	S	W	D	V	P	T
1.1	Evolution and growth of advertising	5	-	-	-	-	-	-	5
1.2	Definition of advertisement	3	-	-	-	-	-	-	3
1.3	Classification of advertisements	3	-	-	-	-	-	-	3
1.4	Types of ad appeals	4	-	2	-	-	-	-	6

Unit 2: Ad making		L	T	S	W	D	V	P	T
2.1	Structure of ad agency and functions.	4	-	-	-	-	-	-	4
2.2	Storyboard	3	-	-	-	-	-	6	9
2.3	Importance of creativity in ad making	2	-	-	-	-	-	-	2
2.4	Ad campaign, brand image, brand equity	3	-	-	-	-	-	-	3

Unit 3: Public relations		L	T	S	W	D	V	P	T
3.1	Meaning and definition of public relations	3	-	-	-	-	-	-	3
3.2	Tools of public relations	2	-	-	-	-	-	-	2
3.3	Writing for PR	3	-	-	-	-	-	6	8
3.4	Publics in public relations	2	-	-	-	-	-	-	2
3.5	Major public relations organisation	2	-	-	-	-	-	-	2

Unit 4: Corporate communication		L	T	S	W	D	V	P	T
4.1	Meaning of corporate communication	2	-	-	-	-	-	-	2
4.2	Tools and strategies of image projection	3	-	-	-	-	-	4	7
4.3	Establishing media relations	4	-	-	-	-	-	-	4
4.4	New trends in corporate communication	5	-	-	-	-	-	-	5

Unit 5: Case studies		L	T	S	W	D	V	P	T
5.1	Case studies of ad campaigns	4	-	-	5	-	-	-	9
5.2	Case studies of PR's crisis management	3	-	-	4	-	-	-	7
5.3	Case studies of image projection campaigns	3	-	-	-	-	-	-	3

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Assignment :-

- Participate in discussion on impact of advertisements on society.
- Prepare a story board for a production of 30 seconds TV advertisement
- Script social advertisement for radio
- Present a case studies of PR's crisis management
- Any other exercise assigned by the faculty.

References:

- Keval J. Kumar - Mass Communication in India, Jaico Mumbai.
- Philip Lesley - Handbook of PR and Communication, Jaico Publishing House, Mumbai.
- Chumawala and Sethia, Advertising Principles and Practice, Himalay, New Delhi.
- प्रो. जे.वी. विलनिलम एवं डॉ. शशिकान्त शुक्ला, भारत में संचार और जनसंचार म.प्र. हिन्दी ग्रंथ अकादमी, भोपाल.
- प्रो. जे.वी. विलनिलम एवं डॉ. शशिकान्त शुक्ला, जनसंचार सिद्धान्त और व्यवहार, म.प्र. हिन्दी ग्रन्थ अकादमी, भोपाल.