

**Detailed Syllabus for
Master of Arts (Advertising & Public Relations)**

Two Year PG Programme

(Effective from July 2026)

Department of Advertising & Public Relations



Makhanlal Chaturvedi National University of Journalism and Communication
Makhanpuram, in-front of MP Shooting Academy, Bishankhedi, Bhopal, M.P- 462044

**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM AND COMMUNICATION
(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)**

MA: APR

(Effective From Aug 2026)

		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	Media Ecosystem	CCE-1 - AI-Enabled Multimedia Production Tools and Techniques Or CCE-2 Communication : Theory and Practice	OE-1 Advertising & Public Relations
	CCC- 2	Media Language: Structure & Style		
	CCC - 3	Introduction to Socio- Economic Polity		
SEM II	CCC- 4	Principles and Practices of Management	CCE-3 Digital Communication: Public Relations & Advertising Or CCE-4 Development Communication	OE-2 Creative Communication
	CCC - 5	Strategic Advertising		
	CCC - 6	Strategic Public Relations & Public Affairs		
SEM III	CCC -7	Strategic Marketing	CCE-5 AI Assisted Graphic Designing & Visual Communication Or CCE-6 Media Laws & Ethics	OE-3 Integrated Marketing Communication
	CCC- 8	Corporate Communication & CSR		
	CCC - 9	Research Methodology		
SEM IV	CCC- 10	Account Management & Media Planning	CCE-7 Copywriting Or CCE-8 Brand & Reputation Management	OE-4 Campaign Design for Advertising & Public Relations
	CCC- 11	Internship/Project/ Dissertation		

PROGRAMME OBJECTIVES:

- Impart knowledge about the concepts and methods of Advertising and Public Relations.
- Equip learners with transitional knowledge from traditional to contemporary Advertising and Public Relations structures and research.
- Develop creative thinking and ideation for Advertising as well as Public Relations.
- Develop analytical and critical thinking skills for creating and evaluating advertisements and Public Relations strategies.
- Orient learners towards the practical aspects, tools, and techniques of Advertising and Public Relations.

PROGRAMME OUTCOMES:

- Demonstrate a good conceptual understanding of communication, Advertising, Public Relations, Corporate Communication, and Research Methodology.
- Develop research and reasoning aptitude for strategic communication planning and the execution of Advertising and Public Relations programs.
- Demonstrate creative and reflective thinking for ideation based on self-learning and digital competency.
- Develop analytical and problem-solving skills to address challenging situations in the Advertising and Public Relations profession.
- Work independently with high competency and ethical standards in the fields of Advertising and Public Relations in roles such as account planners, copywriters, media planners, PR/CC managers, and researchers.

MA APR PROGRAMME MAPPING															
PEO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
PEO1	3	2	-	-	2	2	-	2	-	-	2	2	3	-	2
PEO2	3	-	3	-	2	2	-	2	2	-	-	3	3	-	1
PEO3	-	1	3	3	3	3	2	-	2	3	3	2	2	-	2
PEO4	-	3	3	3	3	3	-	-	2	-	2	2	2	2	2
PEO5	2	2	-	-	2	3	2	2	-	3	1	2	2	2	3

3- High, 2-Significant, 1-Low

1. Disciplinary knowledge; 2. Communication skills; 3. Critical thinking; 4. Problem solving;
5. Analytical reasoning; 6. Research related skills; 7. Cooperation/team work;
8. Scientific reasoning; 9. Reflective thinking; 10. Information/digital literacy;
11. Self-directed learning; 12. Multicultural competence; 13. Moral and ethical awareness/reasoning;
14. Leadership readiness/qualities; 15. Lifelong learning

MAKHANLAL CHATURVEDI RASHTRIYA PATRAKARITA EVAM SANCHAR VISHWAVIDHALAYA, BHOPAL

(Department of Advertising and Public Relations)

MA: ADVERTISING AND PUBLIC RELATIONS

(Effective from July 2019)

2 YEARS (FOUR SEMESTER) POST GRADUATE PROGRAMME – 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	Media Ecosystem	80	20	-	100	CCE- AI-Enabled Multimedia Production Tools & Techniques or CCE-2 Communication : Theory and Practice	30	20	50	100	OE-1 Advertising & Public Relations	25	10	15	50
	CCC-2	Media Language: Structure & Style	50	20	30	100		80	20	-	100					
	CCC-3	Introduction to Socio- economic Polity	80	20	-	100										
Sem II	CCC-4	Principles & Practices of Management	80	20	-	100	CCE-3 Digital Communication: Public Relations & Advertising or CCE- 4 Development Communication	30	20	50	100	OE-2 Creative Communication	25	10	15	50
	CCC-5	Strategic Advertising	50	20	30	100		80	20	-	100					
	CCC-6	Strategic Public Relations & Public Affairs	50	20	30	100										
Sem III	CCC-7	Strategic Marketing	50	20	30	100	CCE -5 AI-Assisted Graphic Designing & Visual Communication or CCE-6 Media Laws & Ethics	30	20	50	100	OE-3 Integrated Marketing Communication	25	10	15	50
	CCC-8	Corporate Communication & CSR	50	20	30	100		80	20	-	100					
	CCC-9	Research Methodology	50	20	30	100										
Sem IV	CCC-10	Account Management & Media Planning	50	20	30	100	CCE-7 Copy Writing or CCE-8 Brand & Reputation Management	50	20	30	100	OE-4 Campaign Design for Advertising & Public Relations	-	10	40	50
	CCC-11	Internship/Project/ Dissertation	-	40	160	200		80	20	-	100					

CCC - Core Course (Compulsory) (CCC) (6 Credits Each) | CCE - Core Course (Elective) (CCE)/ Discipline Specific (Elective) (DSE) (6 Credit, Any One) | OE - Open Elective (3 Credits Each, Any One)

**FIRST SEMESTER
MARKS DISTRIBUTION**

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

MA: APR

		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 I	CCC-1	Media Ecosystem	CCE-1 AI-Enabled Multimedia Production Tools & Techniques OR CCE-2 Communication : Theory and Practice	OE-1 Advertising & Public Relations
	CCC-2	Media Language: Structure & Style		
	CCC-3	Introduction to Socio- economic Polity		

MA: APR- I
CCC-1: MEDIA ECOSYSTEM
Total marks: Theory-80 practical-00 internal-20 credit-6

COURSE OBJECTIVES

1. Understand the evolution and development of traditional, print, electronic, digital, and emerging media in India.
2. Develop an understanding of the structure, functioning, and interrelationships of various media industries within the contemporary media ecosystem.
3. Examine media convergence, digital transformation, platform economy, and emerging technologies including artificial intelligence in media.
4. Analyze media economics, ownership patterns, audience behaviour, and revenue models across different media platforms.
5. Understand media laws, ethics, digital governance, misinformation, and future challenges in the evolving media environment.

LEARNING OUTCOME:

1. Explain the historical evolution of traditional, print, electronic, digital, and emerging media in India.
2. Describe the components, structure, and functioning of the contemporary media ecosystem and major media industries.
3. Analyze the impact of media convergence, digital transformation, platform economy, OTT services, creator economy, and artificial intelligence on media industries.
4. Evaluate media business models, ownership patterns, audience measurement systems, media economics, and digital revenue models.
5. Apply the principles of media ethics, digital governance, copyright, data protection, and media regulation while critically examining issues such as fake news, misinformation, and AI-generated content.

COURSE MAPPING															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	-	-	-	-	-	1	2	1	2	1	-	2
CO2	3	2	2	1	2	1	1	-	1	2	1	1	-	1	2
CO3	2	2	3	2	2	2	-	1	2	3	2	-	2	-	2
CO4	2	2	3	3	3	2	1	-	2	3	2	1	1	1	2
CO5	2	2	3	2	2	2	-	1	3	3	2	2	3	1	3

3- High, 2-Significant, 1-Low

Unit-I	Phases of Media and Communication in India	L	T	P
1.1	Evolution of Communication in India: Traditional and Folk Media as Early Communication Systems, Oral Traditions, Storytelling, Community Communication, and Indigenous Knowledge Systems, Role of Folk Theatre, Puppetry, Festivals, and Community Gatherings in Public Communication, Transition from Traditional to Mass Communication (Lecture, PPT, Group Discussion)	2	2	-
1.2	Evolution of Print Media in India: Early Printing Press in India, Growth of Newspapers During the Colonial Period, Print Media and the Indian Freedom Movement, Development of Regional Language Press, Post-Independence Expansion of Newspapers and Magazines (Lecture, PPT)	2	2	-
1.3	Evolution of Electronic and Digital Media: Development of Radio Broadcasting in India, Evolution of Television: Terrestrial, Satellite, Cable, and Digital Broadcasting, Liberalization and Privatization of Media After 1991, Internet Revolution and Emergence of Digital Journalism, Growth of OTT Platforms, Podcasts, and Streaming Services. (Lecture, PPT, Class Discussion)	2	1	-
1.4	Contemporary Indian Media Ecosystem: Media Convergence, Platform Economy, Social Media Platforms and Creator Economy, AI and Automation in Media, Cross-Media Ownership, Integrated Communication Environment. (Lecture, Group Discussion)	2	2	-
1.5	Opportunities and Challenges for Advertising and Public Relations Professionals, Contemporary Print Media and Digital Transformation. (Lecture, Discussion)	2	2	-

Unit-II	Understanding the Media Ecosystem	L	T	P
2.1	Evolution of Media Industries, Concept of Media Ecosystem, Components of Media Ecosystem (Lecture, PPT)	2	2	-
2.2	Communication Value Chain, Media as Business and Industry (Lecture, PPT)	2	2	1
2.3	Media Convergence and Ethics (Lecture, PPT)	2	2	1
2.4	Platform Economy and Digital Transformation of Media. (Lecture, PPT)	2	2	1
2.5	Practical	-	-	3

Unit-III	Structure of Media Industries	L	T	P
3.1	Print Media Industry: Newspapers, Magazines, Digital Newspapers, Business Models (Lecture, PPT)	2	2	1
3.2	Television Industry: Public Broadcasting, Private Broadcasting, News Channels, Entertainment Industry (Lecture, PPT)	2	2	1

3.3	Radio Industry: Public Radio, FM/AM, Community Radio, Internet Radio, Podcasts (Lecture, PPT)	2	2	1
3.4	Cinema Industry: Film Production, Distribution, Exhibition, Multiplex Economy (Lecture, PPT)	2	2	1
3.5	OTT Platforms: Subscription Models, AVOD, SVOD, Fast Channels (Lecture, PPT)	2	-	-

Unit-IV	Digital Media Ecosystem	L	T	P
4.1	Digital Media Ecosystem Social Media Platforms, Search Engines, Content Platforms, User-Generated Content (UGC) (Lecture, PPT, Practical)	2	1	1
4.2	Digital Content Creation and Communities: Creator Economy, Influencer Marketing, Podcasting, Live Streaming, Virtual Communities (Lecture, PPT, Practical)	2	1	1
4.3	Emerging Digital Media Technologies: Gaming Industry, Metaverse, AI in Media, Generative AI (Lecture, PPT, Practical)	2	1	1
4.4	AI-Driven Media Personalization and Advertising: Recommendation Algorithms, Programmatic Advertising, AI Content Moderation (Lecture, PPT)	2	1	-
4.5	AI in Media Production and Future Trends: Automated Journalism, AI Ethics and Challenges in Media, Future Trends in Digital Media and AI (Lecture, PPT)	2	1	-

Unit-V	Media Economics, Policy and Audience	L	T	P
5.1	Media Economics and Revenue Models: Media Economics Revenue Models Subscription Economy Advertising Economy Native Advertising Branded Content (Lecture, PPT, Practical)	2	1	1
5.2	Media Ownership and Audience Analysis: Cross-Media Ownership, Media Concentration, Audience Measurement, Television Ratings, Digital Metrics, Audience Segmentation, Consumer Journey. Social Listening (Lecture, PPT, Practical)	2	1	1
5.3	Media Laws and Digital Regulation: Media Laws, Digital Media Regulation, Data Protection, Copyright, Platform Governance, Self-Regulation (Lecture, PPT, Practical)	2	1	1
5.4	Media Ethics and Information Integrity: Media Ethics, Fake News, Misinformation, Media Bias, Deep Fakes (Lecture, PPT)	2	1	-
5.5	AI, Ethics, and Future Challenges in Media: AI Ethics, Ethical Challenges of AI in Media, Emerging Trends in Media Policy and Regulation, Global Perspectives on Digital Media Governance. Media Future: Trend Understanding (Reports) (Lecture, PPT)	2	1	-

PRACTICALS/ ASSIGNMENTS:

- Prepare a paper on global media.
- Visit any media house and prepare a report.
- Prepare a brief report on ten year's growth of print media/television/radio in India. (references to be taken from IRS, NRS, Indian media and entertainment industries, annual report of FICCI and KPMG)
- Conduct a small survey on media consumption habits and prepare a report linking it with the growth of modern media.
- Create a media evolution map showing key developments in global communication technologies

SUGGESTED READINGS:

- Brigs, A. (2008). Social History of the Media: From Gutenberg to the Internet. Polity Press
- Chopra, Kusum Lata. Gandhi: The Master Communicator. New Delhi: Kanishka Publishers.
- Chaturvedi, Jagdish Prasad. Hindi Patrakarita Ke Kirtiman. Allahabad: Sahitya Sangam
- Chaupra, Dhananjay, Patrakarita Tab Se Ab Tak, Lucknow: Uttar Pradesh Hindi Sansthan.
- Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication.
- Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-Language Press (3Rd Edition). Oxford University Press
- Natarajan, J. (2000) History of Indian Journalism. Publication Division
- Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications.
- Natarajan, J. History of the Press in India. Delhi: Asia Publishing House.
- Shridhar, Vijaydutt. Bharatiya Patrakarita Kosh. New Delhi: Vani Prakashan.
- Sahu, Rn and Pandey, K.S. The Press in India: Perspective in Development and Relevance. New Delhi: Kanishka Publishers.
- Sarkar, Nn. Art and Print Production. Oxford University Press.
- Tiwari, Arjun. Patrakarita Ka Itihas. New Delhi: Vani Prakashan
- Albarran, A. B. Media Economics: Understanding Markets, Industries and Concepts.
- Mcquail, D. Mcquail's Mass Communication Theory.
- Jenkins, H. Convergence Culture.
- Pavlik, J. Media in the Digital Age.
- Picard, R. The Economics and Financing of Media Companies.

E-RESOURCES

- Historical Evolution of Media in India | PDF | Mass Media | Technological Convergence
- Ijrar19d5825.PDF

MA: APR- I
CCC-2: MEDIA LANGUAGE: STRUCTURE & STYLE
Total Marks: Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVES

1. To introduce students to the importance and growth of language.
2. To introduce students to the structure and style of language.
3. To develop an understanding about the difference between the languages for writing, audio and visuals.
4. To introduce students to the changes taking place in media language.
5. To develop an understanding about translation and paraphrase.

LEARNING OUTCOMES

1. Enhancement in understanding about the growth and changes taking place in language.
2. Students get practical knowledge and understanding about the media language, its structure and style
3. Students get knowledge about the words and phrases used for specialized news.
4. Efficiency enhancement through media friendly paraphrasing.
5. Development of writing skills for print, electronic and new media.

COURSE MAPPING															
C O	P O1	P O2	P O3	P O4	P O5	P O6	P O7	P O8	P O9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
C O1	3	2	1	–	1	–	–	–	2	1	2	1	–	–	2
C O2	3	3	2	1	2	–	–	–	1	2	1	–	–	–	1
C O3	3	3	2	2	2	–	1	–	1	3	2	1	–	–	1
C O4	2	3	2	2	2	1	–	–	2	2	2	1	1	–	2
C O5	3	3	2	3	2	1	2	–	2	3	2	1	1	1	2

3-High, 2-Significant, 1-Low

Unit-I	Understanding of Media Language	L	T	P
1.1	Importance of Language in Communication, Growth and Development of Language, (Lecture, Presentation, Assignment)	2	–	–
1.2	Growth of Media Language: From Print to Online, Changes Taking Place in Structure and Style of Language, New Trends in Media Language in Various Types of Media. (Lecture, Group Discussion, Assignment)	2	–	–
1.3	Basics of Grammar in English and Hindi, Selection and Use of Phrases and Words (Lecture, Assignment)	2	1	–

1.4	Characteristics of Writing for Newspaper and Magazines, Language for Writing: Word and Sentence Framing, Headline Writing (Practice) (Lecture, Presentation, Practical, Assignment)	2	1	1
1.5	The Language of Journalism- Concrete, Specific, Active, Clear, Democratic, Non-Sexist, Non-Racist, Non-Violent, Inclusive, Variable, Common Language, How Writers Can Use Generative AI, Risks of AI in Writing and Editing. (Lecture, Presentation, Group Discussion/Expert Lecture)	2	1	1

Unit-II	Language for Audio-Visual	L	T	P
2.1	Concept of Audio-Visual Language, Basic Difference Between Written and Spoken Language (Lecture, Presentation, Assignment)	2	1	1
2.2	Basic Characteristics of Writing for Radio (Lecture, Presentation, Expert Lecture)	2	1	—
2.3	Basic Characteristics of Writing for TV (Lecture, Presentation, Expert Lecture)	2	1	—
2.4	Use of Other Language Words and Its Limitations in Hindi Media (Lecture, Presentation, Group Discussion, Assignment)	2	1	—
2.5	Creative Writing for Photo Feature, Caption Writing, Cartoon and Its Language (Lecture, Group Discussion, Assignment)	2	—	—

Unit-III	Journalistic Writing, Translation and Transcreation	L	T	P
3.1	Journalistic Writing, Translation and Transcreation - Fundamentals of Journalistic Writing, Translation, Paraphrasing and Transcreation in Journalism., Difference Between Translation, Localization and Transcreation. Importance of Multilingual Journalism in English, Hindi and Regional Languages. AI-Assisted Translation and Human Editing. (Lecture, Assignment)	2	1	—
3.2	Translating and Transcreation News Stories-Translate and transcreation at least five news stories: English → Hindi, Hindi → English, English/Hindi → Regional Language (where applicable), Focus on preserving meaning, tone and journalistic ethics. (Lecture, Practical, Presentation, assignment)	1	—	1
3.3	Feature, Editorial and Opinion Writing -Feature Writing, Editorial Writing, Opinion Articles, Columns, Human Interest Stories, Explainer Journalism (Lecture, Practical, Assignment)	1	—	1
3.4	AI-Assisted News Writing and Localization - AI-Assisted Translation, AI-Assisted News Writing, Fact Verification, Localization for Multilingual Audiences, Ethical Issues in AI-Assisted Journalism. Tools & Software - ChatGPT, Google Gemini, Microsoft Copilot, Grammarly, Language Tool, Google Translate, DeepL, Shabdkosh, Google Fact Check Explorer (Lecture, Practical, Presentation, Assignment)	2	—	1
3.5	Journalistic Glossary- Prepare a Glossary of: 25 English-Hindi Journalistic Words, 25 Hindi-English Journalistic Words, 20 Commonly Used Journalistic Phrases, 20 Media Terms in One	2	1	1

	Regional Language (Lecture, Practical, Presentation, Assignment)			
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Unit-IV	Advertising Writing, Translation and Transcreation	L	T	P
4.1	Advertising Language and Transcreation - Advertising Language, Creative Copywriting, Translation vs Advertising Transcreation, Cultural Adaptation of Advertisements, Brand Voice Across Languages (Lecture, Group Discussion, Assignment)	2	1	1
4.2	Advertising Copy Translation - Translation and Transcreation of Advertising Copy for: Print Advertisements, Magazine Advertisements, Newspaper Advertisements, Outdoor Advertisements, Digital Advertisements Languages: English ↔ Hindi, English/Hindi ↔ Regional Language (Practical, Presentation, assignment)	2	1	1
4.3	Digital Advertising Content - Translate and Adapt: Website Copy, Social Media Posts, Google Ads, Meta Ads, YouTube Ads, Product Descriptions, Email Marketing Content, Maintain Cultural Relevance While Preserving Brand Identity. (Practical, Presentation, Assignment)	2	–	1
4.4	AI-Assisted Advertising Copywriting - AI-Assisted Copywriting, Prompt Engineering, SEO Content Localization, Campaign Localization, Multilingual Content Strategy, Ethics in AI Advertising Tools & Software - ChatGPT, Jasper AI, Copy.ai, Writesonic, Canva, Magic Write, Adobe Firefly, Google Translate, DeepL, Grammarly. (Practical, Presentation, Assignment)	2	–	1
4.5	Advertising Glossary and Campaign Localization- Prepare: 50 Advertising Terms (English-Hindi), 25 Brand Communication Terms, Translate and Transcreate One Complete Advertising Campaign in: English, Hindi, Regional Language (Practical, Presentation, Assignment)	2	–	I

Unit-V	Public Relations Writing, Translation and Transcreation	L	T	P
5.1	Public Relations Language - Language of Public Relations, Corporate Communication, Public Communication, Translation and Transcreation in PR, Multilingual PR Communication (Lecture, Presentation, Assignment)	2	1	1
5.2	Translation of PR Documents - Translate and Transcreate: Media Release, Media Advisory, Press Note, Backgrounder, Fact Sheet, Event Invitation Languages: English ↔ Hindi, English/Hindi ↔ Regional Language (Practical, Presentation, assignment)	2	–	1
5.3	Corporate Communication Writing - Translate and Adapt: CSR Reports, Annual Reports, Internal Communication, Speeches, Newsletters, Social Media Communication Maintain Organizational Tone While Adapting for Different Linguistic and Cultural Audiences (Practical, Presentation, Assignment)	2	–	1
5.4	AI-Assisted Public Relations Writing - AI-Assisted PR Writing, Media Monitoring, Sentiment Analysis, Crisis Communication Localization, Multilingual Reputation Management, Ethical AI in Public Relations Tools & Software - ChatGPT, Google Gemini, Meltwater, Cision, Prowly, Brandwatch, Talkwalker, Grammarly, Google Translate,	2	–	I

	DeepL (Practical, Presentation, Assignment)			
5.5	PR Glossary and Campaign Transcreation Prepare: 50 PR Terms (English-Hindi), 25 Corporate Communication Terms, Translate and Transcreate One Complete PR Campaign (Media Release + social media + Speech + Media Kit) in: English, Hindi, Regional Language. (Practical, Presentation, Assignment)	2	–	1

PRACTICAL/PROJECTS/ASSIGNMENTS:

1. List of words used in specialized areas of news (specialized beats/fields)
2. List of Hindi-English idioms
3. Translation of news
4. Translation of articles and feature journalism material (specialized journalism material)
5. Practice of writing news headlines and photo captions

SUGGESTED READINGS:

- Bonime, Andrew and pohlmann, Kenc. (1997). Writing for new media: The essential guide to Writing for Interactive Media. United States: Wiley.
- Prasad, S. (1993). Editors On Editing/ Hy. National Book Trust
- Hilliard, Robertl. (2010). Writing for television radio and new media. USA: Wadsworth Publishing Company Inc.
- Knight, Robertm. (2010). Journalistic writing: Building the skills. Honing the craft. Portland: Marion Street Press.
- Lindstrom, Simeon. (2015). Creative writing– From think to ink. Canada: CreateSpace Independent Publishing Platform.
- Raman, Usha. (2010). Writing for the Media. New Delhi: Oxford University Press.
- Stovall, Jamesg.(2014). Writing for the Mass Media. New York: Pearson.
- Chaturvedi, Ramswaroop. (1981). *Language and Sensibility* [Bhasha Aur Samvedna]. Allahabad: Lokbharti.
- Tiwari, Bholanath. (1984). *Language and Culture* [Bhasha Aur Sanskriti]. Delhi: Prabhat Prakashan.
- Tiwari, Bholanath. (1986). *The Nature of Standard Hindi* [Manak Hindi Ka Swaroop]. Delhi: Prabhat Prakashan.
- Tiwari, Bholanath. (1984). *Problems of Translation in Journalism* [Patrakarita Mein Anuvad Ki Samasyaen]. New Delhi: Shabdakar Prakashan.
- Tiwari, Bholanath. (1987). *Translation Science / Science of Translation* [Anuvad Vigyan]. Delhi: Shabdakar Prakashan.
- Dwivedi, Anupam. (2014). *Hindi Grammar* [Hindi Vyakaran]. Jaipur: Ritu Publication.
- Barnwal, Harish. (2012). *The Language of Television* [Television Ki Bhasha]. Radhakrishna Prakashan.
- Singh, Dr. Ajay Kumar. (2012). *The Changing Language of Media* [Media Ki Badalti Bhasha].
- Gupta, Jitendra & Priyadarshan; and Prakash, Arun. (2009). *Translation in Journalism* [Patrakarita Mein Anuvad]. Delhi: Rajkamal Prakashan.

E-RESOURCES:

- <https://www.bbc.co.uk/academy/hi>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- <https://www.shabdkosh.com/>

MA: APR- I
CCC-3: INTRODUCTION TO SOCIO-ECONOMIC POLITY
Total Marks: Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVES

1. To develop an understanding of the core values of the Indian constitution.
2. To orient students in understanding their surroundings so that they can understand and analyze issues implicit in polity, economy, culture, history, and other areas that concern humanity.
3. To develop the aptitude of students so that they can take initiatives in acquiring knowledge about issues and develop their own expressions by responding to these issues.
4. To develop an understanding of the world political system as well as the Indian political system.
5. To develop critical thinking among students about socio-economic and political systems.

LEARNING OUTCOMES

1. Students will be able to understand the Indian constitution, which will result in becoming better and responsible citizens and journalists.
2. Students will gain knowledge of the socio-economic and political systems of different countries, which will strengthen their global and national understanding.
3. Students will develop awareness about RTI, parliamentary and legislative procedures, the judicial system, etc., which will enhance their journalistic skills in the form of responsible reporting.
4. Students will become competent to discuss the socio-economic issues of the country.
5. Students will be able to participate in parliamentary discussions.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	-	2	-	2	-	1	-	2	-	2	-	3	-	2
CO2	2	-	2	-	2	2	-	-	2	-	2	-	-	2	2
CO3	2	-	2	1	2	2	1	-	2	1	1	1	2	-	3
CO4	-	2	2	-	2	2	-	-	-	-	1	-	3	3	-
CO5	-	2	2	-	2	2	-	-	-	-	1	1	2	3	1

3- High, 2-Significant, 1-Low

Unit-I	Indian Constitution: Basic Characteristics	L	T	P
1.1	Objectives and Ideals of Indian Constitution. (Lecture, PPT)	3	1	-
1.2	Fundamental Rights, Fundamental Duties and Directive Principles of State, Data Protection & Digital Personal Data Protection Act (India) (Lecture, PPT)	2	1	-

1.3	Federal and Unitary Nature, Centre-State Relationship. (Lecture, PPT)	3	1	-
1.4	Election, Electoral Reforms, Role of Election Commission Political Influencers, AI in Elections. (Lecture, Expert Lecture, GD)	2	1	-
1.5	Emergency Powers, Amendments of Constitution. (Lecture, PPT)	3	1	-

Unit-II	Political System and Parliamentary Proceedings	L	T	P
2.1	Introduction to Various Political Systems (America, Britain, India, Switzerland, Bangladesh, Nepal) (Lecture, PPT)	3	1	-
2.2	Parliamentary and Legislative Procedures in India. (Lecture, PPT, Visit)	2	-	-
2.3	Social Security, RTI. (Lecture, Expert Lecture)	4	1	-
2.4	Right to Privacy (Include Cybersecurity and AI Surveillance), RTE, Right to Food (Food Security Act), The Viksit Bharat- Guarantee for Rozgar and Aajeevika Mission (GRAMIN) (VB-G RAM G) Act, 2025 (Lecture, Expert Lecture)	3	1	-
2.5	Indian Judicial System, Lok Adalat, PIL. (Lecture, Expert Lecture)	2	1	-

Unit-III	History Culture and Society	L	T	P
3.1	Characteristics of the Main Stages of Indian History. (Lecture, Presentations)	3	1	-
3.2	Cultural Diversity of India, Concept of Nationalism, Nationalism of Tagore, Nationalism of Gandhi and Cultural Nationalism. (Lecture, Presentations)	2	1	1
3.3	Ideology & Indian Political Thinkers: Secularism, Communism, Socialism, Capitalism and Fundamentalism. Mahatma Gandhi, M.N. Roy, Dr. B.R. Ambedkar, Dr. Ram Manohar Lohia, Deendayal Upadhyay, Jawaharlal Nehru (Lecture, Expert Lecture)	2	1	1
3.4	Aspects of Various Social Concerns: Poverty, Gender Studies: Gender Portrayal in Advertising and Media, Census. (Lecture, Expert Lecture)	2	1	-
3.5	Women Rights and Empowerment, Child Rights & Human Rights; Digital Rights and Online Harassment (Lecture, Expert Lecture)	2	-	-

Unit-IV	Introduction to Indian Economy and World	L	T	P
4.1	Nature of Indian Economy, Before Nehruvian Socialism and Post LPG (Liberalization, Privatization and Globalization) (Lecture, Case Study)	3	1	1
4.2	Essential Economic Terms Like Inflation, Devaluation, Budget Deficit, GDP. (Lecture, PPT)	3	-	-

4.3	Indian Agriculture: Issues and Problems, Indian Industry: Challenges (Lecture, Case Study)	4	-	-
4.4	World Trade Organization (WTO), World Bank, IMF, ADB. (Lecture, PPT)	2	1	-
4.5	Capitalism, Socialism, Cyber Warfare and Information Warfare (Lecture, Expert Lecture)	3	-	-

Unit-V	Current Affairs-Issues & International Scenario	L	T	P
5.1	Indian Foreign Policy (Lecture, Expert Lecture)	3	1	1
5.2	Panchsheel, Non-Aligned Movement (NAM), Look East Policy (Lecture, Expert Lecture)	3	1	-
5.3	United Nations: BRICS, OPEC, African Union, ASEAN, G20, SDGs (Lecture, PPT, Expert Lecture)	3	-	-
5.4	Introduction to International Politics: Current Major Issues (Lecture, Expert Lecture)	3	-	-
5.5	International Organization: UNESCO, UNDP, UNEP, UNFCCC, World Economic Forum, Amnesty International, Transparency International. (Lecture, Expert Lecture)	3	-	-

PRACTICAL/PROJECTS/ASSIGNMENTS

- Comparing at least two articles published on the same subject with different perspectives.
- Preparing a clipping file on a particular theme/subject and writing a summary report on that.
- Any other assignment given by the concerned faculty.

SUGGESTED READINGS

- Bakshi, P.M. (2017). The Constitution of India. Universal Law Publishing Co. Pvt. Ltd.
- Debates of the Constitution Assembly. (2014). Lok Sabha Secretariat.
- Chandra, B. (2003). In the Name of Democracy. Penguins Book Pvt. Ltd.
- Das, G. (2000). India Unbound: From Independence to Global Information Age. India: Penguin Books
- Guha, R. (2007). India After Gandhi. New York, U.S.A: Harper Collins.
- H.K.Sahare. (2016). Parliamentary and Constitutional Law Dictionary. Universal Law Publishing.
- Kothari, R. (1970). Politics in India. Orient Blackswan.
- Khilnani, S. (1997). Idea of India, USA: Farrar, Straus & Giroux.
- Marx, K. (1867). Das Kapital. Verlag Von Otto Meisner.
- Nehru, J. L. (1946). Discovery of India. UK: Meridian Books.
- S.Sarkar, J. (1950). The Constitution of India. Allahabad: Alia Law Agency.
- Smith, A. (1776). The Wealth of Nations. Scotland: W.Stranhan and T. Cadell, London.
- Tagore, R. (1917). Nationalism. San Francisco: The Book Club of California.
- डॉ. टी. एन. पाण्डेय (2016). भारत का संविधान सेंट्रल लॉ एजेन्सी, इलाहाबाद।
- डॉ. वी. पी. वर्मा (1998). भारतीय प्रशासन व्यवस्था. एस. चाँद एण्ड कम्पनी लिमिटेड।
- एल. एल. सिंह (2010). अंतर्राष्ट्रीय अर्थशास्त्र. वृन्दा प्रकाशन लिमिटेड।
- श्यामलाल मीणा (2008). भारतीय संस्कृति. सूर्या प्रकाशन, जयपुर।
- रामधारी सिंह दिनकर (2011). संस्कृति के चार अध्याय. लोकभारती प्रकाशन, इलाहाबाद।
- डॉ. बी. एल. फड़िया. भारतीय शासन एवं राजनीति. कैलाश पुस्तक सदन, भोपाल।

- डॉ. सुभाष कश्यप (2019). भारतीय संविधान. नेशनल बुक ट्रस्ट, नई दिल्ली।
- डॉ. सुभाष कश्यप (2011). भारतीय संसद. नेशनल बुक ट्रस्ट, नई दिल्ली।

E-RESOURCE

- <https://www.legislative.gov.in/>
- <https://www.pib.gov.in/pressreleasepage.aspx?prid=2259691®=3&lang=1>
- <https://www.orfonline.org/research/elections-accountability-and-democracy-in-the-time-of-a-i>

MA: APR- I
CCE-1: AI-ENABLED MULTIMEDIA PRODUCTION TOOLS AND TECHNIQUES
Total Marks: Theory-30 Practical-50 Internal-20 Credit-6

COURSE OBJECTIVES

1. To understand multimedia basics and its terminology and apply those traits in the field of Advertising.
2. To explore basic knowledge on computers and Photoshop also understand how Photoshop will help to create images in the desired work area.
3. This course will demonstrate the various tools that assist in formatting text, importing images and creating page layouts with the help of Adobe Photoshop required for advertisement and PR industry.
4. Develop proficiency in vector graphic design tools and techniques to create logos, illustrations, layouts, and other professional-quality digital artwork using Adobe Illustrator or CorelDRAW.
5. Apply design principles and production workflows to create, edit, and prepare vector graphics for print, web, and multimedia applications while maintaining quality and scalability.

LEARNING OUTCOMES

1. Have proficiency in a broad range of design skills pertaining to publication & web design.
2. Have a basic understanding of text, typography, vector tools and animated gifs and be able to appropriately output files for both print and web.
3. Successfully create images that can be used as portfolio builders.
4. Confidently participate in professional design practice and management within a collaborative work environment.
5. Analyze, synthesize and utilize design processes and strategy from concept to delivery to creatively solve communication problems.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	–	2	–	–	–	1	3	2	–	–	–	2
CO2	3	2	2	2	2	–	–	–	1	3	2	–	–	–	2
CO3	3	3	2	2	2	–	1	–	1	3	2	–	–	1	2
CO4	3	3	2	2	2	–	1	–	1	3	2	1	–	1	2
CO5	3	2	1	–	2	–	–	–	1	3	2	–	–	–	2

3- High, 2-Significant, 1-Low

Unit-I	Introduction to Multimedia	L	T	P
1.1	Introduction to Multimedia, Definition, Concept, and Characteristics of Multimedia, Elements of Multimedia: Text, Graphics/Images, Audio, Video, Animation (Lecture)	2	-	-
1.2	Types of Multimedia: Linear Multimedia, Non-Linear (Interactive) Multimedia. Multimedia Hardware and Software: Input and Output Devices, Basic Multimedia Software Tools. (Lecture, Practical)	2	1	2
1.3	Applications of Multimedia: Education, Entertainment, Business, Advertising, Healthcare. Advantages and Limitations of Multimedia. (Lecture, Practical)	2	1	1
1.4	Multimedia File Formats: Image Formats (JPEG, PNG, GIF), Audio Formats (Mp3, WAV), Video Formats (Mp4, AVI) (Lecture, Practical)	2	1	1
1.5	Basic Concepts of Digital Media: Resolution, Pixel, Color Depth. Introduction to Multimedia Authoring and Presentation Tools. (Lecture, Practical)	2	1	-

Unit-II	Basics of Photo Editing Software (Photoshop)	L	T	P
2.1	Introduction to Photo Editing: Meaning and Importance of Photo Editing. Role of Photo Editing in Media, Advertising, and Design (Lecture- Practical, Class Activity)	1	1	2
2.2	Overview of Photo Editing Software: Introduction to Adobe Photoshop, GIMP, and Other Tools. Comparison Between Free and Paid Software (Interactive Tutorials, Class Activity, Small Project)		2	2
2.3	Image Fundamentals: Raster Vs Vector Images, Image Resolution, Pixel, and Aspect Ratio, Color Modes (RGB, CMYK, Grayscale), File Formats (JPEG, PNG, TIFF, PSD) (Interactive Tutorials)		2	2
2.4	Interface and Tools: Workspace, Menus, and Panels, Selection Tools, Crop Tool, Move Tool, Basic Navigation and Zooming (Lecture- Practical, Class Activity)		1	2
2.5	Basic Editing Techniques: Cropping, Resizing, and Rotating Images, Brightness, Contrast, and Color Correction, Use of Filters and Effects (Lecture- Practical, Tutorials)		1	2

Unit - III	Editing Techniques and Applications (Photoshop)	L	T	P
3.1	Advanced Editing Features: Layers and Layer Styles, Masking and Blending Modes, Retouching Tools (Healing, Cloning), Text and Typography in Images. (Lecture- Practical, Use of Exhibits and Displays)		2	2
3.2	Image Enhancement and Design: Background Removal and Replacement, Photo Manipulation Basics, Creating Posters, Banners, and Social Media Graphics. (Lecture- Practical, Class Activity, PowerPoint Presentation)		2	2
3.3	Exporting and Practical Applications: Saving and Exporting in Different Formats, Preparing Images for Print and Web, Real-World		2	2

	Applications in Advertising, Photography, and Digital Media. (Lecture- Practical, Class Activity)			
3.4	Color Grading and Advanced Color Correction (Using Curves, Levels, and Color Balance Tools) (Lecture- Practical)		1	2
3.5	Introduction to AI Base Tools for Photo Editing. Advantages of AI Base Tools. (Lecture- Practical, Tutorials)		1	2

Unit-IV	Basics of Vector Graphics Software (CorelDRAW)	L	T	P
4.1	Introduction to Vector Graphics: Meaning and Importance of Vector Graphics, Difference Between Raster and Vector Images (Lecture- Practical, Tutorials, Activity)	1	1	2
4.2	Overview of Vector Software: Introduction to Adobe Illustrator and CorelDRAW, Features and Uses of Vector-Based Software (Lecture- Practical)		2	2
4.3	Basic Concepts: Paths, Nodes, Curves, and Shapes, Fill and Stroke Properties, Color Modes and Gradients (Lecture- Practical)		2	2
4.4	Interface and Tools: Workspace, Menus, and Panels, Selection, Shape, Pen, and Text Tools (Lecture- Practical, Class Activity)		1	2
4.5	File Handling: File Formats (AI, CDR, SVG, EPS), Saving, Exporting, and Importing Files (Lecture- Practical)		1	2

Unit-V	Drawing Techniques and Applications (CorelDRAW)	L	T	P
5.1	Basic Drawing Techniques: Creating Shapes and Objects, Using Pen Tool for Drawing Paths, Transformations (Scale, Rotate, Skew) (Lecture- Practical)		2	2
5.2	Advanced Editing Tools: Node Editing and Path Manipulation, Layers and Object Arrangement, Alignment and Distribution (Lecture- Practical, Class Activity)		2	3
5.3	Text and Typography: Adding and Formatting Text, Text Effects and Styles (Lecture- Practical, Class Activity)		2	3
5.4	Design and Illustration: Logo Design Basics, Creating Icons, Illustrations, and Layouts. Output and Applications: Preparing Designs for Print and Web, Real-World Applications in Advertising, Branding, and Publishing (Lecture- Practical, Class Activity)		1	1
5.5	Introduction to AI Base Tools for Vector Graphics Software. Advantages of AI Base Tools. (Lecture- Practical, Class Activity)		1	1

PRACTICALS/ASSIGNMENTS:

- Image retouching and color correction: import a photograph into Photoshop. Use selection tools, spot healing brush, and clone stamp tools to remove imperfections. Adjust brightness, contrast, levels, and color balance. Save the edited image in PSD and JPEG formats.

- Creative poster/banner design: design a promotional poster or banner using multiple images, text, and shapes. Apply layers, masks, blending modes, and filter effects. Organize the artwork using layer groups and export the final design as a high-quality PNG or JPEG file.
- Visiting card design: create a simple visiting card using shapes and text. Apply colors, alignment, and basic formatting. Save the file in AI/CDR format and export it as PDF.
- Logo creation: design a basic logo using vector shapes and text. Use fill colors, outlines, and simple effects. Save the artwork in AI/CDR format and export it as PNG.

SUGGESTED READINGS:

- Bauer, Peter. (2013). Photoshop Cc for Dummies. New Jersey: John Wiley & Sons Inc
- Dewis, Glyn. (2015). The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques. Peachpit Press.
- Faulkner, Andrew and Chavez, Conrad. (2017). Adobe Photoshop Classroom in A Book. Adobe
- Harrison, Timothy. (2016). Photoshop: From Beginner to Expert - the Ultimate Guide to Learning the Basics and Mastering Photoshop. CreateSpace Independent Publishing Platform.
- Kelby, Scott. (2016). "How Do I Do That in Photoshop?". California: Rocky Nook
- Ralf, Steinmetz and Nahrstedt, Klara. (2004) "Multimedia Systems". Illinois: Springer.
- Peter Schiessl, (2023) CorelDRAW 2023 - Training Book with Many Exercises
- Niranjana Jha Showman, Teach Yourself CorelDRAW, Notion Press
- Prof. Satish Jain, M. Geetha, CorelDRAW Training Guide, Bpb
- Vishnu Priya Singh, CorelDRAW Seekhein Apne Aap, Computech Publications Ltd
- Buck Huxley, CorelDRAW 2026 User Manual: Master Vector Design, Layout, and Workflow — From Beginner to Pro with Real Projects, Expert Tips & Future-Ready Techniques

E-RESOURCES:

- <http://www.pexels.com/>
- <http://www.lifeofpix.com/>
- <http://www.unsplash.com/grid/>
- <https://pixabay.com/>
- <https://indesignsecrets.com/resources>

MA: APR- I
CCE-2: COMMUNICATION : THEORY AND PRACTICE

Total Marks: Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVES

1. To orient learners towards basic constituents for practice and relevance of communication.
2. To understand the concept of mass communication and be acquainted with its various components.
3. To critically understand the models and theories of mass communication.
4. To explore how mass communication can be effectively used for societal action.
5. To develop communication experts.

LEARNING OUTCOMES

1. Differentiate between various kinds of communication and perform as an effective communicator.
2. Capable of applying analytical and critical thinking to explore the working of the media industry.
3. Able to plan and execute effective communication strategies that connect to the target audiences.
4. Demonstrate effective communication skills.
5. Competent in applying communication strategies across various platforms.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	1	1	1	–	–	–	1	1	2	1	–	–	2
CO2	3	3	2	1	2	1	–	–	1	2	1	1	–	–	2
CO3	3	2	3	2	3	2	–	1	2	2	2	–	–	–	2
CO4	2	3	2	2	2	2	1	–	3	2	2	2	2	1	2
CO5	3	3	2	3	2	1	2	–	2	3	2	2	1	2	3

3- High, 2-Significant, 1-Low

Unit-I	Understanding Communication	L	T	P
1.1	Defining Communication: Scope, Importance, Need, Functions, Elements, and the Process of Communication. (Lecture, PPT, Discussion)	3	2	1
1.2	Levels of Communication: Intrapersonal, Interpersonal, Group Communication, Mass Communication, and Data-Driven Communication. (Lecture, Tutorials, Class Activities)	2	1	2
1.3	Verbal (Oral and Written) and Non-Verbal Communication (Body Language and Digital Body Language), Semiotics, and Semantics. (Lecture, Demonstration, Simulation Exercises.)	2	1	2

1.4	Effective Communication: 7 Cs of Communication and Barriers to Communication (Physical, Mechanical, and Psychological). (Lecture)	1	-	2
1.5	Visual Communication: Concepts and Processes, Infographics, Data Visualization Tools (Canva and Tableau), Instagram Stories, and Reels Formats. (Lecture, Discussion.)	1	-	2

Unit-II	Models & Theories of Communication	L	T	P
2.1	Aristotle's Model, Lasswell's Model, Berlo's SMCR Model Shannon-Weaver Mathematical Model Wilbur Schramm's Interactive Model (Lecture, PPT, Discussion)	1	1	-
2.2	Newcomb's Model of Communication, George Gerbner's Model Dance's Helical Model, Spiral of Silence (Lecture, Expert Online Tutorials, PPT)	1	1	-
2.3	Indian Communication Theories: Concept and Process (Sahridaya and Sadharanikaran) (Lecture)	1	1	-
2.4	Mass Society Theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow Theory (Multi-Platform, Multi-Influencer Flow) (Lecture)	1	1	-
2.5	Diffusion of Innovation, Cultural Theories (Lecture, Discussion)	1	1	-

Unit - III	Social & Behavioural Theories	L	T	P
3.1	Sociological Communication Theories: Agenda Setting (Digital Agenda Setting (Trending Topics, Hashtag Campaigns) Uses and Gratification, Dependency Theory, Cultivation Theory, Knowledge-Gap Theory (Lecture)	2	2	-
3.2	Social Learning and Persuasion Theories: Social Learning Theory (Online Learning, Social Proof, FOMO), (Lecture)	2	2	1
3.3	Attitude Theory, Reasoned Action Theory, ELM Theory. Cognitive Dissonance Theory. (Lecture, PPT)	2	2	-
3.4	Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention (Lecture)	2	2	1
3.5	New Media Theories: Interactivity, Digitization and Convergence. (Lecture)	2	2	-

Unit-IV	Business & Digital Media Communication	L	T	P
4.1	Fundamentals of Digital and Business Communication and the Changing Media Landscape; AI, ML, VR (Lecture, PPT)	2	2	-
4.2	Business Communication Essentials: Business Letters, Proposals, Minutes of Meetings, Negotiation Communication Writing for the Web: Blogs, Websites, SEO-Friendly Content, Email Communication (Lecture, PPT)	2	2	-
4.3	Business & Social Media Communication: Platform-Specific Strategies (Instagram, X, LinkedIn, YouTube) (Lecture, PPT, Class Activity)	2	2	2
4.4	Content Strategy- Multi-Media Storytelling, Community Management, and Online Communication Management (Lecture, PPT)	2	2	1
4.5	AI & Data-Driven Communication: Analytics, Audience Insights, and Measuring Engagement (Lecture, PPT)	2	1	-

Unit-V	International Communication	L	T	P
5.1	International Communication Theories: Propaganda (Modern Disinformation Campaigns, Deep Fakes) (Lecture, Discussion)	2	1	-
5.2	Asian Perspective of Communication: Wimal Dissanayake, Bhatnayaka, Chen and Mike (Lecture, PPT, Discussion)	2	1	-
5.3	Media Imperialism (Platform Imperialism (Facebook, Google Dominance), Media Convergence (Lecture, Tutorials, Discussion)	2	1	-
5.4	Mass Media and Popular Culture, Cross Cultural and Ethical Dimensions of Professional Communication. (Lecture, Tutorials, Discussion)	2	1	-
5.5	New World Information and Communication Order (NWICO), Macbride Commission Report (Lecture, Tutorials, Case Discussion)	-	-	-

PRACTICAL/PROJECTS/ASSIGNMENTS:

- Prepare a speech on any current social/political/economic/technological issue, present it individually.
- Write an essay/article on impact of media on audience (800-1000 words)
- Presentation through PPT on any media house comprising of details related to its business, speciality/genre, contributors, acclamations and associations.
- Media industry visit

- Assign students two different news outlets. They must track the top three stories over 3 days and analyze how the "salience" or importance of these issues is established through placement, frequency, and tone, as described in Agenda-Setting theory.

SUGGESTED READINGS:

- Adler, Ronald. (2013). Understanding Human Communication. Delhi: Oxford University.
- **Baran, S. J., & Davis, D. K. (2021).** *Mass Communication theory: Foundations, Ferment, and Future* (8Th Ed.). Oxford University Press.
- Gupta, M.R (2010). Mass Communication: A Simple Approach. New Delhi: Raj Publications.
- Kumar, J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing House (New Ed.)
- Littlejohn, W. Stephen (1989). Theories of Human Communication. 3rd Ed., California: Belmont.
- Mcquail, Denis. (2010). Mcquail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- Melvin L. De Fleur and Evelette Dennis (1988). Understanding Mass Communication. Boston, USA: Houghton Mifflin.
- Melvin L. De Fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication. New York: Pearson.
- Rogers M. Everett. (1997). A History of Communication Study. New York: Free Press.
- Vilanilam, J.V (2002). Mass Communication: Theory and Practice. Bhopal, India: MCNUJC.
- Vivian, J. (2011). The Media of Mass Communication. India: Prentice Hall.
- West, R., & Turner, L. (2024). *Introducing Communication Theory: Analysis and Application* (6Th Ed.). McGraw Hill.
- Wilbur Schramm and Donald F. Roberts (Ed) (1971). The Process and Effects of Communication. Chicago: University of Illinois Press
- Williams, K. (2003). Understanding Media Theory. London: Bloomsbury Academic.
- Werner, Severin J. And Tankard W. James., Communication Theories. Origin, Methods, Uses. London: Longman.
- Schramm, Wilbur (1973). Men, Messages and Media. New York, USA: Harper & Row.

E-RESOURCES:

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>
- Global Media and Communication: <https://journals.sagepub.com/home/gmc>
- *Encyclopedia of Communication theory*. Sage Knowledge. <https://sk.sagepub.com/ency/edvol/communicationtheory/toc>

MA: APR- I
OE-1: ADVERTISING AND PUBLIC RELATIONS

Total Marks: Theory-25 Practical-15 Internal-10 Credit-3

COURSE OBJECTIVE

1. To familiarize students with the fundamental concepts in Public Relations and Advertising, their importance, functions, and applications.
2. Educate them about the historical developments across the world and India in the field of PR and Advertising.
3. To enhance the understanding of students with regard to the apex institutions of Public Relations and Advertising.
4. To develop critical and analytical thinking for PR and Advertising.
5. To sensitize students towards the ethical and social obligations of the profession.

LEARNING OUTCOME

1. Conceptual clarity of Advertising and Public Relations.
2. Understand and handle the key processes involved in Public Relations in different industries.
3. Evaluate the tools of Public Relations depending upon different types of media.
4. Able to assess different advertisements on the basis of the appeals and their appropriateness as per the ethics.
5. Analyse the negative impact of Advertising on children and the portrayal of women and how it can be changed.

COURSE MAPPING															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	–	1	–	–	–	1	1	2	–	–	–	2
CO2	3	2	1	–	1	1	–	–	2	1	2	2	–	–	2
CO3	3	2	2	1	2	1	–	–	1	2	1	1	2	–	1
CO4	2	2	3	2	3	2	1	–	2	2	2	1	2	1	2
CO5	2	2	2	2	2	1	1	–	3	1	2	2	3	2	2

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3- High, 2-Significant, 1-Low

Unit-I	Fundamentals of Public Relations	L	T	P
1.1	Public Relations: Meaning, Concept, Definitions, Importance and Role of Public Relations in Society. (Lecture)	2	1	-
1.2	Public Relations: Nature, Function and Scope (Lecture, Study Material)	3	1	-

1.3	Understanding Public Relations, Advertising, Propaganda and Publicity: Concept, Dimensions and Distinctions (Brief Lecture, Assignment)	3	-	1
1.4	Publics and Stakeholders: Internal and External Publics, Stakeholder Identification, Importance of Building Relationships with Stakeholders. (Lecture, PPT)	3	1	-
1.5	Media and Public Relations: Print, Electronic, Digital and social media; Role of Different Media in Public Relations. (Lecture, PPT)	3	-	1

Unit-II	Public Relations in Practice	L	T	P
2.1	Public Relations Tools and Techniques (Print): Media Releases, Brochures, Newsletters, Annual Reports, Corporate Magazines, Media Kits (Brief Introduction Followed by Group Presentations by Student)	3	1	-
2.2	Public Relations Tools and Techniques (Electronic): Interviews, News Coverages, PSA, Media Conferences, Video News Release, Panel Discussion (Lecture, Discussion)	3	-	1
2.3	Public Relations Tools and Techniques (Digital): Websites, social media, Email Newsletters, Blogs, Online News Portals (Lecture, Discussion)	3	-	1
2.4	Public Relations in Different Sectors: Government, Corporate, Educational Institutions, Healthcare, NGOs, Startups and Personal Branding. (Lecture, Discussion)	3	-	1
2.5	Digital Public Relations: Social Media, Online Reputation Management, Influencer Communication and Emerging Trends in Public Relations. (Lecture, Discussion)	2	-	-

Unit-III	Professional and Ethical Public Relations	L	T	P
3.1	Evolution of PR & Professional Bodies (Lecture, Discussion)	2	-	-
3.2	Ethics in Public Relations: Professional Ethics, Code of Conduct, Transparency, Accountability and Responsible Communication. (Lecture, Discussion)	3	1	-
3.3	Artificial Intelligence in Public Relations: AI-Assisted Communication, Content Creation and Ethical Use of AI Tools (Lecture, Discussion, Practical)	3	-	1
3.4	Public Relations and Society: CSR, Sustainability Communication, Crisis Communication and Community Engagement. (Lecture, Discussion)	3	-	-
3.5	PR Case Studies (Lecture, Discussion)	3	-	1

Unit-IV	Introduction to Advertising	L	T	P
4.1	Introduction to Advertising: Meaning, Concept, Definitions, Objectives, Functions and Importance of Advertising in Business and Society. Growth of Advertising (Lecture, PPT)	2	-	1
4.2	Types of Advertising: Commercial, Social, Government, Institutional and Digital Advertising. (Lecture, PPT)	2	1	-
4.3	Advertising Media: Print, Broadcast, Outdoor, Digital and Social Media; Characteristics, Advantages and Limitations of Different Media. (Lecture)	3	-	-
4.4	Advertising Agencies: Function, Structure and Types; Full-Service Agency, Creative Boutique, Media Boutique, Composite Agency (Lecture, PPT)	3	1	-
4.5	Advertising, Marketing and Branding: Relationship Between Advertising and Marketing, Branding, Consumer Awareness and Target Audience. (Lecture, PPT)	3	-	-

Unit-V	Advertising: Creativity, Society and Ethics	L	T	P
5.1	Creativity in Advertising (Lectures, Assignment)	2	-	1
5.2	Digital Advertising, Content Marketing, Artificial Intelligence and Contemporary Communication. Case Studies (Lecture, PPT, Case Studies)	3	-	1
5.3	Media Planning and Operations (Lecture, PPT, Case Studies)	3	-	1
5.4	Advertising and Society: Impact of Ads on Children, Portrayal of Women in Ads, Social Impact, Psychological Impact Case Studies (PowerPoint Lecture, Case Presentation by Students, Expert Sessions)	3	1	-
5.5	Advertising Ethics and Self-Regulation: Introduction to ASCI, AAAI; Misleading Advertisements, Puffery, Surrogate Advertising, Influencer Advertising and Responsible Advertising Practices. (Lecture, PPT, Case Studies)	3	1	-

PRACTICALS:

- Speeches on different issues as a part of PR tools.
- Written assignment about PR in different government organizations.
- PowerPoint presentation about the assigned PR organization.
- Analysis of ad campaigns by Madhya Pradesh tourism, Vodafone zoo-zoo, Amul.
- Develop a media release and a print ad on any social issue.
- Study of advertisements using different appeals.

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean. Advertising Creative Strategy, Copy & Design, 3rd edition. India: SAGE
- Bovee & Arens. Contemporary Advertising. USA: Irwin.
- Chunawala & Sethia. Foundations of Advertising ,8th Edition. India: Himalaya Publishing House.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- Kaul, J.M (1992). Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly, Philip. (2002). Handbook of Public Relations and Communication. Delhi. India: Jaico Publishing House.
- Nayyar, Deepak. (2006). Public Relations Communication. Jaipur, India: ABD Publishers
- Pathak, Ajit. (2008). Public Relations Management. New Delhi, India: Ocean Books Pvt. Ltd.
- Reddi, C V Narasimha. (2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt. Ltd.
- Jethwaney, J. & Jain, S. (2012). *Advertising Management*. Oxford University Press India.
- Pandey, P. (2015). *Pandeymonium*. Penguin Books India.
- Tiwari, S. (2010). *the Uncommon Sense of Advertising- Getting the Basics Right*. Response Books.
- Jethwaney, J. (2021). *the beauty Paradigm: Gender Discourse in indian Advertising*. Sage Publications.
- Sengupta, S. (2005). *Brand positioning: Strategies for competitive advantage* (2nd ed.). Tata McGraw-Hill.

E-RESOURCES:

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>

SECOND SEMESTER MARKS DISTRIBUTION

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

(Department of Advertising and Public Relations) MA: APR

	S.No	Core Course (Compulsory) (CCC) 6 Credit- All Compulsory	Core Course (Elective) :(CC E) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester
SEM II	CCC-4	Principles & Practice of Management	CCE-3 Digital Communication: Public Relations & Advertising Or CCE-4 Development Communication	OE-2 Creative Communication
	CCC-5	Strategic Advertising		
	CCC-6	Strategic Public Relations & Public Affairs		

MA: APR- II
CCC-4: PRINCIPLES & PRACTICES OF MANAGEMENT
Total Marks: Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVES

1. To make students understand the core management principles which are applicable to individuals and organizations.
2. To make students learn the basics of management functions and realize the ideal characteristics of a manager.
3. To help students improve their planning, organizing, leading, coordinating, and decision-making skills.
4. To use managerial skills in all the fields of mass communication.
5. To evolve as an entrepreneur.

LEARNING OUTCOMES

1. Improved managerial qualities.
2. Enhanced leadership skills and decision-making skills.
3. Developed team building, group cohesion, and communication skills.
4. Able to act as an effective manager.
5. Capable of developing and executing managerial programmes.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	1	1	2	—	—	—	1	1	2	—	—	1	2
CO2	3	2	2	2	2	1	1	—	1	1	2	—	—	1	2
CO3	2	2	3	3	3	2	1	1	2	2	2	—	1	2	2
CO4	3	3	2	3	2	2	2	—	2	2	2	1	1	2	2
CO5	2	3	2	3	2	1	3	—	2	2	3	1	2	3	3

1-low, 2- high,3-significant,

Unit-I	Introduction to Principles and Practices of Management	L	T	P
1.1	Concept, Nature, Scope, Functions and Process of Management (Lecture, PPT)	3	1	—
1.2	Management Discipline as Art or Science (Lecture, Group Discussion)	3	1	—
1.3	Understanding Management and Administration, Levels of Management (Lecture, Industrial Visit)	3	—	—
1.4	Managerial Skills, Competencies and Leadership Attributes (PPT, Lecture, Role Play)	2	1	1

1.5	Contemporary Management Practices and Role of AI in Modern Management (Lecture, PPT)	2	1	–
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Unit - II	Evolution of Management Thought and Planning	L	T	P
2.1	Evolution of Management Thoughts and Classical Approaches (Scientific, Administrative and Bureaucratic) (Lecture, PPT)	2	–	–
2.2	Neo-Classical and Behavioural Approaches (Human Relations, Maslow, McGregor, Barnard, Mary Parker Follett) (Lecture, PPT)	2	–	–
2.3	Modern Management Approaches: Quantitative, Systems, Contingency and Mbo (Lecture, PPT)	3	1	–
2.4	Planning: Concept, Nature, Importance, Types and Planning Process (Lecture, PPT)	3	–	–
2.5	Decision Making: Concepts, Types, Techniques and Group Decision Making (Lecture, PPT)	3	1	–

Unit- III	Organising and Directing	L	T	P
3.1	Organising: Concept, Process and Principles of Organisation (Lecture, PPT, Group Discussion)	2	–	–
3.2	Organisation Structure: Formal and Informal Organisations; Line, Functional and Staff Structures (Lecture, PPT)	2	1	–
3.3	Authority, Responsibility, Accountability, Delegation and Span of Control (Lecture, PPT, Case Study of Coca Cola and Pepsi)	3	–	1
3.4	Departmentalisation, Centralisation and Decentralisation (Lecture, PPT, Management Game)	3	1	–
3.5	Directing, Leadership Styles, Motivation and Communication Process (Lecture, PPT, Brainstorming Session)	2	–	–

Unit- IV	Controlling and Contemporary Management Practices	L	T	P
4.1	Controlling: Concept, Importance, Process and Characteristics of Effective Control (Lecture, PPT)	2	–	–
4.2	Types and Techniques of Control Systems (Lecture, PPT)	3	1	1
4.3	Communication Channels, Barriers to Communication and Conflict Management	3	1	1

	(Lecture, PPT, Case Study on Disney Design)			
4.4	Strategic Management Practices, Ethics and Corporate Governance (Lecture, PPT)	3	–	1
4.5	Emerging Trends in Management: Digital Transformation, Innovation and AI-Enabled Management (Lecture, PPT)	3	–	–

Unit-V	Event Planning and Management	L	T	P
5.1	Introduction to Events: Concept, Importance, Types of Events, MICE and Role of Event Managers (Lecture, PPT)	2	–	–
5.2	Event Planning Process: Event Proposal, SWOT & PEST Analysis, Policies, Procedures and Legal Considerations (Lecture, PPT)	3	1	1
5.3	Sponsorship, Budgeting, Financial Planning, Audience Acquisition and Participation (Lecture, PPT, Group Discussion)	3	–	–
5.4	Event Marketing: Advertising, Public Relations, Customer Engagement, Event Coordination and Control (Lecture, PPT, Case Study on Control Techniques)	2	–	1
5.5	Artificial Intelligence in Event Management: AI Tools, Audience Analytics, Personalisation, Predictive Insights and Case Studies (Lecture, PPT and Discussion)	2	–	1

PRACTICALS:

- Case studies: Related to management principles.
- Study of management strategies of any corporate house.
- A study related to management of any one media organization.
- Enactment of some management games.
- Field visit and role plays.

SUGGESTED READINGS:

- Kreitner. (2009). Management Theory and Applications, India: Cengage Learning
- Koontz, Harold & Putti, Joseph M. (1998). Essentials of Management, an Asian Perspective. New Delhi: Tata Mc Graw Hill.
- Koontz and Weihrich. (15Th Ed.). Principles of Management, New Delhi: Tata Mc Graw Hill.
- Rao, V. S. P., & Hari Krishna, V. (2009). *Management: Text and cases*. Excel Books India.
- Robbins (2008). Management, 9Th Edition, New Delhi: Pearson Education.
- Satya Raju & Parthasarthy, Management: Text & Cases, New Delhi: Prentice Hall of India
- Sharma, A., & Arora, S. (2018). *Event management and marketing: Theory, practical approaches, and planning*. Bharti Publications.

- Raghuraman, N., & Mehta, V. S. (2007). *Management funda: Vyavaharik evam aadhyatmik sootra*. Radhakrishna Prakashan.
- Gupta, P. (2013). *Principles and practices of modern management*. Alpha Science International.

E-RESOURCES:

- https://www.managementstudyguide.com/leadership_basics.htm
- <https://smallbusiness.chron.com/organizational-leadership-concepts->
- <http://www.businessmanagementideas.com/organisation-structure>
- <https://www.amazon.in/principles-management-durai-pravin-ebook>

MA: APR - II
CCC- 5: STRATEGIC ADVERTISING
Total Marks:100 Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVE

1. To acquaint students with theoretical and practical aspects of advanced Advertising.
2. To provide basic and emerging concepts and principles for better decision-making in the areas of Advertising.
3. To enable students to integrate various functions with organizational goals and strategies.
4. To provide hands-on training in Advertising campaign planning for brands.
5. To provide skills in various relevant software, especially for campaign planning and Advertising.

LEARNING OUTCOME

1. Students will be able to apply their theoretical concepts in the field of Advertising.
2. They will be able to design effectively for brand and campaign promotion.
3. Students will participate in the development of creative solutions to address Advertising and marketing communication challenges.
4. Students will be able to design and develop Advertising campaign plans for brands, incorporating creative strategy, media planning, and audience targeting.
5. They can analyze the latest trends in Advertising and apply Advertising strategies, tactics, and techniques effectively.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	-	2	1	-	-	1	1	2	2	3	1	2
CO2	3	3	3	2	3	3	1	1	2	2	2	1	2	2	2
CO3	2	3	3	2	2	2	2	-	3	2	2	2	2	2	3
CO4	3	3	3	3	3	2	2	1	2	3	3	2	2	3	2
CO5	2	3	3	2	3	-	2	2	3	3	1	2	3	2	3

3- High, 2-Significant, 1-Low

Unit-I	Foundations and Theories of Advertising	L	T	P
1.1	Evolution of Advertising: From Traditional to Digital (Lecture)	2	-	-
1.2	Advertising & Branding as a Tool of Marketing Promotions. (Lecture)	2	2	-
1.3	Theories of Persuasion: Maslow's Need Hierarchy Theory, Bullet Theory, AIDA, Hierarchy of Effects, Elaboration Likelihood Model (Lecture, PPT)	2	-	-
1.4	Green Advertising, Gender representation in Advertising, Health	3	3	2

	Communication, Surrogate Advertising, Covert Advertising and Other Types of Emerging Promotions (Lecture, PPT, Class Activity)			
1.5	Apex Bodies of Advertising: AAAI, ASCI, TAM, NARB, NARC, BARC Ethics and Regulations in Advertising; Social Obligations. (Lecture)	2	1	1

Unit-II	Strategic Advertising Planning	L	T	P
2.1	Indian Advertising Industry (Lecture, PPT)	1	1	-
2.2	Advertising Agency, Their Role and Functions (Lecture, PPT)	-	2	4
2.3	Advertising Agency Revenue and Compensation (Lecture, PPT)	2	-	-
2.4	Consumer Behavior and Psychology, Market Research and Audience Segmentation (Lecture, PPT, Case Studies)	1	2	2
2.5	Advertising Campaign Planning Process (Lecture, PPT, Class Activity)	1	1	2

Unit-III	Creatives in Advertising	L	T	P
3.1	Famous Copywriters and Their Contributions to Indian Advertising World (Lecture, PPT)	1	-	-
3.2	Advertising Appeals: Role of Emotion, Humor, Shock and So On (Lecture, PPT, Class Activity)	1	-	2
3.3	Creative Strategies and Message Design, Language & Culture, Designing with Creative Briefs (Lecture, PPT, Class Activity)	2	2	2
3.4	Copywriting for Print, Broadcast, OOH and Digital & Their Case Studies (Lecture, PPT, Class Activity)	1	2	2
3.5	Ad Layout for All Media; Visual Design for Various Formats and Storytelling with Case Study Discussion (Lecture, PPT, Class Activity)	1	2	2

Unit-IV	Advertising Media	L	T	P
4.1	Different Types of Advertising Media, Function, Merits and Demerits of Media (Lecture, PPT)	2	-	-
4.2	Media Mix: Selection of Media and Its Vehicles. (Lecture, PPT)	1	1	-
4.3	Advertising Media Strategies (Lecture, Case Study, Class Activity)	2	-	2
4.4	Media Planning, Budgeting and Operations (Lecture, Case Study, Class Activity)	2	2	2
4.5	Media Coverage & Monitoring (Lecture, Case Study, Class Activity)	1	1	2

Unit-V	Measurement, Evaluation, and Case Studies	L	T	P
5.1	Tools for Evaluation: DAGMAR, Pre and Post Ad Testing, Google Analytics, Social Insights, Surveys (Lecture, Class Activity)	2	-	2
5.2	Advertising Effectiveness: KPIs & ROI (Lecture, Class Activity)	1	1	1
5.3	A/B Testing and Campaign Optimization (Lecture, Class Activity)	2	1	2
5.4	Global and Local Case Studies of Successful and Failed Campaigns (Lecture)	1	-	-
5.5	Trends and Future of Advertising, Artificial Intelligence, Augmented Reality. Virtual Reality in Advertising (Lecture, Case Study, Class Activity)	1	-	-

PRACTICALS:

- Create a full campaign for a fictional or real brand including objectives, consumer insight, creative strategy, media plan, mock-ups, and ROI projections.
- Analyze 3–5 campaigns (local or global) from different sectors and evaluate their Advertising strategies using theoretical models.
- Design and run a small-scale Facebook or Instagram ad campaign (with a low budget or via simulation) and measure reach, engagement, and conversions.
- Produce a 30–60 second video ad for a chosen product/service. Plan script, storyboard, shoot, edit, and present it.

SUGGESTED READINGS:

- Belch, G. E., Belch, M. A., & Purani, K. (2009). *Advertising & Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
- Arens, W., Weigold, M., & Arens, C. (2010). *Contemporary Advertising*. McGraw-Hill Education.
- Moriarty, S., Mitchell, N., & Wells, W. D., & Wood, C. (2021). *Advertising & Imc: Principles and Practice*. Pearson Education.
- Heath, C., & Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die*. Random House.
- Jethwaney, J. & Jain, S. (2012). *Advertising Management*. Oxford University Press India.
- Bly, R. W. (2005). *The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells*. Holt Paperbacks.
- Pandey, P. (2015). *Pandeymonium*. Penguin Books India.
- Ogilvy, D. (2004). *Confessions of an Advertising Man*. Southbank Publishing.
- Tiwari, S. (2010). *The Uncommon Sense of Advertising- Getting the Basics Right*. Response Books.
- Parameswaran, A. (2016). *Nawabs, Nudes, Noodles: India Through 50 Years of Advertising*. Pan Macmillan India.
- Jethwaney, J. (2021). *The Beauty Paradigm: Gender Discourse in Indian Advertising*. Sage Publications.

E-RESOURCES:

- <https://www.adage.com/>
- <https://www.warc.com/>
- <https://www.campaignlive.com/>
- <https://www.coursera.org/learn/advertising>
- <https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>

MA: APR - II
CCC-6: STRATEGIC PUBLIC RELATIONS & PUBLIC AFFAIRS
Total Marks: Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVES

1. Understand the concepts, principles, and practices of Public Relations and Public Affairs.
2. Develop and implement effective PR strategies, campaigns, and stakeholder communication plans.
3. Apply ethical, research-based, and digital approaches to manage organizational reputation and relationships.
4. Analyze the role of Public Relations and public affairs across government, corporate, media, and social sectors.
5. Utilize AI-enabled tools for research, media monitoring, content creation, audience analysis, and campaign evaluation.

LEARNING OUTCOMES

1. Explain the concepts, models, ethics, and functions of Public Relations and public affairs.
2. Design and execute PR campaigns using appropriate communication strategies, research methods, and stakeholder engagement techniques.
3. Apply Public Relations practices across diverse sectors and manage media, employee, investor, community, and consumer relations.
4. Evaluate public affairs strategies, government relations, policy communication, and advocacy initiatives.
5. Use AI-powered tools responsibly for PR research, media analysis, reputation management, campaign optimization, and public engagement.

COURSE MAPPING															
CO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10	PO 11	PO 12	PO 13	PO 14	PO 15
CO1	3	3	2	1	2	1	–	–	1	2	2	1	2	–	2
CO2	3	3	3	3	3	2	2	–	2	3	2	2	2	2	2
CO3	2	3	2	2	2	3	1	–	2	3	2	1	3	1	2
CO4	3	2	3	2	3	2	1	–	3	2	2	3	2	2	2
CO5	2	3	2	2	2	3	1	1	2	3	3	1	2	1	3

3- High, 2-Significant, 1-Low

Unit-I	Foundations of Public Relations	L	T	P
1.1	Concept, Definition, Nature, Scope, Functions and Evolution of Public Relations; PR Vs. Advertising, Marketing and Corporate Communication (Lecture, PPT)	2	-	-
1.2	PR as a Management Strategy; PR as a strategic Communication tool (Lecture)	2	2	-
1.3	Public Relations Process: Research, Planning, Communication and	2	-	-

	Evaluation (RPCE); Stakeholder Identification and Public Opinion Formation (Lecture, PPT)			
1.4	Ethics in Public Relations: Professional Codes, Corporate Ethics, Career Opportunities and Role of PR Professionals (Lecture)	3	3	2
1.5	AI in Public Relations: AI-Powered Research, Media Monitoring, Content Generation, Social Listening and Sentiment Analysis (Lecture, PPT, Class Activity)	2	1	1

Unit-II	Public Relations Practice and Consultancy	L	T	P
2.1	PR Consultancies: Types, Structure, Functions and Professional Services (Lecture)	1	1	-
2.2	In-House PR Departments: Roles, Responsibilities, Client Relations and Reputation Management (Lecture, PPT)	-	2	4
2.3	PR Campaign Planning: Research, Strategy Development, Event Management, CSR and Crisis Communication (Lecture, PPT)	2	-	-
2.4	Professional PR Bodies and Associations: PRSI, PRSA, PRCI, IPRA and Global Best Practices (Lecture, PPT)	1	2	2
2.5	AI in PR Consultancy: AI-Assisted Campaign Planning, Influencer Identification, Media Databases, CRM and Online Reputation Management (ORM) (Lecture, PPT, Class Activity)	1	1	2

Unit-III	Public Relations in Diverse Sectors	L	T	P
3.1	Public Relations in Government, Public Sector and Private Sector Organizations (Lecture, PPT)	1	-	-
3.2	PR in Banking, Insurance, Healthcare, Hospitality, Tourism and Start-Ups (Lecture, PPT)	1	-	2
3.3	PR in Education, NGOs, Media, Political Communication and Rural Development (Lecture, PPT)	2	2	2
3.4	Global, Urban and Rural Public Relations: Cross-Cultural Communication and Digital Inclusion (Lecture, PPT)	1	2	2
3.5	AI Applications in Sectoral PR: Personalized Communication, Audience Segmentation, Predictive Analytics and Multilingual Communication Tools (Lecture, PPT)	1	2	2

Unit IV	Strategic Public Relations and Relationship Management	L	T	P
4.1	Media Relations: Media Releases, Media Conferences, Media Kits and	2	-	-

	Digital Media Relations (Lecture, PPT)			
4.2	Employee, Community, Consumer and Investor Relations: Strategies and Best Practices (Lecture, PPT)	1	1	-
4.3	Strategic PR Planning & Operations PR Research: Quantitative and Qualitative Methods, SWOT, PEST, Social Listening and PR Audit (Lecture, PPT)	2	-	2
4.4	Measurement and Evaluation of PR Programmes: KPIs, Reputation Measurement, Reporting and Campaign Assessment (Lecture, PPT)	2	2	2
4.5	AI for Strategic PR: Predictive Analytics, Automated Reporting, Chatbot-Assisted Communication, Crisis Detection and Campaign Optimization (Lecture, PPT)	1	1	2

Unit-V	Public Affairs and Government Relations	L	T	P
5.1	Introduction to Public Affairs: Concept, Scope, Objectives, Public Policy and Stakeholder Engagement (Lecture, PPT)	2	-	2
5.2	Government Relations: Policy Advocacy, Lobbying, Regulatory Communication and Legislative Processes (Lecture, PPT)	1	1	1
5.3	Public Affairs Campaigns: Community Engagement, Public Consultations, Issue Management and Advocacy Strategies (Lecture, PPT)	2	1	2
5.4	Digital Public Affairs: E-Governance, Citizen Engagement, social media, Transparency and Public Accountability (Lecture, PPT)	1	-	-
5.5	AI in Public Affairs: AI for Policy Analysis, Public Sentiment Monitoring, Misinformation Detection, Citizen Feedback Analysis, Ethical Issues and Case Studies (Lecture, PPT)	1	-	-

PRACTICALS

- Plan a Public Relations strategy for business and reputation growth.
- Draft a media release, media advisory, and social media posts for a product launch, CSR initiative, or public awareness campaign.
- Design a Public Relations campaign for a corporate, educational institution, NGO, or government organization.
- Monitor news reports and social media discussions related to a selected organization or brand for one week.
- Develop a crisis communication plan for a hypothetical crisis.
- Prepare a stakeholder communication plan or public affairs campaign on a public policy or social issue.

SUGGESTED READINGS:

- Banik, G.C. (2006). PR & Media Relations. Mumbai, India: Jaico Publishing House.
- Butterick, Keith. (2012). Introducing Public Relations. New Delhi, India: Sage Publications India Pvt. Ltd.

- Center, Allen. H. Jackson, Patrick. Smith, Stacey. Stansberry, Frank R (2008). Public Relations Practices. Delhi, India: PHI Learning Pvt. Ltd.
- Dhar, Neemo (2014). Public Relations and Corporate Communication. Bhopal, India: Makhanlal Chaturvedi National University of Journalism & Communication.
- Kaul, J.M (1992). Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly, Philip. (2002). Handbook of Public Relations and Communication. Delhi, India: Jaico Publishing House.
- Nayyar, Deepak. (2006). Public Relations Communication. Jaipur, India: ABD Publishers
- Pathak, Ajit. (2008). Public Relations Management. New Delhi, India: Ocean Books Pvt. Ltd.
- Reddi, C V Narasimha. (2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt. Ltd.
- Jethwaney, J. (2019). *Corporate communication: Principles and practice* (2nd ed.). SAGE Publications India.
- Sahai, Baldeo. (1985). Public Relations-A Scientific Approach. New Delhi. India: Scope Publication.
- Jethwaney, J. N. (2010). *Jan sampark* (Hindi ed.). Sagar Publishers.

E-RESOURCES:

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>
- <http://asu.thehoot.org/>
- <https://www.exchange4media.com/>

MA: APR - II
CCE-3: DIGITAL COMMUNICATION: PUBLIC RELATIONS & ADVERTISING
Total Marks: Theory-30 Practical-50 Internal-20 Credit-6

COURSE OBJECTIVES

1. Explain the concepts, evolution, tools, platforms, and strategic practices of digital Public Relations and digital communication.
2. Analyze digital Advertising strategies, performance marketing techniques, SEO, SEM, content strategies, and online Advertising platforms for effective brand communication.
3. Apply social media strategies, influencer marketing practices, web analytics, and data-driven approaches for PR and Advertising campaigns.
4. Develop digital content and multimedia communication using web design principles, creative tools, AI-based content creation tools, and automation platforms.
5. Design and evaluate integrated digital communication campaigns using AI-driven tools, analytics, performance measurement, ethical practices, and emerging technologies.

LEARNING OUTCOMES

1. Understand the digital PR ecosystem, online communication platforms, digital PR tools, crisis communication strategies, and audience engagement practices.
2. Apply digital Advertising concepts, SEO, SEM, performance marketing metrics, content strategies, and Advertising platforms for effective campaign planning.
3. Develop social media and influencer marketing strategies by using analytics tools, audience insights, online reputation management techniques, and engagement metrics.
4. Create digital content including websites, graphics, videos, multimedia communication materials, and AI-assisted content using relevant digital tools.
5. Plan, execute, and evaluate integrated digital campaigns using AI technologies, automation tools, campaign analytics, KPI measurement, and ethical digital communication practices.

COURSE MAPPING															
	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	1	2	1	–	–	1	3	2	1	1	–	2
CO2	3	3	2	2	2	2	1	–	2	3	2	1	1	1	2
CO3	3	3	3	3	3	2	2	–	2	3	2	1	2	2	2
CO4	2	3	2	2	2	1	1	–	3	2	2	2	3	1	2
CO5	3	2	2	2	2	2	1	1	2	3	3	1	1	1	3

3- High, 2-Significant, 1-Low

Unit-I	Digital PR – Concepts, Tools & Strategies	L	T	P
1.1	Digital PR Ecosystem, Evolution of PR in Digital Age, Scope, Importance, Trends (Real-Time Communication, Data-Driven PR) (Lecture and Class Discussion)	2	1	-
1.2	Digital PR Tools (Internal and External) Internal: Email Communication, Slack, Microsoft Teams, Notion External: Blogs, Vlogs, Podcasts, Webinars, Online Newsrooms (Lecture, PPT, Class Discussion)	3	-	1
1.3	Online PR Platforms & Tools-Social Media Platforms (Instagram, LinkedIn, X, YouTube) PR Tools: Media Monitoring: Meltwater, Cision, Social Listening: Brandwatch, Sprout Social, Content Distribution: PR Newswire (Lecture, PPT, Class Discussion)	3	-	1
1.4	Online PR Campaign Planning- Strategy, Audience Targeting, Content Planning, Difference Between Traditional Vs Digital PR (Lecture, PPT, Class Discussion)	3	1	1
1.5	Crisis Communication in Digital Era- Case Studies (For Example: Maggi, Uber, Zomato etc), Real-Time Response Strategies (Lecture, PPT, Class Discussion)	2	1	-

Unit-II	Digital Advertising & Performance Marketing	L	T	P
2.1	Digital Advertising Fundamentals - Types: Display Ads, Native Ads, Video Ads, Programmatic Ads., Metrics: CTR, CPC, CPM, ROI (Lecture With Class Discussion)	2	1	
2.2	Advertising Platforms & Tools - Google Ads, Meta Ads (Facebook & Instagram Ads) ., LinkedIn Ads, YouTube Ads (Lecture With Individual Assignment)	3	1	1
2.3	SEO, SEM & Performance Marketing-Key word Research Tools: Google Keyword Planner, Ubersuggest, SEO Techniques: On-Page, Off-Page, Technical SEO, SEM & Paid Campaign Strategy (Lecture From Industry Expert)	2	1	
2.4	Content Strategy for Advertising- Copywriting, Storytelling, Landing Pages, User Generated Content (UGC) (Brief Lecture Along with Individual Class Assignment)	2	1	1
2.5	Case Studies of Digital Campaigns - Flipkart, Amul Digital, Swiggy, Fevicol etc. (Lecture, Class Discussion)	2	1	

Unit - III	Social Media, Influencer Marketing & Analytics	L	T	P
3.1	Social Media Ecosystem- Platforms: Instagram, LinkedIn, YouTube, X; Trends: Reels, Shorts, Live Streaming (Class Discussion)	1	1	-
3.2	Influencer Marketing - Types of Influencers (Nano, Micro, Macro), Influencer Campaign Planning; Tools: Upfluence, Aspire, Influencity (Lecture With Group Assignment)	3	-	1
3.3	Use of Social Media in Public Relation and Advertising: Why Is Social Media an Important Tool of Digital PR and Advertising, Social Media Management Tools - Hootsuite, Buffer, Sprinklr, Later (Lecture Through Class Discussion)	3	1	-
3.4	Web Analytics & Data-Driven PR- Google Analytics, Meta Insights, KPI Tracking, Engagement Metrics Search Engines- Concept, Types; Crawler Based and Human Power Directories, Different Search Engines Available (Lecture and Class Discussion)	3	1	-
3.5	Search Engine as A Tool of Digital PR and Advertising; Online Reputation Management (ORM) - Review Platforms, Brand Monitoring, Crisis Handling on Social Media (Lecture Using PowerPoint Presentation)	2	-	-

Unit- IV	Web Design, Content Creation & AI Tools	L	T	P
4.1	Modern Web Design -Basics of UI/UX Design, CMS Platforms: WordPress, Wix, Webflow, AntigraVity, Netlify, Landing Page Design (Lecture, PPT, Class Activity)	-	2	2
4.2	Design & Content Creation Tools - Canva, Adobe Photoshop, Illustrator, Video Tools: Adobe Premiere Pro, Capcut (Lecture, PPT, Class Activity)	-	1	2
4.3	Multimedia Content Creation - Graphics, Videos, Infographics, Info- card, Interactive Content (Polls, Stories, Reels) (Lecture, PPT, Class Activity)	-	1	3
4.4	AI Tools for Content Creation- Text: ChatGPT, Jasper AI, Copy.ai, Design: Canva AI, Adobe Firefly, Video: Runway ML, Pictory, Voice: Murf.ai, ElevenLabs (Lecture, PPT, Class Activity)	-	1	3
4.5	Automation & Chatbots - Chatbots: Manychat, Chatfuel, Email Automation: Mailchimp, HubSpot (Lecture, PPT, Class Activity)	-	1	3

Unit- V	AI, Campaign Planning & Future of Digital PR	L	T	P
5.1	Integrated Digital Campaign Planning - Paid, Owned, Earned Media (POEM Model), Campaign Lifecycle (Lecture, PPT, Class Activity)	-	1	3

5.2	Campaign Execution & Evaluation - Budgeting, KPIs, ROI Measurement, A/B Testing (Lecture, PPT, Class Activity)	-	1	3
5.3	AI in PR & Advertising- AI in Audience Targeting & Personalization, AI-Based Media Monitoring & Sentiment Analysis, Predictive Analytics in Campaigns (Lecture, PPT, Class Activity)	-	1	3
5.4	Advanced AI Tools in Industry- Data Tools: Google Trends, Tableau, AI Marketing Tools: HubSpot AI, Salesforce Einstein, Programmatic Advertising Using AI (Lecture, PPT, Class Activity)	-	1	2
5.5	Ethics & Future Trends - Ethical Issues in AI (Bias, Privacy), Future of PR: Metaverse, AR/VR, Voice Search (Lecture, PPT, Class Activity)	-	2	1

PRACTICALS:

- Elaboration of tools for internal and external PR using examples.
- Assignment on planning for PR campaign digitally.
- Analysis of various types of advertisements on the social media.
- Develop content for the assigned brand for its website and social media handles.

REFERENCES:

- Haig, Matt(2000): Essential Guide to PR On the Internet, Kogan Page
- Maivald, Jim(2017): Dreamweaver Ccc, Adobe Press
- Mcstay, Andrews (2009): Digital Advertising, Palgrave Macmillan
- Pandit, M. (2023). *Digital advertising in India: Strategies for success*. Repro India Limited.
- Hunt, J. (2024). *The digital PR playbook*. Amazon Digital Services LLC.
- Bhattacharya, A. (2024). *The ultimate guide to content marketing*. Clever Fox Publishing.

E-RESOURCE:

- <http://www.digitalbuzzblog.com/>
- <https://www.smartinsights.com/online-pr/>
- <https://www.afaqs.com/>

MA: APR - II
CCE- 4: DEVELOPMENT COMMUNICATION
Total Marks: Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVES

1. Develop the understanding of different concepts of development and development communication.
2. Analyse the case studies and writings across different media on development issues.
3. To introduce different communication efforts made in the areas of development.
4. To upgrade human resources with specialized knowledge and communication skills for social and behavioural change.
5. To provide clear understanding of communication for rural areas at the grassroots level.

LEARNING OUTCOMES

1. Develop skills to carry out research, content design, implementation, monitoring, and evaluation of communication for development interventions.
2. To build capacity to design and develop effective communication strategies and interventions for social transformation.
3. Build capacity to analyse and review development-related international and national reports.
4. Acquire writing skills (news/article/feature/news analysis/critical reviews and opinions) regarding different development issues of national and international interest.
5. Capable of handling rural projects for the betterment of society.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	1	2	1	–	–	2	1	2	2	1	–	2
CO2	3	2	3	2	3	2	1	1	3	2	2	2	2	1	2
CO3	3	3	2	2	2	2	2	–	2	2	2	2	2	1	2
CO4	2	3	2	3	2	2	3	–	3	2	2	3	3	2	2
CO5	3	3	2	3	2	3	3	1	3	2	3	3	3	2	3

3- High, 2-Significant, 1-Low

Unit-I	Development and Sustainable Development	L	T	P
1.1	Development: Meaning, Concept and Approaches. (Lecture, Demonstrate Articles)	3	-	-
1.2	Sustainable Development: Concept and Process; Sustainable Development Goals (Lecture, Field Visit)	2	1	-
1.3	Indicators of Development; Characteristics of Under	2	1	-

	Developed and Developed Societies. (Lecture, Demonstrate Articles)			
1.4	Understanding Issues and Sub-Issues of Development, Current Initiatives of India's Development Path. (Group Discussion, Lecture Seminar)	3	2	-
1.5	Niti Aayog's Vision Documents and Current Development Frameworks (Class Presentation)	2	3	-

Unit-II	Concept and Paradigm of Development Communication	L	T	P
2.1	Classical Theories of Development (Daniel Lerner, Evert M Rogers, Wilbur Schramm). Development Concept of Gandhi & Paulo Freire. (Lecture, Group Discussion)	1	-	-
2.2	AI in Development Communication: Chatbots for Health Information, AI-Powered Personalization, Language Models for Local Languages (Lecture, Group Discussion)	2	-	-
2.3	Influencer-Led Social Change: Micro-Influencers for Grassroots Movements, Creator Economy for Social Good. (Lecture, Group Discussion)	3	1	-
2.4	Dependency, Inter-Dependency, Need Based Models/Paradigms of Development and Development Communication- Critical Analysis (Lecture, Group Discussion, Seminar).	4	2	-
2.5	Participatory Development Communication Techniques, Participatory Rural Appraisal (PRA). (Lecture, Field Visit, Workshop)	2	1	3

Unit-III	Role of Media in Development	L	T	P
3.1	Components of Communication for Development, Role of Media in Development-the Mass Media-Print, Electronic Media, Social Media (Lecture, Reading-Articles, Features)	3	1	-
3.2	Understanding Medium, Message and Target for Development and Content Creation on Various Issues for Development. (Lecture, Case Studies)	2	1	-
3.3	Historical Overview SITE, KCP, JDCP (Field Visit, Demonstration, Lecture)	3	1	1
3.4	Folk/Traditional and Other Alternative Modes of Development, (Lecture)	2	-	-

3.5	Development and Social Marketing, Social Advertising, Social Activism (Lecture, Case Studies)	2	1	1
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Unit-IV	Emerging Technologies in Development	L	T	P
4.1	AI for Development (Health Diagnosis, Crop Disease Detection, Education Personalization) (Lecture, Case Studies)	2	1	-
4.2	Digital Divide: Solutions and Bridge Initiatives. (Lecture, Case Studies)	1	1	-
4.3	AI Ethics in Development. (Lecture, Case Studies)	1	1	-
4.4	Community Radio (CR), Role of CR in Development, Tools and Techniques of Community Video (CV) (Field Visit, Demonstration, Discussion)	2	1	1
4.5	E-Governance, Empowerment and Development Communication Systems; Communication Audit (Lecture)	2	1	-

Unit-V	Contemporary Issues and Development Communication	L	T	P
5.1	Awareness Campaign for Grass-Root Democracy-Panchayat Raj Institutions and Empowerment, Self Help Groups (SHGs). (Role Model Method, Case Studies)	2	1	1
5.2	Development Issues-Health, Nutrition and Family Welfare; Women Empowerment and Gender Sensitization, LGBTQ+; Rural-Urban Migration, Displacement and Resettlement; Climate Change. (Lecture)	2	2	---
5.3	Agricultural Issues - High Quality Seeds, Hybrid Seeds, Genetically Modified Crops (Bt Seeds) and Fertilizers, Organic Farming, Food Security in India. (Writing Practice, Group Activity, Class Presentation)	2	1	---
5.4	Introduction of Stakeholders of Development Communication: UNICEF, WHO, UNDP, FAO, World Bank, IMF (Lecture, Class Seminar)	2	1	---
5.5	Critical Appraisal of Efforts by Government and Non-Government Organizations (NGOs) in Economic Upliftment of Rural Areas. Case Studies in Development Communication, Urban and Rural Perspectives, Education, Health and Irrigation. (Lecture, Workshop, Group Analysis, Case Studies Presentation)	2	2	2

PRACTICAL/PROJECT/ASSIGNMENTS:

- Tracking at least one development programme campaign/issue and writing a comprehensive critical report on the same.
- Documenting communication approach and process of a government department and one non- government organization working in the development sector.
- Write a 3-minute script for a radio drama or street play aimed at a specific rural or semi-urban audience. The script must tackle a social issue.
- Students select a local community or a micro-community and conduct a social mapping exercise.

SUGGESTED READINGS:

- Joshi P.C., (2002), Communication and National Development. New Delhi: Anamika Publication.
- Mathur, Kanwar, (1994). Communication for Development and Social Change.
- Melkote, Srinivas and Steeves H. Leslie (2001). Communication for Development in the Third World, 2Nd Edition. New Delhi: Sage Publication.
- Mc Phail, T. L. (2009). Development Communication: Reframing the Role of Media. UK: Wiley, Blackwell.
- Narula, Uma. (1995). Development Communication - Theory and Practice, Har Anand Publication.
- Pathak-Shelat, M., Tewari, R., & Oza, S. (2026). *Strategic Communication for Impactful Partnership*. Routledge.
- Schramm, Wilbur, (1964). Mass Media and National Development. California: Stanford University Press
- Singh, Kartar and Shishodia, Anil (2019) Rural Development: Principles, Policies and Management. N Delhi: Sage Publication.
- Serbaes, Jan. (Eds.), (2008) Communication for Development and Social Change. N Delhi: SAGE.
- Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory Communication for Social Change. Thousand Oaks: Sage Publication.
- Sainath, P. (1996). Everybody Loves a Good Drought: Stories from India's Poorest Districts. New Delhi: Penguin Books.
- Tabing Louie. (2002). How to Do Community Radio, New Delhi: UNESCO Publication.
- Vemula, R. K. (2026). *Communication for Development and Social Change: theories and Practices*. Taylor & Francis.
- World Bank: World Development Report (Published Every Year) Oxford.

E- RESOURCES:

- https://library.mpib-berlin.mpg.de/toc/z2008_2104.pdf
- <http://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/09chapter5.pdf>
- <https://www.sciencedirect.com/science/article/pii/S0040162506000394>
- <https://onlinelibrary.wiley.com/doi/abs/10.1002/j.1681-4835.2010.tb00293.x>
- <https://www.sciencedirect.com/science/article/abs/pii/S0736585308000026>
- <https://www.sciencedirect.com/science/article/abs/pii/S0305750X02000426>
- <http://sro.sussex.ac.uk/id/eprint/52765/>

- <https://www.emeraldinsight.com/doi/abs/10.1108/09526860710819413>
- <http://www.igidr.ac.in/pdf/publication/idr-2004-05.pdf#page=147>
- <http://www.ibpsa.org/proceedings/bso2018/6b-3.pdf>
- https://www.researchgate.net/profile/vikas_kumar146/publication/309478757_media_and_communication_in_sustainable_development/links/58a0603daca272046aad36bd/media-and-communication-in-sustainable-development.pdf#page=110
- http://iafor.info/archives/offprints/mediasia2013-offprints/mediasia2013_0039.pdf
- <http://www.ijsp.in/admin/mvc/upload/10101%20casteist%20media%20and%20dalit%20issues.pdf>
- <http://srfaurangabad.org/journals/2ndissue/12.pdf>

MA: APR - II
OE-2: CREATIVE COMMUNICATION
TOTAL MARKS:50: THEORY-25 PRACTICAL-15 INTERNAL-10 CREDIT-3

COURSE OBJECTIVES

1. To make the students well versed with the creative aspects of Advertising and PR.
2. To draft excellent copies for various Advertising media.
3. To follow the principles of copywriting.
4. To develop vocabulary, visualization skills, and intricacies of copywriting.
5. Learn the virtual application of creatives.

LEARNING OUTCOMES

1. Analyse ad creatives.
2. Develop skills in Advertising creatives.
3. Clear understanding of creative strategies of leading brands across the globe.
4. Design advertisements for various mediums.
5. Design promotional material for marketing.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	3	2	1	2	–	–	–	1	2	2	1	1	–	2
CO2	3	3	2	2	2	1	1	–	1	3	2	1	1	1	2
CO3	2	3	3	2	3	1	2	–	2	2	2	1	1	2	2
CO4	3	3	3	3	3	2	2	–	2	3	2	1	2	2	2
CO5	2	2	2	2	2	1	1	–	2	3	3	1	1	1	3

3- High, 2-Significant, 1-Low

Unit - I	Introduction to Creative Communication	L	T	P
1.1	Concept, Nature and Importance of Creative Communication; Role in Advertising, Public Relations and Digital Media (Lecture Through PPT, Case Study Reading and Discussion, Expert Session)	2	1	-
1.2	Creative Thinking and Idea Generation; Understanding the Target Audience	1	1	-

	(Lecture, PPT, Discussion)			
1.3	Language in Creative Communication: Headlines, Taglines, Storytelling and Persuasive Writing (Lecture, PPT, Discussion)	1	-	-
1.4	Visual Communication: Colors, Images, Typography and Design Principles (Lecture, PPT)	2	1	1
1.5	AI for Creative Communication: Generative AI Tools for Brainstorming, Content Creation and Visual Ideation (Lecture, PPT, Class Activity)	1	1	1

Unit-II	Visual Design and Creative Content	L	T	P
2.1	Basics of Visual Design: Layout, Balance, Contrast and Composition (Lecture, PPT, Class Activity)	2	1	-
2.2	Graphics, Photography and Visual Storytelling (Lecture, PPT, Class Activity)	3	1	-
2.3	Creative Design for Print and Digital Media (Posters, Social Media Creatives, Brochures) (Lecture, PPT, Class Activity)	2	1	1
2.4	Ethics in Visual Communication: Copyright, Image Manipulation and Responsible AI (Lecture, PPT, Class Activity)	1	1	2
2.5	AI-Assisted Design: Introduction to Canva AI, Adobe Express AI and AI Image-Generation Tools (Lecture, PPT, Class Activity)	1	1	-

Unit - III	Creative Strategies and Campaigns	L	T	P
3.1	Creative Process: From Idea to Execution (Lecture, PPT)	1	1	-
3.2	Creative Appeals, Storytelling and Brand Personality (Lecture, PPT, Class Activity)	1	1	2
3.3	Developing Creative Campaigns for Advertising, PR and Social Causes (Lecture, PPT, Class Activity, Case Study)	1	1	1
3.4	Content for social media: Reels, Shorts, Memes and Influencer Communication (Lecture, PPT, Class Activity)	2	1	1
3.5	AI for Campaign Development: AI-Assisted Content Planning, Campaign Ideation and Audience Insights (Lecture, PPT, Class Activity)	2	1	1

Unit - IV	Copywriting and Digital Content Creation	L	T	P
4.1	Principles of Copywriting: Headlines, Body Copy and Calls-to-Action (Lecture, PPT, Class Activity)	2	1	1

4.2	Writing for Print, Radio, Television and Outdoor Media (Lecture, PPT, Class Activity)			
4.3	Writing for Digital Platforms: social media, Blogs, Email and WhatsApp (Lecture, PPT, Class Activity)	2	1	-
4.4	Scriptwriting for Podcasts, Short Videos and Digital Storytelling (Lecture, PPT, Class Activity)	2	1	-
4.5	AI-Assisted Copywriting: Prompt Writing, Content Refinement and Ethical Use of AI-Generated Content (Lecture, PPT, Class Activity)	2	1	1

Unit-V	Creative Communication in Practice	L	T	P
5.1	Brand Identity and Personal Branding Through Creative Communication (Lecture, PPT, Class Activity)	2	1	1
5.2	Creative Communication for Social Awareness and Public Campaigns (Lecture, PPT, Class Activity)	2	1	1
5.3	Presentation and Pitching of Creative Ideas (Lecture, PPT, Class Activity)	2	1	1
5.4	Emerging Trends: Interactive Content, AR/VR, Personalization and Creator Economy (Lecture, PPT, Class Activity)	1	1	1
5.5	Portfolio Development Using AI Tools and Case Studies of Successful Creative Campaigns (Lecture, PPT, Class Activity)	1	1	2

PRACTICALS:

- Screening of award-winning campaigns (both contemporary and classics).
- Screening of Top-20 creative Indian and international advertisements.
- Developing slogans and logos for products and services.
- Developing print ad for a FMCG product.
- Creative skill development exercises.
- Developing a radio script of 30 seconds for any social issues.
- Developing a storyboard for any product/service.
- Designing billboards and posters.

SUGGESTED READINGS:

- Berman Margo, (2012). The Copywriter's Toolkit, UK: Blackwell Publishing West Sussex.
- Bonnie L Drewniany (2011). Creative Strategy in Advertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, Et.Al (2006). The Fundamentals of Creative Advertising. Switzerland: An Ava Publishing.
- Carroll Brian (2010). Writing for Digital Media.UK: Routledge Publications.
- Felton George (1994). Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.

- Fennis Bob. M and Stroebe Wolfgang (2010), the Psychology of Advertising. UK: Psychology Press.
- George Lios (2008). What's the Big Idea. New Delhi, India: Atlantic Publishers and Distributors
- Ind, N. (1993). *Great advertising campaigns*. Kogan Page.
- Jim Aitchison/ Neil French (2004). Cutting Edge Advertising: How to Create the World's Best Brands in the 21st Century. India: Pearson Education
- Valladares (2000). The Craft of Copy Writing. New Delhi, India: Sage Publications.

E-RESOURCES:

- www.afaqs.com
- www.exchange4media.com
- www.adage.com

**THIRD SEMESTER
MARKS DISTRIBUTION**

No.	Name of Subject	Credits	total
CCC-7	Core Course (Compulsory)	6	100
CCC-8	Core Course (Compulsory)	6	100
CCE-9	Core Course (Compulsory)	6	100
CCE-5/6	Core Course (Elective) :(CCE) (any One)	6	100
OE	Open Elective (any One)	3	50
	total	27	450

(Department of Advertising and Public Relations) MA: APR

SEM III	CCC-7	Strategic Marketing	CCE-5 AI Assisted Graphic Designing & Visual Communication Or CCE-6 Media Laws & Ethics	OE-3 Integrated Marketing Communication
	CCC-8	Corporate Communication & CSR		
	CCC-9	Research Methodology		

MA-APR III

CCC-7 STRATEGIC MARKETING

Total Marks:100, Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVE

1. To familiarize students with the fundamental concepts of marketing, functions, applications, and AI usage.
2. To enhance the understanding of students about the trends and challenges of marketing, especially for a developing nation.
3. To develop critical and analytical thinking for marketing plans and strategies.
4. To sensitize students towards the ethical and social obligations of the profession.
5. Develop innovative marketing plans and marketing research projects.

LEARNING OUTCOME

1. Conceptual clarity of marketing strategies and contemporary market needs.
2. Understand and handle the key processes involved in marketing in different industries.
3. Evaluate the tools that can be used to sustain in the market.
4. Handle marketing campaigns independently.
5. Conduct marketing activities on ethical grounds.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	1	2	1	–	–	1	3	2	1	1	–	2
CO 2	3	2	3	2	3	2	1	–	2	2	2	2	1	1	2
CO 3	3	3	3	3	3	2	2	–	2	3	2	1	1	2	2
CO 4	2	2	2	2	2	1	1	–	3	2	2	2	3	1	2
CO 5	3	3	2	3	3	3	2	1	2	3	3	1	2	2	3

3- High, 2-Significant, 1-Low

Unit-I	Marketing Management	L	T	P
1.1	Understanding Basics; Core Concepts of Marketing; Nature and Scope Marketing in Today's Economy; Role of Data and Algorithms in Marketing (Lecture, PPT)	2	-	-
1.2	Different Types of Orientations in a Market Place: Application, Uses, Benefits and Drawbacks of Product, Production, Sales,	2	1	-

	Marketing, Customer, Holistic Marketing (Lecture, Discussion)			
1.3	Marketing At Different Levels: Local, Regional, National, International, Global: Their Application and Limitations, Hyper-Local Digital Marketing (Lecture, Case Study, Discussion and Analysis)	2	1	1
1.4	Types of Marketing: Direct, Retail, Service, Rural, Urban, Digital/Online- Content Marketing, Influencer Marketing, Green, Community-Driven Marketing, ESG Led Brand Communication; Strategies and Limitations; Challenges and Opportunities (Lecture, Case Study, Discussion and Analysis)	2	-	1
1.5	Changing Scene of Rural Market and Strategies: Cases and Experiments (Lecture, Case Study, Discussion and Analysis)	2	1	1

Unit-II	Understanding Consumer and Environment	L	T	P
2.1	Understanding Consumer: Customer and Consumer, Characteristics; Classification of Consumer: Demographics, Psychographics, Lifestyle; Industrial (B-B) and Individual (B-C) Consumer, (Lecture, Discussion and Analysis)	2	1	-
2.2	Indian Consumer: Rural, Urban, Men, Women, Children, Educated, Illiterate, Gen Z; Their Influences and Behavior. (Lecture, Case Study, Discussion and Analysis)	2	1	1
2.3	Consumer Buying Behavior: Needs and Motives, Attitudes, Influences and Opinion Formation, Culture and Its Role in Influencing Behavior Google's ZMOT (Zero Moment of Truth) Model (Lecture, Case Study Discussion and Analysis)	2	1	1
2.4	Consumer Purchase Decision Making Process: Identify Needs, Collect Information, Evaluate Alternatives, Purchase Decision Digital Consumer Journey- Digital Marketing Funnel (Lecture, Case Study Discussion and Analysis)	2	-	-
2.5	Different Marketing Environments: Influences, Challenges and Opportunities; Competition; Laws Including Consumer Rights, Drug And Remedies Act, Copyright Act, Patent Laws, Design Act, Competition Act, Digital Laws; Various Ethical Issues (Lecture)	2	-	-

Unit-III	Marketing Mix, Strategies, Process, Plan	L	T	P
3.1	Understanding Marketing Mix: 7 P's: Product, Price, Place, Promotion, Packaging, People, Processes (Lecture, Case Study Discussion and Analysis)	4	-	-
3.2	Market Segmentation: Elements and Bases of Segmentation, AI-Driven Segmentation; Targeting: Styles and Strategies;	4	2	-

	Positioning: Product and Brand Image and Its Space in the Minds of Consumer, Positioning Strategies (Lecture and Case Study Discussion and Analysis)			
3.3	Marketing Strategies: Introductory, Growth, Maturity, Decline, Repositioning, Diversification, Viral Marketing Strategy. AI in Marketing Strategy (Lecture and Case Study Discussion and Analysis)	2	2	1
3.4	Marketing Process: Research, Objective, Strategies, Communication and Implementation, Evaluation (Lecture and Case Study Discussion and Analysis)	2	1	-
3.5	Marketing Plan: Business Mission and Vision, Research (SWOT, PEST, Five Point Force Analysis), Objectives, Marketing Mix, STP and Strategies, Communication, Implementation, Control and Review, Using AI in Marketing Plan and Implementation. (Lecture and Case Study Discussion and Analysis)	2	1	-

Unit-IV	Product & Price	L	T	P
4.1	Product Line and Mix, Product Mix Length, Product Mix Width, Product Mix Depth, Product Mix Consistency; Classification: Consumer Goods, Industrial Goods (Lecture and Case Study Discussion and Analysis, Practical)	1	1	1
4.2	Product Life Cycle: Introduction, Growth, Maturity, Decline; Brands: USP, EVP (Lecture and Case Study Discussion and Analysis)	2	1	1
4.3	New Product Development: Strategies and Steps (Research-Launch) AI-Driven Market Research, Data-Driven Product Testing (Lecture and Brand Study: Discussion and Analysis, Practical, Presentation)	1	1	-
4.4	Pricing: Nature of Price; Factors Affecting Pricing Decisions, Steps in Price Determinations (Lecture and Case Study Discussion and Analysis)	2	-	1
4.5	Pricing Strategies, Price Selection Techniques (Lecture and Case Study Discussion and Analysis)	1	1	1

Unit-V	Distribution, Promotion, Packaging, People, Positioning	L	T	P
5.1	Importance & Functions of Distribution Channels; Channel Members & Their Management; Channel Design Selection E-Commerce Distribution Models, Omnichannel Retailing, Quick Commerce, AI in Distribution Strategy (Lecture and Case Study Discussion and Analysis)	1	1	-
5.2	Promotion Mix: Sales Promotion, Personal Selling, Advertising, Public Relations, Digital and Social Media Marketing Influencer Marketing- Macro, Micro, Nano. AI in Promotional Strategy Development. (Lecture and Case Study Discussion and Analysis)	1	1	-

5.3	Packaging: Styles and Types, Printing Norms and Legally Permissible Elements and Designing, AI in Designing (Lecture and Case Study Discussion and Analysis)	2	1	1
5.4	People: The Marketers and the Corporate, Their Business, Brand Building and Communication (Lecture and Case Study Discussion and Analysis)	2	1	-
5.5	Positioning: Brand Image and Communication, Branding at Local, Regional, National, International and Global Level, Integrated Positioning of Corporate and Its Products/Brands. Campaign Planning with AI Tools (Lecture and Case Study Discussion and Analysis)	1	2	-

PRACTICAL ASSIGNMENTS:

- Study of marketing strategies used for establishing products/brands.
- Study of rural marketing initiatives by Unilever/ITC/M&M/IOC /Coca-Cola/ alike.
- Developing a dummy marketing plan for launching a new product/service of your choice.
- Presentation of social marketing campaigns conducted by government for community welfare
- Study of success stories/failure stories of brands in India.

SUGGESTED READINGS:

- Atanton William J Et Al (1989): Marketing Management. New York, USA: Mcgraw-Hill Book Co. New York.
- Brian Sheehan (2010). Online Marketing. Switzerland: An Ava Books
- Bird Drayton (2008). Common Sense Direct & Digital Marketing. India: Kogan Page India Ltd
- Kotler Philip & Armstrong, G. Principles of Marketing. New Delhi: Prentice Hall of India.
- Kotler Philip & Keller (2015). Marketing Management. New Delhi: Pearson
- Kotler Philip (1999). Marketing for Hospitality and Tourism. UK: Oxford Focal Press
- Kotler Philip (1989) Social Marketing. New York, USA: The Free Press
- Peter J Paul & Olson Jerry C (1987). Consumer Behavior- Marketing Strategy Perspective. Illinois, Chicago: Richard Irwin Inc.
- Rob Donovan (2010) Social Marketing: An International Perspective. UK: Cambridge University Press
- Ryan Damian, Clavin Jones (2012). Understanding Digital Marketing. India: Replica Press Pvt. Ltd. India.

E-RESOURCES:

- www.afaqs.com
- www.exchange4media.com
- www.ourmedia.org
- www.brandchannel.com
- www.campaignindia.in
- www.brandrepublic.co

MA: APR– III
**CCC-8: CORPORATE COMMUNICATION & CORPORATE SOCIAL
 RESPONSIBILITY (CSR)**

Total Marks: Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVES

1. Understand the concepts, evolution, functions, and strategic role of corporate communication in building organizational identity, image, and reputation.
2. Develop knowledge of corporate communication tools, stakeholder communication processes, internal communication, and external communication practices.
3. Apply communication planning strategies, message development techniques, and Public Relations practices for effective corporate communication management.
4. Analyze the role of corporate communication in crisis management, corporate reputation management, leadership communication, and organizational effectiveness.
5. Understand the concepts, principles, practices, and strategic importance of corporate social responsibility (CSR), sustainability communication, and ethical corporate practices.

LEARNING OUTCOMES

1. Explain the concepts, evolution, functions, and strategic importance of corporate communication and its role in organizational success.
2. Identify and apply various corporate communication tools and techniques for effective internal, external, and stakeholder communication.
3. Develop corporate communication plans, key messages, and communication strategies according to organizational goals and specific communication objectives.
4. Evaluate corporate communication practices related to crisis management, reputation management, corporate identity, leadership communication, and stakeholder relationships.
5. Analyze CSR concepts, frameworks, initiatives, reporting practices, sustainability communication, and their impact on corporate image and society.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	1	2	1	–	–	2	2	2	1	2	1	2
CO 2	3	3	2	2	2	2	2	–	2	3	2	1	2	2	2
CO 3	3	3	3	3	3	2	2	–	2	3	2	1	2	2	2
CO 4	3	2	3	2	3	3	1	1	3	2	2	2	2	1	2
CO 5	2	2	2	2	2	1	1	–	3	2	2	2	3	2	3

3-High, 2-Significant, 1-Low

Unit - I	Foundations of Corporate Communication	L	T	P
1.1	Concept, Definition, Nature, Scope and Functions of Corporate Communication (Lecture, Discussion on Corporate Behaviour)	1	1	1
1.2	Corporate Identity, Image and Reputation Management (Lecture, Discussion)	1	1	-
1.3	Vision, Mission, Corporate Culture and Corporate Branding (Lecture, Discussion)	1	1	-
1.4	Public Relations Vs. Corporate Communication; Role of Corporate Communicator and Required Skills (Lecture, Discussion)	1	1	1
1.5	Image Repair Theory, Lobbying and Reputation Building Strategies (Lecture, Discussion, Expert session)	1	1	1

Unit - II	Internal Communications	L	T	P
2.1	Employee Relations: Concept, Importance and Relationship Building (Lecture, Discussion)	2	1	-
2.2	Employee Communication: Strategies, Channels and Implementation (Lecture, Case Studies and Discussion)	1	1	-
2.3	Internal Communication Tools: House Journals, Newsletters, Intranet, Mobile Apps and Digital Platforms (Lecture, Discussion with examples)	2	1	-
2.4	Conflict Resolution, Contingency Planning and Change Communication (Lecture, Discussion)	2	1	1
2.5	Annual Reports and Internal Corporate Publications: Design, Purpose and Benefits (Lecture, Demonstration)	2	1	1

Unit - III	External Corporate Communication & Crisis Management	L	T	P
3.1	Corporate Literature: Importance and Types Publications: Brochures, Magazines, Corporate Profiles and Coffee Table Books (Lecture, Demonstration)	2	1	1
3.2	Corporate Films, Videos, Corporate Advertising, Social Advertising and Advertorials/Infomercials (Lecture, Demonstration)	2	1	1
3.3	Media Relations, Mass Media and Digital Media for Image Building (Lecture, Discussion)	2	1	1
3.4	Crisis Communication: Types of Crises, Crisis Planning and Media Handling (Lecture, Discussion Taking Examples from the Industry)	1	1	2
3.5	Events, Exhibitions, Sponsorships and Corporate Communication Case Studies (Lecture, Discussion of Examples from the Industry)	2	1	1

Unit - IV	Corporate Social Responsibility	L	T	P
4.1	Concept, Evolution, Elements and Importance of CSR (Lecture, Discussion)	1	1	2
4.2	CSR Planning, Implementation and Process of CSR Management (Lecture, Discussion on Examples from the Industry)	3	1	1

4.3	Corporate Citizenship, Sustainable Development and Brand Image Enhancement (Lecture, Discussion on Examples from the Industry)	2	1	2
4.4	CSR Initiatives in Public Sector, Corporate Sector, Banking and Media Industries (Examples From the Industry)	1	1	-
4.5	Strategic CSR: Vision, Mission, Strategy, Competitive Advantage and CSR as A Business Tool (Case Reading and Discussion, Analysis and Presentation)	1	1	1

Unit - V	CSR Ethics, Governance and Emerging Trends	L	T	P
5.1	Ethical Responsibilities in CSR and Stakeholder Management (Lecture, Discussion on Corporate Events; Industry Examples)	2	1	-
5.2	Global CSR Standards and Indian CSR Laws (Lecture and Case Studies, Visit to Local Exhibition)	1	1	-
5.3	CSR Towards Employees, Customers, Community and Action Groups (Lecture, Discussion on Examples from the Industry)	2	1	1
5.4	Artificial Intelligence in CSR: Data Analytics, Monitoring, Impact Assessment and AI for Social Good (Lecture, Discussion on Examples from the Industry)	2	1	1
5.5	Ethical Issues in AI, Responsible usage of AI, AI-Driven Sustainability and Future Trends in CSR (Lecture, Discussion on Corporate Behavior Taking Examples from the Industry Expert Session)	1	1	-

PRACTICAL ASSIGNMENTS:

- Study of corporate communication tools used by eminent business houses
- Presentation on perception management
- CSR presentations
- Planning for a dummy crisis management and its presentation.
- Media tracking of current corporate issues/crises

REFERENCE BOOKS:

- Banik,G.C.(2006). PR & Media Relations. Mumbai, India: Jaico Publishing House.
- Butterick,Keith.(2012). Introducing Public Relations .New Delhi, India: .Sage Publications India Pvt Ltd.
- Center,Allenh.Jackson,Patrick. Smith,Stacey. Stansberry, Frank R (2008).Public Relations Practices. Delhi, India : Phi Learning Pvt.Ltd.
- Dhar,Neemo (2014).Public Relations and Corporate Communication. Bhopal, India: Makhanlal Chaturvedi National University of Journalism & Communication.
- Jethaney,Jaishree (2018),*Corporate Communications: Principles and Practice* , SAGE Publications Pvt. Ltd
- Jethwaney & Sarkar ,Public Relations Management, Sterling Publications
- Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly,Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.
- Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: Abd Publishers
- Pathak,Ajit.(2008).Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd.

- Reddi, C V Narasimha. (2009). Effective Public Relations and Media Strategy. New Delhi, India: Phi Learning Pvt. Ltd.
- Sahai, Baldeo. (1985). Public Relations-A Scientific Approach. New Delhi, India: Scope Publication.

E-RESOURCES:

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>

MA: APR - III

CCC-9: RESEARCH METHODOLOGY

Total Marks:100 Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVES

1. Understand concepts of research and its methodologies.
2. Develop an understanding of professional ethical principles and work ethically.
3. Encourage students to think independently for the development of skills required for research.
4. Compare and contrast quantitative and qualitative research.
5. Describe the diverse marketplaces and demonstrate how research can bring deeper understanding and meaning to diverse groups.

LEARNING OUTCOMES

1. Identify appropriate research topics.
2. Perform literature reviews using print and online databases.
3. Write research proposals.
4. Gain training in media research writing leading to publication.
5. Develop students' capability of designing and conducting minor research projects.

	COURSE MAPPING														
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	1	2	3	–	2	1	2	2	–	1	–	2
CO 2	2	2	2	2	2	3	1	1	2	2	2	1	3	1	2
CO 3	2	2	3	3	3	3	1	2	2	2	3	1	1	2	2
CO 4	3	2	3	2	3	3	1	2	2	3	2	1	1	1	2
CO 5	3	3	3	3	3	3	2	1	2	3	3	1	2	2	3

3- High, 2-Significant, 1-Low

Unit-I	Foundations of Research	L	T	P
1.1	Meaning, Definition, Nature and Importance of Research. (Lecture With Group Discussion)	3	-	-
1.2	Origin of Research in Communication. New Trends in Communication Research- AI-Driven Shifts in Communication Research- Predictive Analytics, Sentiment Analysis, and Automated Media Monitoring (PowerPoint Lecture with Case Studies)	2	1	1
1.3	Areas of Communication Research. Status of Communication Research in India.	3	1	1

	(Lecture With Tutorial Along with Class Activity)			
1.4	Overview of Research Problem and Objective; Deduction, Induction, Experiment and Generalization. Digital Research Ethics, AI-Specific Ethical Concerns (Lecture, PPT Presentation)	1	1	1
1.5	Steps of Research Process. The Operational Steps for Carrying Out Research AI Tools- Brainstorm Research Problems, Refine Objectives. (Lecture, PPT Presentation)	3	2	-

Unit-II	Framework of Research	L	T	P
2.1	Review of Literature; Importance of the Literature Review in Research, Digital Literature Review; Use of AI Tools- Perplexity AI, NotebookLM, Google Scholar, PinPoint (Lecture, Discussion, Assignment)	2	1	1
2.2	Hypothesis: Concept; Function of Hypothesis and Types. AI-Assisted Hypothesis Generation, Refinement of Research Questions, Identifying Variables. (Lecture, PPT)	2	-	1
2.3	Variables: Independent Vs Dependent Variables, Extraneous Variables, Intervening Variables; Digital Variables Scales and Measurement; Nominal, Ordinal, Interval and Ratio; Attitude Measurement, Likert, Semantic Differential Scales. (Lecture, Tutorial)	2	-	-
2.4	Research Design (Descriptive, Exploratory, Experimental). (Lecture, Group Assignment)	3	1	1
2.5	Types of Research (Longitudinal Studies, Action, Panel, Cohort, Pre-Poll, Exit Poll, Quasi- Experimental Studies, Trend Studies Etc) (Lecture, Field Work Assignment)	3	1	1

Unit - III	Techniques of Research	L	T	P
3.1	Definition of Sampling Terminology, Sampling Techniques and Its Types: Probability Versus Non- Probability Sampling. (Lecture, Assignment)	3	1	1
3.2	Research Methods; Survey; Types of Surveys, AI-Powered Survey Design. (Lecture With Tutorial)	2	1	-
3.3	Content Analysis, Methods of Content Analysis, Limitations of Content Analysis AI-Assisted Qualitative/Content Analysis Tools (Lecture, Assignment Presentation)	2	-	2
3.4	Other Methods: Focus Group Study, Feedback – Feed Forward, Impact Study, Effect Study, Case Study. (Lecture, Assignment Presentation)	3	-	2
3.5	Types of Data: Primary and Secondary Data Data Collection Tools: Observation, Interview, Questionnaire and Schedules.	4	-	2

	Reliability and Validity of Tools: Concepts and Its Types. (Lecture, Assignment Presentation)			
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Unit-IV	Applications of AI in Advertising & PR Research	L	T	P
4.1	Research Methods in Advertising Research (AI in Copy Research, Media Research and Campaign Assessment Research). (Lecture With Group Discussion)	1	-	-
4.2	AI Enhanced Online Research (Lecture with Power Point Presentation)	3	1	-
4.3	Qualitative Techniques in Advertising Research. (Lecture With Demonstration)	3	-	1
4.4	Pre & Post Research Methods and Application in Public Relation Research (Environmental Monitoring Program, Public Relation Audits) (Lecture with Demonstration)	2	-	-
4.5	Discourse Analysis (Advertising and Public Relations Campaigns) (Lecture With Demonstration)	2	-	-

Unit-V	Application of Statistics in Communication Research & Report Writing	L	T	P
5.1	Descriptive Statistics & PR Metrics (Lecture, Assignment)	3	-	1
5.2	Graphical Representation of Data & Modern Visualization Types; Data Interpretation. AI Tool: Julias AI, Flourish AI, Napkin AI (Lecture, PPT)	1	-	2
5.3	SPSS and Its Application in Research, AI Assisted Statistical Analysis (Lecture, Lab-Practical, Workshop)	1	-	2
5.4	Report Writing: Indexing, Citation and Bibliography. AI Tools: ChatGPT, Gemini., Claude, Zotero, Mendeley (Lecture With Demonstration)	2	-	2
5.5	Digital Research Ethics (Lecture with Group Discussion)	1	-	-

PRACTICAL/PROJECTS/ASSIGNMENTS:

- Prepare a schedule on any topic.
- Perform digital literature review.
- Collect data from 30 students on any given topic of research.
- On the basis of collection of data, interpret and analyze data.
- Prepare report of research study.
- Students select a specific topic and analyze 20 news articles from two different publications.
- Students perform focus - group study.

SUGGESTED READINGS:

- Berger, A. A. (2000). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches: California: Sage Publications and Thousand Oaks.

- Brennan, B. S. (2024). *Qualitative Research Methods for Media Studies* (3Rd Ed.). Routledge.
- Hansen, A., & Machin, D. (2024). *Media and Communication Research Methods* (2Nd Ed.). Bloomsbury Academic.
- Kothari, C. R. (1990). *Research Methodology: Methods and Techniques*: New Delhi: New Age International (P) Limited .
- Kumar, Ranjit. (2009). *Research Methodology, A Step By Step Guide for Beginners*: Australia: Pearson Education.
- Kumar, Ranjit. (2017). *Sodhkaryapranali*: New Delhi: Sage Publication.
- Mukherjee, N.R & Agarwal, B. (2016). *Samajikanusandhankipradhtiya* : Agra: Sbpd Publication.
- Panna, K. (2023). *Mass Media Research*. Himalaya Publishing House.
- Routledge. (2026). *Research Methods for Social Media Journalism*. Routledge.
- Tan, A. S., & Khattri, N. (2024). *Communication and Media Research: A Multidisciplinary Approach*. Atlantic Publishers & Distributors.
- Wimmer, R.D. And Dominick, J.R. (2005). *Mass Media Research*: London: Wadsworth Publishing.

E-RESOURCES:

- <http://shodhganga.inflibnet.ac.in/>
- <https://journals.sagepub.com>
- www.indianjournals.com
- smra-global.org
- tandfonline.com

MA: APR - III
CCE - 5: AI ASSISTED GRAPHIC DESIGNING & VISUAL COMMUNICATION
Total Marks:100 Theory-30 Practical-50 Internal-20 Credit-6

COURSE OBJECTIVES

1. To understand graphic designing basics and its terminology and apply those traits in the field of advertisement.
2. To explore basic knowledge on computers and vector art from the practical to the painterly artistic and to understand how corelDRAW will help you create images in your desired work area.
3. This course will demonstrate the various tools that assist in formatting text importing images and creating page layouts with the help of corelDRAW required for Advertising and PR industry.
4. Familiarize with corelDRAW from the beginning stages of laying out print documents to learning how to create interactive projects all within one program.
5. Apply design theory and criticism from artistic, communication, and socio-cultural perspectives to advertising and Public Relations.

LEARNING OUTCOMES

1. Have a proficiency in a broad range of design skills pertaining to publication & web design.
2. Have a basic understanding of text, typography, vector tools and animated GIFs and be able to appropriately output files for both print and web.
3. Successfully create images that can be used as portfolio builders.
4. Confidently participate in professional design practice and management within a collaborative work environment.
5. Analyze, synthesize, and utilize design processes and strategy from concept to delivery to creatively solve communication problems.

COURSE MAPPING															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	3	2	1	2	1	–	–	1	3	2	1	1	–	2
CO 2	3	3	2	2	2	2	1	1	2	3	3	1	1	1	2
CO 3	3	3	3	2	3	2	2	–	2	3	2	1	1	2	2
CO 4	3	3	3	3	3	2	2	–	2	3	2	1	2	2	2
CO 5	2	2	2	2	2	2	1	1	3	3	3	2	3	2	3

3- High, 2-Significant, 1-Low

Unit-I	Introduction to Graphic Design	L	T	P
1.1	Introduction to Graphic Design: Evolution of Graphic Design (Traditional to Digital Era), Communication Relationship: Heraldry, Logos and Trademark, Signage of Culture and Peace. Role of Graphic Design in Advertising & Public Relations, Advertising in the 19 th Century, 20 th Century and Current Era of Advertising. Visual Communication & Branding (Logos, Identity Design) (Lecture)	3	-	-
1.2	Basic Elements of Graphic Design: Lines, Shapes, Texture, Color, Value and Size. (Lecture-Practical)	2	1	1
1.3	Basic Principles of Graphic Design: Balance, Proximity, Alignment, Emphasis, Gestalt, Harmony, Movement, Proportion, Rhythm, Unity, White Space, Negative Space, Repetition, Contrast, Typography and Rules. (Lecture- Practical)	2	1	1
1.4	Image & Graphics File Formats- Raster Formats: JPEG/Jfif, JPEG 2000, Exif, TIFF, GIF, BMP, PNG, PPM, Pgm, Pbm, and Pnm, Webp, Hdr Raster Formats, Heif Bat, Bpg, Etc. Vector Formats: Cgm, Gerber Format (Rs-27x), SVG, AI, CDR, Ma, Mb, Obj, EPS, Dwg, Xps, Etc. (Lecture- Practical)	2	1	1
1.5	Resolution, Frame Rate, Compression, File Size Ratio, Aspect Ratio, Etc. (Lecture- Practical)	1	1	1

Unit-II	Modern Graphic Design Tools & Software	L	T	P
2.1	Industry Software Overview: Adobe Photoshop (Image Editing), Adobe Illustrator (Vector Design), Adobe InDesign (Layout Design) (Lecture- Practical)	1	1	2
2.2	Modern Design Platforms (Replacing CorelDRAW Dominance): Canva (Social Media & Marketing Design), Figma (UI/UX & Collaborative Design), Adobe Express (Lecture- Practical)	-	2	2
2.3	Working With Design Tools: Workspace, Tools, Panels, Layers, Templates & Asset Libraries (Lecture- Practical)	-	2	2
2.4	Image Editing & Vector Graphics: Photo Editing, Retouching, Background Removal, Vector Illustration, Logo Design (Lecture- Practical)	-	1	2
2.5	Design Workflow & File Management: Exporting for Print & Digital, File Optimization for Social Media & Web (Lecture- Practical)	-	1	2

Unit - III	Layout, Branding & Digital Content Design	L	T	P
3.1	Layout & Composition: Grid Systems, Alignment, Visual Flow, Page Layout Design (Posters, Brochures, Ads) (Lecture- Practical)	-	2	2
3.2	Branding & Identity Design: Logo Design, Brand Guidelines, Corporate Identity (Business Cards, Letterheads) (Lecture- Practical, Class Activity)	-	2	2
3.3	Social Media & Advertising Design: Designing for Instagram, Facebook, YouTube, Banner Ads, Display Ads, Thumbnails. (Lecture- Practical, Class Activity)	-	2	2
3.4	Motion Graphics & Multimedia Basics: Gifs, Short Videos, Reels, Intro to Tools: Adobe After Effects, Cap cut (Lecture- Practical, Class Activity)	-	1	2
3.5	UI/UX Design Basics: Wireframing, Prototyping, User Interface Principles Using Figma (Lecture- Practical)	-	1	2

Unit- IV	Advanced Design Techniques & AI Tools	L	T	P
4.1	Advanced Graphic Techniques: Image Manipulation & Compositing, Color Grading & Visual Effects (Lecture- Practical)	1	1	2
4.2	Digital Illustration & Creative Design: Vector Illustration Techniques, Infographics & Data Visualization (Lecture- Practical)	-	2	2
4.3	Design Systems & Asset Management: Design Libraries, Components, Collaboration Tools (Figma, Adobe Cloud) (Lecture- Practical)	-	2	2
4.4	AI Tools in Graphic Design: AI Image Generation: Midjourney, Dall-E , AI Design Tools: Canva AI, Adobe Firefly, AI Photo Editing: Remove.bg, Luminar AI (Lecture- Practical)	-	1	2
4.5	Automation in Design: Template-Based Design Systems, Batch Editing & Content Automation (Lecture- Practical)	-	1	2

Unit- V	Portfolio Development, Publishing & Future Trends (AI Focus)	L	T	P
5.1	Portfolio Development for Graphic Designers Creating Professional Portfolio, Portfolio as A Career Tool for PR, Advertising & Media Industry (Academic Portfolio, Professional Portfolio, Digital Portfolio), Print Portfolio (PDF / Physical), Digital Portfolio (Website-Based), Social Media Portfolio (Instagram, LinkedIn), Portfolio Platforms: Behance (for Showcasing Projects), Dribbble (for Creative Design Shots), Personal Website (Wix, WordPress, Webflow) (Lecture- Practical, PPT)	-	2	2

5.2	Publishing & Output- Print Vs Digital Publishing, Export Formats (PDF, Web, Social Media)., Branding Project, Social Media Campaign Design, Advertisement Design, Brochure / Flyer Design, Infographic Design, UI/UX Design Project, Motion Graphics/Video Design (Lecture- Practical, Class Activity)	-	2	3
5.3	Real-World Design Projects, Case Study-Based Portfolio Development (Lecture-Practical, Class Activity)	-	2	3
5.4	Publishing & Output Techniques, Exporting & File Formats: Print: PDF (CMYK), High Resolution, Web: PNG, JPEG, SVG, Webp , Social Media: Optimized Sizes (Instagram, Facebook), Portfolio Presentation, Personal Branding (Lecture- Practical, Class Activity)	-	1	1
5.5	AI in Graphic Design & Advertising, AI for Design Creation: Image Generation: Midjourney, Dall·E, AI Design tools: Canva AI, Adobe Firefly, AI for Content & Copywriting: ChatGPT (Ad Copy, Captions, Slogans), Jasper AI, AI for Video & Motion Graphics: Runway ML (AI Video Editing), Pictory (Text-to-Video), AI Workflow in Design: Idea Generation → AI Draft → Manual Refinement, Faster Content Production for Campaigns (Lecture- Practical, Class Activity)	-	1	1

PRACTICALS:

- Designing personalized resume/business card using the text layout features in corelDRAW.
- Brochure project: About an event that will be held in near future with the help of corelDRAW.
- Billboard project: To prepare a billboard for an event organized by the university.
- Graphic design album using the functionality in corelDRAW which showcase the work of students in the field of graphic design.

SUGGESTIVE READINGS:

- Bierut, M. (2015). *How to...: A monograph, manual, and manifesto by one of the world's leading graphic designers*. Harper Design.
- Bouton, D. G. (2017). *CorelDRAW X8*. McGraw-Hill Education.
- Dayton, L. (1999). *The CorelDRAW WOW! Book*. Peachpit Press.
- Harrison, T. (2016). *Photoshop: From beginner to expert: The ultimate guide to learning the basics and mastering Photoshop*. CreateSpace Independent Publishing Platform.
- Huss, D., & Priester, G. W. (1998). *CorelDRAW Studio Techniques*. McGraw-Hill Osborne Media.
- Judkins, R. (2015). *The art of creative thinking*. Sceptre.
- Muller, J. (2015). *Logo Modernism*. Taschen GmbH.
- Schiessl, P. (2016). *CorelDRAW 2017 & Home and Student Suite X8: Training Book*. Independently Published.

E-RESOURCES:

- <http://findguidelin.es/>
- <https://www.sketchappsources.com/all-free-sources.html>
- <http://www.endlessicons.com/>
- www.fontsquirrel.com
- <http://open-foundry.com/hot30>
- <https://www.freepik.com/free-photos-vectors/coreldraw>

MA: APR - III
CCE - 6: MEDIA LAWS AND ETHICS
Total Marks:100 Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVE

1. To create conceptual understanding about media laws, its role and functioning.
2. To ensure media practicing under the constitution with social responsibility
3. To give an overview of recent amendments and future challenges of media regulation.
4. To know what media ethics and how its leads media persons and media establishments to the path of professional rectitude.
5. To comprehend how media law and ethics empower media practitioners to perform their public duties with greater sense of confidence and commitment.

LEARNING OUTCOMES

1. Develop a comprehensive understanding of media laws, their purpose, role, and functioning in the media industry.
2. Explain the constitutional framework governing media and apply principles of social responsibility in media practice.
3. Analyze recent amendments, emerging legal issues, and future challenges in media regulation.
4. Demonstrate an understanding of media ethics and apply ethical principles to promote professional integrity and responsible journalism.
5. Integrate legal and ethical principles into media practice to make informed, responsible, and professional decisions in diverse media environments.

COURSE MAPPING															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	1	2	1	–	2	2	2	2	1	2	–	2
CO 2	3	3	2	2	2	1	1	2	3	2	2	2	3	1	2
CO 3	3	2	3	2	3	2	1	2	2	2	2	1	2	1	2
CO 4	2	3	3	2	2	1	1	1	3	2	2	2	3	2	2
CO 5	3	3	3	3	3	2	2	1	3	2	3	2	3	2	3

3- High, 2-Significant, 1-Low

Unit-I	Constitution and Media	L	T	P
1.1	Media Laws: Concept, Nature, Scope and Significance (Lecture, Case Discussion)	2	-	-
1.2	A Brief History of Media Laws with Special Reference Statutory Regulations, Gagging Act, Vernacular Press Act and Other Laws.		-	-

	(Lecture, Case Discussion, Expert Session)			
1.3	Freedom of Speech and Expression: Concept, Historical Development of the Freedom of Press, Constitutional Provisions, Right to Freedom, All the Provisions Relating to the Media, New Dimensions of the Freedom of Speech and Expression, Reasonable Restrictions, Freedom of the Press as Business, Immunity for Reporting Legislature, Universal Declarations of Human Rights, International Covenant on Civil and Political Rights, American Convention on Human Rights, European Convention on Human Rights. (Lecture, Case Discussion, Expert Session)	3	-	-
1.4	Right to Privacy: Concept, Significance of Right to Privacy, Is It Absolute Right? Purely Interruption on the Part of Right to Phone Taping Related to Privacy. (Lecture, Case Discussion, Expert Session)	2	-	-
1.5	Press & Privilege of Parliament and State Legislature, Relation Between Legislature & the Press, Constitutional Provisions, what are the Privileges, Press Vis-A-Vis Parliament Privileges, Question of Codification of Privilege, Procedure to Deal with Case of Privilege, What Precaution Should Be Taken to Avoid Breach of Privilege or Contempt of a House? Landmark Case on Breach of Parliamentary Privilege, Leading Case. (Lecture, Case Discussion, Expert Session)	3	-	-

Unit-II	Various Acts Related to Media	L	T	P
2.1	Why Contempt of Court Law, Brief History, Meaning : Civil Contempt of Court Criminal Contempt of Court, What Does Scandalizing the Court Mean, Innocent Publication Constitute Contempt, Journalistic Defences to Contempt of Court, Fair and Accurate Report of Judicial Proceeding, Fair Criticism of Judicial Act, Complaint in Good Faith Against Judge of A Subordinate Court, Report of Judicial Proceeding Held in Camera, Other Important Provision, Contempt in the Face of the Supreme Court Or A High Court, Cognizance of Criminal Contempt, Punishment of the Contempt of Court: Apology, Appeals. (Lecture, Case Discussion)	3	-	-
2.2	Copy Right Act 1957: Concept, No Copyright in News, Ideas, Information, Terms of Copyright, Licenses, Infringement of Copyright, International Copyright, Civil Remedies for Infringement of Copyright, Penalties. (Lecture, Case Discussion)	3	-	-
2.3	Working Journalists and Other Newspaper Employees (Conditions of Service) and Miscellaneous Provisions Act, 1955: Need & Significance, Meaning of Working Journalist, Special Benefit, Working Hours, Leave, Wage Board, and Implementation of Wage Board. (Lecture, Case Discussion)	3	-	-

2.4	Right to Information Act 2005: Background and Significance, What Does the RTI Act Provide? Definition, Right to Information, Exemptions, Information Which Is Exempted from Disclosure. Through Whom the Information Can Be Got? Pao's Duty & Function, Appeals, Central & State Information Commission: Constitution Function, & Power, Penalties. (Lecture, Case Discussion)	3	-	-
2.5	Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021: Due Diligence Obligations on Social Media Intermediaries, Three-Tier Grievance Redress Mechanism for Digital News Media and OTT Platforms, Mandatory Appointment of Grievance Officer, Compliance Officer and Nodal Contact Person. Digital Personal Data Protection Act, 2023: Key Definitions-Data Principal, Data Fiduciary, Consent Manager; Rights of Data Principals; Obligations of Data Fiduciaries; Journalism and Research Exemption Under S.3; Data Protection Board of India- Constitution, Powers, Functions and Penalties; Intersection with Puttaswamy (2017) and IT Act, 2000. (Lecture, Case Discussion)	3	-	-

Unit-III	Main Provision BNS & BNSS for Media	L	T	P
3.1	BNS S.152: Acts Endangering Sovereignty, Unity and Integrity of India; BNS S.196: Promoting Enmity Between Different Groups On Grounds of Religion, Race, Place of Birth, Residence, Language Etc. (Includes Electronic Communication); BNS S.197: Imputations, Assertions Prejudicial to National Integration. (Lecture, Case Discussion)	3	-	-
3.2	BNS S.172: False Statement in Connection With an Election; BNS S.294: Sale of Obscene Books Etc.; BNS S.295: Sale of Obscene Objects to Young Person; BNS S.296: Publication of Lottery Advertisement; BNS S.299: Deliberate and Malicious Acts Intended to Outrage Religious Feelings (Includes Electronic Means). (Lecture, Case Discussion)	3	-	-
3.3	BNS S.356: Defamation (Consolidates Former BNS S.499 and S.500): Concept, Civil and Criminal Defamation, Slander and Libel, Difference Between Defamation and Insult, Exceptions to Defamation, Difference Between Civil and Criminal Defamation, Journalistic Defences, Filing of Complaints, Punishment. Key Addition: Community Service Now Available as an Alternative Punishment. (Lecture, Case Discussion)	3	-	-
3.4	BNSS S.98: Power to Declare Certain Publications Forfeited and to Issue Search Warrants; BNSS S.99: Application to High Court to Set Aside Declaration of Forfeiture; BNSS S.163: Order Against Nuisance or Apprehended Danger; BNSS S.127: Security for Good Behaviour from Persons Disseminating Certain Matters. (Lecture, Case Discussion)			
3.5	BNSS S.218: Sanction/Permission for Prosecution; BNSS S.352: Court Open to Public; BNSS S.94: Summons to Produce Document or Other Thing (Includes Electronic Records); BNSS S.96: Search Warrant (Covers Electronic Devices and Cloud Data; Audio-Video			

	Recording of Search Mandated Under BNSS S.105). (Lecture, Case Discussion)			
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Unit-IV	Acts Related to Media	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & A Recent Case. (Lecture, Case Discussion)	3	-	-
4.2	Press and Registration of Periodicals Act, 2023 (Effective 1 March 2024): Online Registration Through the Perna Portal, Procedure for Registration of Periodicals, Role of the Press Registrar General, Cancellation of Registration, Appeals. (Replaces the Press and Registration of Books Act, 1867.) (Lecture, Case Discussion)	3	-	-
4.3	Press Council Act: Concept and Background, Object of Indian Press Council, Constituting the Press Council, Function and Power of Press Council, Various Committees of Press Council, How the Complaints are Heard by the Council, Suo Motu Action, Debate on Power, the Press & Registration Appellate Board. (Lecture, Case Discussion)	3	-	-
4.4	Cinematograph (Amendment) Act, 2023: New Age-Appropriate Certification Sub-Categories (U/A 7+, U/A 13+, U/A 16+); Anti-Piracy Provisions- Unauthorised Recording of Films in Theatres Now A Criminal Offence; Central Government's Power to Direct Re-Examination of Certified Films (Lecture, Case Discussion)	3	-	-
4.5	Prasar Bharti Act: Background, Composition of Prasar Bharti, Appointment of Chairman and Other Member, Term of Office, Function & Power of Corporation, Own Fund, Power of Central Government to Give Directions. (Lecture, Case Discussion)	3	-	-

Unit-V	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and the Law. (Lecture, Case Discussion)	2	-	-
5.2	Data Ethics and Compliance with the Digital Personal Data Protection Act, 2023- Obligations of Media Organisations as Data Fiduciaries, Ethical Handling of Personal Data in Journalistic Investigations, Consent-Based Reporting, Protection of Sources' Personal Data. (Lecture, Case Discussion)	3	-	-
5.3	Code of Ethics, Meta Ethics, Normative Ethics, Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical Code of Press Council and Other Committees, Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. (Lecture, Case Discussion)	2	-	-
5.4	All India Radio (AIR) Code for Election Coverage Doordarshan Commercial Code (Lecture, Case Discussion)			
5.5	ASCI Commercial Code, Editors Guild. (Lecture, Case Discussion)			

ASSIGNMENT:**a. Study of following leading cases and presentation in class/seminar–**

- Indian express newspapers vs the union of India 1958 (regarding violation of working journalist act)
- Eenadu editor Ramoji Rao case, 1984) (regarding breach of parliamentary/legislative privileges)
- Blitz editor R.K. Karanjia case (J.B. Kripalani, Lok Sabha) 1961. (regarding breach of parliamentary/legislative privileges)
- Rajagopal v/s state of Tamil Nadu (auto Shankar case) supreme court 1994. (regarding balance between the freedom of the press and the right to privacy,)
- Mr. 'x' vs hospital 'z' on 21 September, 1998. (regarding violence of right to privacy)

b.

- Arrange a seminar on the issue of freedom of press debate on obesity and film censor board any other assignment given by the class teacher.
- Prepare and present a case study on topical subject related to contempt of court or defamation case related to media.
- Organize a debate on Prasar Bharati and present scenario air and dd each student presents a paper on one media law.
- To organize a seminar and guidelines for parliamentary coverage and air and tv quotes arrange discussion with leading advocates on media law and invite senior journalist and editor to participate in any other assignment given by professor concerned.

SUGGESTED READINGS:

- Aiyer, V. Mass Media Law and Regulation in India. Amic Publication
- Bandopadhyay, P.K. & Arora, K. Journalistic Ethics
- Basu, D.D. Press Law. New Delhi: Prentice Hall Publication.
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, New Delhi: Publication Division, Mib.
- Kumar .S & Prabhakar, Manas. Bharat Mein Praveshvidhi.
- Trikha, N.K. Press Vidhi, Varanasi.:Vishwavidyalaya Prakashan.
- Marilyn ,Jm .TV News Ethics. New Delhi: Focal Press.
- Singh,S..Janmadhyam Kanoon Evamuttardayitva
- Venkateswaran, K.S. Mass Media Law and Regulations in India, Published By Amic.
- Mass Media Law and Regulation in India Amic Publication.

MA: APR - III
OE - 3: INTEGRATED MARKETING COMMUNICATIONS
Total Marks: 50 Theory-25 Practical-15 Internal-10 Credit-3

COURSE OBJECTIVE

1. To introduce key terms, definitions, concepts, current theories and practices used in integrated marketing communications (IMC).
2. To help students understand the principles and practices of marketing communications, involving tools used by marketers to inform consumers and to provide a managerial framework for integrated marketing communications planning.
3. To explore the use of main promotional tools of Advertising, Public Relations, Sales Promotion, Direct Marketing, Event Marketing, And Online Marketing.
4. To clear the concepts of planning IMC campaign successfully.
5. To produce professionals WHO have clear concepts of writing and developing advertisements in different medium.

LEARNING OUTCOME

1. Clarity in applying key theories, concepts and models in IMC.
2. Apply the key terms, definitions and concepts used in IMC.
3. Demonstrate knowledge of how these marketing communications tools should be utilized to their best effect
4. Develop critical reasoning regarding theories, models and practices in IMC.
5. Execute the knowledge gained in planning an IMC campaign.

COURSE MAPPING															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	2	2	1	2	1	–	–	1	2	2	1	1	–	2
CO 2	3	3	2	2	2	1	2	–	1	3	2	1	1	1	2
CO 3	3	3	3	3	3	2	2	–	2	3	2	1	2	2	2
CO 4	2	3	3	3	3	2	2	–	2	2	2	1	2	2	2
CO 5	3	3	3	3	3	2	2	1	2	3	3	2	2	2	3

3- High, 2-Significant, 1-Low

Unit-I	Introduction to Integrated Marketing Communication	L	T	P
1.1	IMC: Evolution and Concept Understanding Concepts, Current Scenario (Lecture and Group Discussion)	1	1	-
1.2	IMC Elements: Advertising, Direct Marketing, Sales Promotion, Publicity, Public Relations, Personal Selling, Internet Marketing (Lecture, PPT)	1	-	1
1.3	IMC Planning Process: Situational Analysis, Marketing Objectives, Marketing Strategies, Budget Determination, Developing IMC Strategies, Implementation and Evaluation (PowerPoint Lectures, Case Studies)	1	-	1
1.4	Marketing Strategies: Market Segmentation, Targeting and Positioning, 4P's of Marketing (Product, Price, Place, Promotion), Product Positioning Strategies, Product Life Cycle (Introduction, Growth, Maturity, Decline) (Lecture, Session by Industry Specialist)	1	-	-
1.5	Advertising Tools, Promotional Tools and Integration Tools. (Lecture, Tutorial, Class Activity)	1	-	1

Unit-II	Consumer Behaviour	L	T	P
2.1	Understanding Consumer: Types of Consumers; Rural, Urban, Female, Children, Online Consumer Behaviour, Culture, Spotting, Challenges and Opportunities, Role of Consumers in Marketing (Lecture, PPT)	1	-	-
2.2	Factors Affecting Buying Behaviour: Cultural Factors, Social Factors, Personal Factors, Psychological Factors, Motivation Factors, Perception Factors, Maslow's Hierarchy Model, Consumer Engagement Models (Lecture, Study Material)	1	1	-
2.3	STP Framework, Persona Framework, Customer Life Style Analysis, Audience Profiling (Lecture, PPT)	1	-	-
2.4	Buying Decision Process: Basic Model of Consumer Decision Making; Stages in Decision Making and Internal Psychological Process (Lecture, Study Material)	1	1	-
2.5	AI Powered Consumer Insights, AI Based Trend Forecasting, AI Driven Audience Segmentation, Consumer Intelligence Platforms (Lecture, PPT)	1	-	-

Unit-III	Strategic Communication Process	L	T	P
3.1	Integrating Marketing and Communication: Nature and Scope, Branding and Corporate Image Communication (Interactive Lecture, Demonstration)	1	1	-
3.2	IMC Strategy and Omni Channel Communication: Customer	1	-	-

	Touchpoints, Channel Integration, Customer Experience Management, Unified Brand Communication (Lecture, PPT)			
3.3	Communication Models for Marketing: Elaboration Likelihood Model, Foote Cone Belding Model. Transactional Model of Communication, AIDA Model, Hierarchy of Effects Model. (PPT, Class Discussion)	1	-	-
3.4	AI Enabled Tools for Designing Marketing Communication (Lecture, Study Material)	2	1	-
3.5	IMC in Global Era: Recent Trends, Use of Digital Media in Making a Local Brand Internationally Known. AI and IMC Based Strategies, Using 4C's of Integrated Communication: Collaboration, Coherence, Consistency and Congruence (Lecture, Study Material)	2	1	-

Unit-IV	Objectives and Budget Determination	L	T	P
4.1	Marketing Objectives: Importance and Types of Objectives; Sales-Oriented Objectives and Communication Objectives (Lecture, Class Activity)	2	-	1
4.2	Budget: Methods of Determining Budget, Factors Affecting Budget (Lecture, Study Material)	2	1	-
4.3	Digital Media Budgeting, Data Driven Budget Allocation, AI and Automation Budgeting, PR and Reputation Management Budgets (Lecture and Class Discussion)	1	-	1
4.4	Advertising, Event Management, Direct Marketing, Personal Selling in IMC: Objectives, Role and Types; Budget Allocation (PowerPoint Lecture)	1	-	-
4.5	Ethical Issues in Marketing Communication: Case Studies and Their In-Depth Analysis (Lecture, Assignment)	1	-	1

Unit-V	IMC Campaign Planning	L	T	P
5.1	Campaign Design: Situational Analysis: SWOT Analysis, PEST Analysis, Segmentation of Target Audience, Brand Positioning (Lecture, Group Assignment, Practical and Presentation)	1	-	1
5.2	Integrated Marketing Communication Objectives and Planning (Lecture, Group Assignment, Practical and Presentation)	1	-	1
5.3	Integrated Campaign Financial Management (Lecture, Group Assignment, Practical and Presentation in Class)	1	-	1
5.4	Marketing Strategies; Implementation and Evaluation; KPI Development, Marketing Analytics and ROI: Attribution Models, Marketing Mix Modeling (MMM), Customer Lifetime Value	-	-	1

	(CLV), Return on Marketing Investment (ROMI) (Group Assignment, Practical and Presentation)			
5.5	Campaign Development; Future of IMC: AI Agents in Marketing, Hyper- Personalization, Predictive Communication Ecosystems, Sustainable Communication, Communication for People, Planet and Profit (Group Assignment, Practical and Presentation)	-	-	1

PRACTICALS:

- Study the IMC plans of famous brands like cadbury/nestle/p&g/unilever/infosys and alike.
- Find the examples of advertisements using different appeals.
- Develop an IMC campaign.

SUGGESTED READINGS:

- Belch, George E and Belch, Michael A (2001): Advertising and Promotion, Mcgraw Hill Irwin, New York
- Chunawallah, S.A. And K.C. Sethia (2000): Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai.
- Duncan, Tom. (2009): Principles of Advertising & Integrated Marketing Communication, Tata Mcgraw Hill.
- Kotler Philip & Armstrong, G. Principles of Marketing. New Delhi: Prentice Hall of India.
- Kotler Philip & Keller (2015). Marketing Management. New Delhi: Pearson
- Shah, Kruti. And D'souza, Alan (2009): Advertising and Promotions, Tata Mcgraw Hill Education, New Delhi

E-RESOURCES:

- <https://www.afaqs.com/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>
- <https://www.mica.ac.in/>
- <https://journals.sagepub.com/home/adv>

FOURTH SEMESTER MARKS DISTRIBUTION

No.	Name of Subject	Credits	Total
CCC-10	Core Course (Compulsory)	6	200
CCC-11	Core Course (Compulsory)	6	100
CCE-7/8	Core Course (Elective) :(Cce) (Any One)	6	100
OE-4	Open Elective (Any One)	3	50
	Total	27	450

(Department of Advertising and Public Relations) MA: APR

SEM IV	CCC-10	Account Management & Media Planning	CCE-7 Copywriting Or	OE-4 Campaign Design for Advertising & Public Relations
	CCC-11	Internship/Project/Dissertation	CCE-8 Brand & Reputation Management	

MA: APR– IV
CCC-10: ACCOUNT MANAGEMENT & MEDIA PLANNING
Total Marks:100 Theory-50 Practical-30 Internal-20 Credit-6

OBJECTIVES

1. Develop a thorough understanding of various media vehicles.
2. Perform media calculations and be able to convert and interpret mathematical measurements.
3. Create awareness to new innovations, discussions, controversies and trends occurring in the media world.
4. Understand the role of media and how it relates to account management, creative development and media planning.
5. Create a sophisticated, integrated media plan inclusive of situation analysis, media objectives, strategies, recommendations, evaluation methods and budgetary.

LEARNING OUTCOMES

1. Identify the role of account management, research, creative, and the media department play in a full-service Advertising agency and the skills required to pursue a successful career in the Advertising industry.
2. Create and defend the strategy and execution of an ad campaign for a client(s).
3. Complete all work in a professional, ethical and disciplined manner.
4. Proper understanding of the tools and software that are commonly used in the media industry.
5. Able to do market analysis and plan media strategies.

COURSE MAPPING															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO1	3	2	2	1	2	1	1	–	1	2	2	1	1	1	2
CO2	3	2	2	2	3	2	1	2	1	3	2	1	1	1	2
CO3	3	2	3	2	3	2	1	1	2	3	2	2	1	1	2
CO4	3	3	3	3	3	3	2	1	2	3	2	1	2	2	2
CO5	3	3	3	3	3	3	2	1	2	3	3	1	2	2	3

3- High, 2-Significant, 1-Low

Unit-I	Account Management	L	T	P
1.1	Account Management: Definition, Scope and Concept, Skills & Responsibilities and Implementation (Lecture)	2	1	-
1.2	Agency Operation: Organizations in Advertising, Role of Advertising, Agency-Media Interface, Agency Revenue Process (Lecture, PowerPoint Presentation)	2	2	-

1.3	Client Related Issues and Process: Client – Agency Relationship, Factors Affecting Client-Agency Relationship, Pitching Mechanism-Simulation (Lecture, Power Point Presentation, Class Discussion)	1	1	-
1.4	Advertising Planning: Strategic Planning, Marketing Plan, Advertising Plan, Situation Analysis, Marketing Objectives, Target Audience, Positioning-Brand, Image, Personality (Lecture, Class Discussion, Assignment)	2	1	1
1.5	Developing Ad Brief; Media & Creative Brief Creative Strategy, Message Strategy, Media Strategy, Advertising Budget, Implementation and Evaluation (Lecture, Power Point Presentation)	1	1	-

Unit-II	Media Planning	L	T	P
2.1	Media Planning: Definition, Changing Face and Role of Media Planning, Problems in Media Planning, Functions, Media Planner, Skills & Role of A Media Planner, Media Planning Process, Media Agencies (Lecture, Class Activity)	2	1	1
2.2	Market Analysis: Research, Market Size, Market Growth Rate, Market Profitability, Industry Cost Structure, Distribution Channels, Market Trends, Key Success Factors (Lecture, Group Assignment)	1	1	1
2.3	Media Objectives: Target Audience, Media Habits, Reach, Frequency, Message Weight, Message Distribution (Lecture, Class Discussion)	2	1	1
2.4	Media Strategies: Factors Affecting Media Strategy, Situation Analysis, Target Selection, Geographic Selectivity, Media Selection, Reach and Frequency, Scheduling, Cost Efficiency of the Media (Lecture, Class Discussion, Class Activity)	2	1	-
2.5	Media Mix: Media Vehicle, Media Class, Media Unit, Factors for Selecting Media Mix, Digital Media (Lecture, Group Assignment)	1	1	1

Unit-III	Budget Allocation and Media Buying	L	T	P
3.1	Budget Allocation: Client Capacity, Market Size, Competitors Market, Competitors Strategy, Traditional Method: Percent of Sales, Competitive Spending, Objective and Task, Subjective Budgeting, Expenditure Per Unit (Lecture, PowerPoint Presentation)	1	1	-
3.2	Media Buying: Media Cost, Media Buying Problems, Print Media, Electronic Media, Digital Media, Out of Home (OOH) (Lecture By Industry Expert)	1	1	-
3.3	Buying and Selling Tactics: Types of Buying-Long Term, Short Term, Opportunistic Buy, Negotiation, Network, Packaging (Lecture)	2	1	1

3.4	Monitoring: Market Testing, Experimenting, Personal Judgment, Media Testing: Complete Media Plan, Alternative Schedules, Alternative Media Mix, Alternative Ad Size. (Lecture, Class Assignment)	2	1	1
3.5	Evaluation: Pre Plan Analysis, Post Buy Analysis, Media Audit, Financial Audit, Return of Rebates and Discounts, Return On Investment, Check List. (Lecture, Case Study)	2	1	1

Unit-IV	Basic Measurement and Calculations	L	T	P
4.1	Television Rating Point (TRP), Average Frequency, Total Number of Exposure, Total Audience Reach, Broadcast Dayparts. (Lecture)	2	1	1
4.2	Gross Rating Point (GRP), Opportunity to See (OTS), Readers Per Copy (RPC), Households Using Television (HUT), Persons Using Television (PUT), People Using Radio (PUR) (Lecture)	1	1	2
4.3	Brand Development Index (BDI), Category Development Index (CDI), Cost Per Thousand (CPM), Cost Per Point (CPP) (Lecture)	2	1	1
4.4	Nielsen Television Rating, Audit Bureau of Circulation, Arbitron Radio Ratings, Traffic Audit Bureau, Comscore, Media Mark Research and Intelligence (MRI), Research and Analysis of Media (Ram), Broadcast Audience Research Council (BARC). (Lecture By Industry Expert)	2	1	1
4.5	Media Planning Software: Centro, Nielsen, Google Double Click, Comscore. (Lecture, Group Assignment)	2	1	1

Unit-V	Designing Media Plan	L	T	P
5.1	Construct An Advertising Brief (Class Discussion, Group Assignment)	-	-	2
5.2	Construct A Media Brief (Class Discussion, Group Assignment)	-	-	2
5.3	Construct A Media Plan (Brief Lecture, Group Assignment)	-	-	2
5.4	Media Proposal & Presentation (Brief Lecture, Group Assignment)	-	-	3
5.5	Discussion & Evaluation (Group Assignment)	-	-	2

ASSIGNMENT/PRACTICAL:

- Developing media plans for FMCGs and consumer durables.
- Case studies of leading Advertising agencies.
- Group discussion on socio-economic and cultural impact of Advertising.

SUGGESTED READINGS:

- Ephron, Erwin. (2006). Media Planning - From Recency to Engagement. DGM Icfai Books
- Geskey, Ronald D. (2011). Media Planning and Buying in 21st century. Createspace.Surmanek,

- Jim. (1995). Media Planning- A Practical Guide. McGraw- Hill Education
- Kelley, Larry. (2015). Advertising Media Planning. Routledge.
- Menon, Arpita. (2009). Media Planning and Buying. Tata-Mc Graw Hill Education
- Rossiter, John R. Danaher, Peter J. (1998). Advanced Media Planning. Springer.
- Sissors, Jack J. (2010). Advertising Media Planning. McGraw-Hill Education

E-RESOURCES:

- Www.Afaqs.Com
- Www.Exchange4media.Com
- www.ourmedia.org
- www.brandchannel.com
- www.campaignindia.in
- www.brandrepublic.com
- www.adsoftheworld.com
- www.pitchonnet.com

MA APR IV
CCC-11 INTERNSHIP/PROJECT/DISSERTATION
Total Marks: 200 Theory-00 Practical-160 Internal-40 Credit-5

GUIDELINES FOR INTERNSHIP-

- The students who take up internships as full time or part-time will have to submit a comprehensive report of the jobs done at the organization during the total period.
- The report would comprise of weekly assignments done and clearly described as they have been handled by the student.
- The reports will be grade/marked at the end of the semester.

GUIDELINES FOR DISSERTATION-

- The dissertation will be assigned to students on individual basis.
- The topic can be suggested by faculty and then students will submit as per their guidelines.
- The dissertation will be marked as per the scheme specified in the curriculum.

MA: APR - IV
CCE-7: COPY WRITING

Total Marks: Theory-50 Practical-30 Internal-20 Credit-3

COURSE OBJECTIVE

1. To develop the creative and critical thinking skills of students by exposing them to the techniques of brainstorming, concept development and execution of ideas.
2. To provide students with the skills to write informational and persuasive text to support visual communication within the Advertising context.
3. To enable the students to develop, interpret and analyse a creative brief in order to construct a creative writing strategy
4. Create ideas and develop an Advertising campaign integrating text and visuals effectively.
5. To help the students learn how to write clear, compelling and persuasive text for a range of media.

LEARNING OUTCOMES

1. Students will understand the fundamentals of good copywriting.
2. Develop visualization skills and master the art of developing effective layouts
3. Students will feel more confident in their writing skills and will be keen to put their new, fresh ideas into practice.
4. Learn to address the obstacles of effective writing and how to overcome them
5. Have the ability to easily adapt their writing style to the target audience.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	-	2	-	-	1	-	-	-	1	1	-	2	-	2
CO 2	2	3	2	2	2	1	-	-	3	-	3	2	-	-	3
CO 3	-	3	3	2	3	-	-	1	3	-	2	-	2	-	-
CO 4	-	3	3	3	3	2	1	2	3	-	3	1	2	-	-
CO 5	-	3	3	3	3	2	2	-	3	-	2	3	-	-	-

3-High, 2-Significant, 1-Low

Unit-I	Introduction to Copywriting	L	T	P
1.1	Basics of Copywriting, Role and Responsibility of Copywriter (Lecture, Group Discussions)	3	1	1
1.2	Role and Importance of Copy in an Advertisement, Elements of A Copy-Headline-Types of Headlines, Sub-Head, Body Copy- Types of Copies, Slogan, Logo, Company Signature, Mandatories and Legal. (Expert Lecture, Group Exercises, Presentations)	3	1	1
1.3	Writing Persuasive Copy- the Can Elements (Connectedness, Appropriateness, and Novelty), Getting Messages to "Stick": Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling	1	1	-

	(Lecture, Group Discussion, Case Studies, Presentations)			
1.4	Writing Copy for Various Audiences- Children, Youth, Women, Senior Citizen and Executives (Lecture, Group Discussion, Activities)	1	1	1
1.5	Transcreation Vs Translation (Lecture, Group Discussion, Group Exercises, Presentations)	1	1	1

Unit-II	Creative Thinking	L	T	P
2.1	How to Inculcate 'Creative Thinking Attitude'- Left Brain Thinking, Right Brain Thinking. Idea Visualization, Sources of Creative Ideas (Lecture, Group Discussion, Group Exercises, Presentations)	3	1	1
2.2	Principles of Effective Copywriting (Lecture, Group Exercises, Presentations)	3	1	1
2.3	Creative Ways of Thinking-Free Association, Divergent Thinking, Analogies and Metaphors, Lateral Thinking, Brainstorming (Lecture, Group Exercises, Word-Play Exercises, Presentations)	3	1	1
2.4	Importance and Role of Visuals (Lecture, Group Exercises, Presentations)	3	1	1
2.5	Writing the Creative Brief and Developing the Big Idea (Lecture, Group Exercises, Presentations)	2	1	1

Unit-III	Layout Designing	L	T	P
3.1	Layout- Importance and Purpose (Group Exercises, Presentations)	3	1	1
3.2	Principles, Formats and Use of Visuals of a Layout for Media. (Lecture, Group Exercises, Presentations)	3	1	1
3.3	Steps in Designing A Layout-Thumbnail Sketches, Rough Layout, Comprehensive Layout and Mechanical (Lecture)	2	1	1
3.4	Graphics and Illustration-Role and Importance (Lecture, Group Exercises, Presentations)	2	1	1
3.5	Psychological and Emotional Aspects of Colors in Layout Designing (Lecture, Presentations)	2	1	-

Unit-IV	Copy Writing for Different Media	L	T	P
4.1	Developing Copy for Print Media (Lecture, Group Exercises)	2		2
4.2	Copy Writing for Radio and Television (Lecture, Group Exercises, Presentations)	2	-	2
4.3	Copy Writing for Digital Media (Lecture, Group Exercises)	2	1	2
4.4	Copy Writing for Outdoor Media (Lecture, Group Exercises, Presentations)	3	1	2
4.5	Designing Sales Literature (Lecture, Group Exercises, Presentations)	2	1	2

Unit-V	AI-Assisted Copywriting	L	T	P
5.1	Introduction to AI in Copywriting and Advertising (Lecture, Group Exercises, Presentations)	2	1	1
5.2	AI Tools for Copywriting (Lecture, Group Exercises, Presentations)	3	1	-

5.3	Prompt Writing Techniques for AI-Generated Advertising Copy (Lecture, Group Exercises, Presentations)	2	1	1
5.4	Human–AI Collaboration in Creative Copy Development (Lecture, Group Exercises, Presentations)	3	1	2
5.5	Limitations, Bias and Ethical Concerns in AI-Generated Advertising Content (Lecture, Group Exercises, Presentations)	2	1	1

PRACTICALS/PROJECTS/ASSIGNMENTS:

- Idea visualization for any five concepts.
- Prepare Advertising copy for a print advertisement (newspaper or magazine) for any consumer product.
- Write a 30-second radio advertisement script for a product or service.
- Develop a television commercial (TVC) copy/script including visuals and dialogues.
- Use an AI tool to generate Advertising copy and evaluate its effectiveness.
- Analyze a famous Advertising campaign and identify the copywriting techniques used.

SUGGESTED READINGS:

- Berman Margo, (2012). The Copywriter's Toolkit, UK: Blackwell Publishing West Sussex.
- Bonnie L Dreewniany (2011). Creative Strategy in Advertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, Et.Al (2006). The Fundamentals of Creative Advertising. Switzerland: Ava Publishing.
- Carroll Brian (2010). Writing for Digital Media.UK: Routledge Publications..
- Felton, George (1994).Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.
- Fennisbob.M and Stroebe Wolfgang (2010), the Psychology of Advertising. UK: Psychology Press.
- George Lios (2008).What's the Big Idea. New Delhi, India: Atlantic Publishers and Distributors
- Jim Aitchison/ Neil French (2004).Cutting Edge Advertising: How to Create the World's Best Brands in the 21St Century. India: Pearson Education
- Valladares (2000).The Craft of Copy Writing. New Delhi, India: Sage Publications.
- Ind, Nicholal as (1993). Great Advertising Campaigns. London: Kogan Page
- Anonymous Author. (2024). *The AI Copywriter: AI-Powered Copywriting for Online Marketing*. Independent Publishing.
- Bly, R. W. (2020). *The Copywriter's Handbook: A Step-By-Step Guide to Writing Copy That Sells*. Holt Paperbacks.

E-RESOURCES:

- www.afaqs.com
- www.exchange4media.com
- www.adage.com
- www.brandchannel.com
- www.campaignlive.com
- www.brandrepublic.com
- www.adslogans.co.uk
- www.carat.com
- [\(pdf\) evolving copywriting techniques in the digital age: navigating web 3.0, industry 4.0, and society 5.0"](#)

MA: APR– IV
CCE-8: BRAND & REPUTATION MANAGEMENT

Total Marks: Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVES

1. To develop understanding of the complex world of brands.
2. It aims to keep the students abreast with the emerging concepts of Branding, Marketing & Advertising.
3. Helps to build clear vision of branding to establish corporate image and henceforth creation of an identity in different marketplaces.
4. To provide hands-on-training for planning and production of brands for today's markets.
5. To sensitize the value of brands in different communities and societies.

LEARNING OUTCOME

1. Clarity of concepts related to branding and brand management.
2. Compare the different brands available through various platforms.
3. Develop branding strategies independently through strategic research.
4. Capable of identifying and establishing brand positioning and values.
5. Competent to plan and implement brand marketing programs.

COURSE MAPPING															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	3	-	2	1	1	1	-	-	1	-	2	-	-		2
CO 2	3	-	2	-	3	2	-	1	1	-	3	-	-	1	2
CO 3	-	2	1	1	2	3	-	2	1	-	2	2	2	-	2
CO 4	-	2	2	1	3	1	-	1	1	2	2	2	2	2	1
CO 5	1	3	3	2	3	1	3	-	-	-	1	-	1	2	1

3- High, 2-Significant, 1-Low

Unit-I	Foundations of Branding	L	T	P
1.1	Introduction to Branding: Meaning, Functions, Evolution, Importance and Strategic Role of Branding in Contemporary Markets. (Lecture, PPT)	3	1	1
1.2	Brand Identity, Image, Personality, Brand Awareness, Recognition, Trust and Emotional Engagement. (Lecture, PPT)	3	1	1
1.3	Brand Name, Logo, Typography, Colour Palette, Packaging, Slogans, Sonic Identity and Visual Identity Systems. (Lecture, PPT, Class Activity)	2	1	1
1.4	Brand Architecture, Positioning, Brand Associations, Brand Loyalty, Brand Promise and Brand Portfolio. (Lecture, PPT)	1	-	1
1.5	AI-Assisted Market Research, Consumer Insights, Brand Monitoring, Content Generation and Visual Identity Development. (Lecture, PPT)	2	-	-

Unit-II	Strategic Brand Management	L	T	P
2.1	Brand Planning Process, Brand Positioning, Brand Performance and Consumer-Based Brand Equity. (Lecture, PPT, Class Activity)	3	1	1
2.2	Brand Development Strategies: New Brand Launches, Brand Extensions, Revitalisation, Repositioning, Co-Branding and Corporate Branding. (Lecture, PPT, Class Activity)	3	1	1
2.3	Brand Equity: Concept, Dimensions, Customer Equity, Drivers of Brand Value and Techniques for Building Strong Brands. (Lecture, PPT, Class Activity)	3	1	1
2.4	Measuring Brand Performance: Qualitative and Quantitative Methods, Consumer Feedback, Digital Analytics and Brand Valuation. (Lecture, PPT, Class Activity)	3	1	1
2.5	AI for Strategic Branding: Predictive Analytics, Customer Segmentation, Personalization, AI-Assisted Brand Performance Measurement and Market Intelligence. (Lecture, PPT, Class Activity)	2	1	1

Unit-III	Integrated Brand Marketing and Emerging Trends	L	T	P
3.1	Integrated Brand Marketing Communication (IBMC): Coordinating Advertising, Public Relations, Digital Marketing, Direct Marketing, Sales Promotion and Experiential Marketing. (Lecture, PPT, Class Activity)	3	1	1
3.2	Digital Branding: Social Media Branding, Influencer Marketing, Online Reputation Management, Omnichannel Branding and Creator Economy. (Lecture, PPT, Class Activity)	3	1	1
3.3	Branding Across Markets: Global Branding, Localization, Cultural Branding, Sustainability, Ethical Branding and Inclusive Communication. (Lecture, PPT, Class Activity)	2	1	1
3.4	Emerging Trends in Branding: Personal Branding, Community Building, Virtual Brands, Immersive Experiences (AR/VR) and AI-Driven Branding. (Lecture, PPT, Class Activity)	2	1	1
3.5	AI in Brand Management: Generative AI for Content Creation, AI-Powered Campaign Optimization, Customer Engagement, Social Listening, Sentiment Analysis and Case Studies of Successful Brands. (Lecture, PPT, Class Activity)	2	1	-

Unit-IV	Fundamentals of Reputation Management	L	T	P
4.1	Reputation Management: Concept, Importance, Scope, Corporate Image, Identity and Reputation; Factors Influencing Organizational Reputation. (Lecture, PPT, Class Activity)	2		2
4.2	Building and Managing Reputation: Brand Trust, Credibility, Stakeholder Engagement, Corporate Communication and Reputation-Building Strategies. (Lecture, PPT, Class Activity)	2	-	2
4.3	Online Reputation Management (ORM): Digital Reputation, social	2	1	2

	media, Online Reviews, Search Engine Reputation, Influencer Impact and Reputation Monitoring. (Lecture, PPT, Class Activity)			
4.4	Reputation Risks and Crisis Communication: Reputation Threats, Misinformation, Crisis Preparedness, Media Handling and Image Restoration Strategies. (Lecture, PPT, Class Activity)	3	1	2
4.5	AI in Reputation Management: AI-Powered Social Listening, Sentiment Analysis, Media Monitoring, Reputation Analytics and Early Warning Systems. (Lecture, PPT, Class Activity)	2	1	2

Unit-V	Strategic Reputation Management and Emerging Trends	L	T	P
5.1	Corporate Reputation Strategy: Reputation Planning, Stakeholder Mapping, ESG Communication, CSR, Sustainability and Ethical Reputation Management. (Lecture, PPT, Class Activity)	2	1	1
5.2	Measuring and Evaluating Reputation: Reputation Audits, Key Performance Indicators (KPIs), Brand Perception Studies, Customer Feedback and Reputation Scorecards. (Lecture, PPT, Class Activity)	3	1	-
5.3	Digital Reputation and Personal Branding: Executive Reputation, Employee Advocacy, Thought Leadership, Influencer Relations and Online Personal Branding. (Lecture, PPT, Class Activity)	2	1	1
5.4	Reputation Recovery and Case Studies: Crisis Recovery, Rebuilding Stakeholder Trust, Reputation Repair Models and Analysis of Corporate Reputation Case Studies. (Lecture, PPT, Class Activity)	3	1	2
5.5	AI and the Future of Reputation Management: Generative AI for Communication, Predictive Reputation Analytics, Misinformation Detection, Deepfake Challenges, Responsible AI and Emerging Trends in Reputation Management. (Lecture, PPT, Class Activity)	2	1	1

PRACTICALS

- Conduct a reputation audit of a selected organization, brand, or public figure.
- Monitor the online reputation of a brand for one week using social media, news portals, review platforms, and search results.
- Develop a reputation recovery plan for a hypothetical or real corporate crisis.
- Create a professional personal branding strategy for a CEO, entrepreneur, or public leader.
- Design a comprehensive reputation management campaign for a corporate, NGO, educational institution, or government organization.

SUGGESTED READING

- Aaker, David A. *Building Strong Brands*. Free Press.
- Aaker, David A. *Managing Brand Equity*. Free Press.
- Keller, Kevin Lane. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.
- Kapferer, Jean-Noël. *The New Strategic Brand Management*. Kogan Page.
- Kotler, Philip, Keller, Kevin Lane, Chernev, Alexander. *Marketing Management*. Pearson.
- Kotler, Philip & Pfoertsch, Waldemar. *B2B Brand Management*. Springer.

- Wheeler, Alina. *Designing Brand Identity*. Wiley.
- Ries, Al & Trout, Jack. *Positioning: The Battle for Your Mind*. McGraw-Hill.
- Scott, David Meerman. *The New Rules of Marketing and PR*. Wiley.
- Fombrun, Charles J. *Reputation: Realizing Value from the Corporate Image*. Harvard Business School Press.
- Doorley, John & Garcia, Helio Fred. *Reputation Management*. Routledge.
- Cornelissen, Joep. *Corporate Communication: A Guide to Theory and Practice*. Sage.
- Argenti, Paul A. *Corporate Communication*. McGraw-Hill.
- Solomon, Michael R. *Consumer Behavior: Buying, Having and Being*. Pearson.

MA: APR– IV
OE-4: CAMPAIGN FOR ADVERTISEMENT & PUBLIC RELATIONS

Total Marks: Practical 40 - Internal-10 Credit-3

COURSE OBJECTIVES

1. To understand the production process of an advertisement and its pipeline.
2. To understand the production process of PR tools with the right techniques.
3. To learn the essence of creating action-demanding stories required in advertising and PR.
4. To understand the various elements of producing advertisements and PR tools.
5. To understand the various elements of post-production for advertisements and PR tools.

LEARNING OUTCOMES

1. Students should be able to apply creative skills for advertisements.
2. Students should be able to apply creative skills for Public Relations.
3. Students should have the ability to create pre-production for APR.
4. Students should have the ability to create production for APR.
5. Students should have the ability to create post-production for APR.

COURSE MAPPING															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
CO 1	2	2	2	2	2	-	2	-	1	2	2	1	2	2	1
CO 2	2	2	2	2	2	-	2	-	1	2	2	1	2	2	1
CO 3	3	3	-	-	-	2	2	1	1	2	2	1	1	2	3
CO 4	3	3	-	-	-	-	2	1	1	2	2	1	1	2	3
CO 5	3	3	-	2	-	2	2	1	1	2	2	1	1	2	3

3- High, 2-Significant, 1-Low

Unit-I	Public Relations Tools and Techniques	L	T	P
1.1	Public Relations Functions and Tools (Lecture, Practical)	2	1	-
1.2	Print, Traditional and Electronics Tools for PR Tools for PR (Lecture, Practical)	2	1	-
1.3	Principles of Copy Writing and Advertising Design (Lecture, Scriptwriting)	2	1	-
1.4	Digital Media for PR- Websites, Social Media, Search Engine Optimization & Search Engine Marketing, E-Journal, Direct Mail. (Lecture, Practical)	2	1	-
1.5	Campaign Development for Print Ad, Commercial, Web Campaign and Outdoor Campaign Etc. (Lecture, Practical)	2	1	-

Unit-II	Pre – Production for Advertisement & PR	L	T	P
2.1	Idea Generation – Significance of Topic, Societal Welfare, Public Interest, Visualization. (Lecture, PPT, Practical)	1	-	3
2.2	Research – Content Analysis, Location Research. (Lecture, PPT, Practical)	1	-	3
2.3	Drafting Script – Target Audience, Time, First Draft, Treatment and Synopsis. (Lecture, PPT, Practical)	1	-	3
2.4	Layout Story Boarding of Documentary. (Lecture, PPT, Practical)	1	-	3
2.5	Planning and Budgeting – Team Building, Location Finalising, Schedule Finalising, Funding Sources. (Lecture, PPT, Practical)	1	-	3

Unit - III	Production for Advertisement & PR	L	T	P
3.1	Shooting for Documentary – Basics of Camera and Visual Grammar. (Lecture, PPT, Practical)	1	-	3
3.2	Light Techniques- Key Light, Fill Light, Back Light. (Lecture, PPT, Practical)	1	-	3
3.3	Sound for Documentary- Background Score, Voice Over, Sound Effect, International Track for Sound. (Lecture, PPT, Practical)	1	-	3
3.4	Production Crew and Their Responsibilities for Documentary Production. (Lecture, PPT, Practical)	3	-	
3.5	Dos and Don'ts in Documentary Production. (Lecture, PPT, Practical)	3	-	

Unit- IV	Post-Production for Advertisement & PR	L	T	P
4.1	Post- Production- Types of Editing Software's, Adobe Premiere and Final Cut Pro (Lecture, PPT, Practical)	1	-	3
4.2	Editing Techniques - Match Cut, Smash Cut, Invisible Cut, 3 Point Editing, L Cut, J Cut (Lecture, PPT, Practical)	1	-	3
4.3	Stages of Editing - Logging to System, Rough Cut, Final Cut. (Lecture, PPT, Practical)	1	-	3
4.4	Music in Documentary - Use of Narration, Importance of Background Score, Sound Effects. (Lecture, PPT, Practical)	1	-	3
4.5	Titling, Importance of Supers, Advantages and Need of Sub-Titling and Export & DVD Authoring. (Lecture, PPT, Practical)	1	-	3

Unit-V	Artificial Intelligence in Advertising and PR Production	L	T	P
5.1	Introduction to Artificial Intelligence in Advertising and Public Relations (Lecture, PPT, Practical)	1	-	3
5.2	AI-Powered Content Creation for Advertising and Public Relations (Lecture, PPT, Practical)	1	-	3
5.3	AI-Based Advertising Production: Automated Video, Image and	1	-	3

	Graphic Generation (Lecture, PPT, Practical)			
5.4	Use of AI in Audience Targeting, Data Analytics and Campaign Optimization. (Lecture, PPT, Practical)	1	-	3
5.5	Ethical Considerations and Future Trends of AI in Advertising and PR Production. (Lecture, PPT, Practical)	1	-	3

PRACTICAL/PROJECTS/ASSIGNMENTS:

- Shoot a complete ad film of any brand with duration of minimum 30 sec.
- Individual assignment for script writing of a corporate ad film.
- Make a print ad campaign with various format of a product of minimum 3 ads.
(poster, pamphlet, billboard)
- Develop a radio advertisement i.e., Of jingle based.
- Use AI tools to generate advertisement copy and slogan ideas for a selected product.
- Create AI-generated visual concepts for an advertisement campaign.
- Develop a PR campaign plan for a company or organization.

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3Rd Edition. India: Sage
- Chunawala & Sethia. Foundations of Advertising ,8Th Edition .India: Himalaya Publishing.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico.
- Halve, Bhaskar Anand. Planning for Power Advertising. India: Response Books
- Jones, Philip John. How to Use Advertising to Build Strong Brands. India: Sage
- Millerson, Gerald. (2009) Television Production. Burlington, Ma: Focal Press.
- Sharma, Sangeeta and Singh, Raghuvir (2009): Advertising Planning and Implementation, Phi Learning Private Limited, New Delhi
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Wells, Burnett, Moriarty. Advertising Principles & Practices -5Th Edition. India: Prentice Hall
- Belch, George E. & Belch, Michael A. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective, 12Th Edition. India: Mcgraw-Hill Education.
- Roetzer, Paul & Kaput, Mike (2022). Marketing Artificial Intelligence: AI, Marketing and the Future of Business, USA: Matt Holt Books.

E-RESOURCES:

- www.afaqs.com
- www.exchange4media.com
- www.ourmedia.org
- www.brandchannel.com
- www.campaignindia.in
- www.brandrepublic.com
- www.adsoftheworld.com
- www.pitchonnet.com
- <https://www.mediacollege.com/>
- (99+) public relations and advertising research papers - academia.edu
- (Pdf) effectiveness of digital media for business and education [2023] [14] a case study of advertising and public relations strategies for brand awareness and reputation management: in perspective of paid media to earned media
- Advertising - recent articles and discoveries | springer nature link
- Journal of advertising Research | journal | Taylor & Francis online