

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

One year PG Programme

(Effective from July 2026)



Department of Advertising & Public Relations
Makhanlal Chaturvedi National University of Journalism and Communication
in front of shooting academy, Bishankhedi, Bhopal (M.P.) 462 044

**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF JOURNALISM
AND COMMUNICATION
(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)
MA:APR One Year
(as per NEP 2020)
(Effective from July 2025)**

Semester	DSC	Course Title	CREDIT	DSE	Course Title	CREDIT
Sem 1	DSC-1	Marketing Management	4	DSE-1	Account Management and Media Planning	4
	DSC-2	Strategic Advertising	4	DSE-2	Media Psychology: Understanding Audience Behavior and Persuasion	4
	DSC-3	Contemporary Public Relations & Corporate Communication	4	DSE-3	Digital Media Laws and Ethics	4
	Total Credits 20					
Sem 2	DSC-4	Digital Advertising and Public Relations	4	DSE-4	Reputation and Crisis Management	4
	DSC-5	Advanced Research In Advertising and Public Relations	4	DSE-5	Visual Communication and Design Practices	4
	DSC-5	Research Thesis/ Academic Project	8			
				Total Credits 20		

DSC - Discipline Specific Core Compulsory

DSE- Discipline Specific Elective

First Semester- DSE any Two

Second Semester- DSE any One

PROGRAMME OBJECTIVES:

- Impart knowledge about the concepts and methods of Advertising & Public Relations.
- To equip them with transitional knowledge from traditional to contemporary Advertising & Public Relations structure & research.
- To develop creative thinking and ideation for Advertising as well as Public Relations.
- Develop analytical and critical thinking skills when creating/evaluating Advertisements & Public Relations strategies.
- It aims to orient learners towards the practical aspects, tools and techniques of Advertising & Public Relations.

PROGRAMME OUTCOMES:

- Good conceptual understanding of subjects including Communication, Advertising, Public Relations, Corporate Communication, Research Methodology.
- Research and Reasoning aptitude for any Strategic Communication planning and execution of Advertising and Public Relations programs.
- Creative and reflective thinking for ideation based on self learning & digital competency.
- Analytical and problem-solving skills for challenging situations of the profession.
- Independently work with high competency and morality in the business of Advertising and Public Relations in the roles of Account Planners, Copy writers, Media Planners, PR/ CC Managers, Researchers.

MAAPR Programme Mapping															
PEO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
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

(PEO- Programme Education Objectives

PO- Programme Objectives)

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

(One Year Post Graduate Programme)

(Effective from July 2025)

1 YEARS (Two SEMESTER) POST GRADUATE PROGRAMME – MARKS SCHEME

(As Per NEP 2020 Pattern)

			Theory	Practical	Internal	Total	Credit
Sem 1	DSC - 1	Marketing Management	80	-	20	100	4
	DSC - 2	Strategic Advertising	50	30	20	100	4
	DSC - 3	Contemporary Public Relations & Corporate Communication	50	30	20	100	4
	DSE - 1	Account Management & Media Planning	50	30	20	100	4
	DSE - 2	Media Psychology: Understanding Audience Behaviour And Persuasion	80	-	20	100	4
	DSE - 3	Digital Media Laws And Ethics	80	-	20	100	4
Sem 2	DSC- 4	Digital Advertising And Public Relations	50	30	20	100	4
	DSC- 5	Advanced Research In Advertising And Public Relations	50	30	20	100	4
	DSC- 6	Internship & Project/Dissertation	-	160	40	200	8
	DSE- 4	Reputation And Crisis Management	50	30	20	100	4
	DSE- 5	Visual Communication And Design Practices	50	30	20	100	4
	DSE-6	Digital Strategy And Influencer Marketing	50	30	20	100	4

DSC - Discipline Specific Core Compulsory

DSE- Discipline Specific Elective

First Semester- DSE any Two

Second Semester- DSE any One

MA: APR - I
DSC - 1: MARKETING MANAGEMENT
Total Marks: 100 Theory- 80, Practical- 00, Internal- 20, Credit-04

COURSE OBJECTIVES

1. To familiarize students with the Fundamental concepts of Marketing, Functions and Applications.
2. To enhance the understanding of students about the Trends and Challenges of Marketing especially for a fast growing Economy.
3. To develop the Critical and Analytical thinking for Marketing Plans and Strategies.
4. To sensitize the students towards the Ethical and Social obligations of the profession.
5. Develop Innovative Marketing Plans and Marketing Research projects.

LEARNING OUTCOMES

1. Conceptual clarity of Marketing Fundamentals.
2. Understand and handle the key processes involved in Marketing in different Industries.
3. Able to evaluate the tools that can be used to sustain in the market.
4. Conduct Marketing activities on Ethical grounds.
5. Handle the Marketing Campaigns independently.

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

3- High, 2-Significant, 1-Low

Unit-1	Marketing Management	L	T	P
1.1	Understanding Basics; Core concepts of Marketing; Nature and Scope	2	-	-
1.2	Different types of Orientations in a Market place: Application, Uses, Benefits and Drawbacks of Product, Production, Sales, Marketing, Customer, Holistic Marketing, Socially Responsible Marketing	2	1	-
1.3	Marketing at different levels: Local, Regional, National, International, Global: Their Application and Limitations	2	1	1
1.4	Types of Marketing: Direct, Retail, Service, Rural, Urban, Digital/Online, Green; Strategies and Limitations; Challenges and Opportunities Changing scene of Rural Market and Strategies: Cases and Experiments	2	-	1
1.5	Marketing Ethics: Principles of ethical marketing, Ethical Values in Marketing	2	1	1

Unit-2	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	2	1	-
2.2	Indian Consumer: Rural, Urban, Men, Women, Children, Educated, Illiterate; Their Influences and Behavior.	2	1	1
2.3	Consumer Buying Behavior: Needs and Motives, Attitudes, Influences and Opinion formation, Culture and its role in Influencing behavior	2	1	1
2.4	Consumer purchase decision making process: Identify needs, Collect information, Evaluate alternatives, Purchase decision	2	-	-
2.5	Different Marketing Environments: their 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	2	-	-

Unit-3	Marketing Mix, Strategies, Process, Plan	L	T	P
3.1	Understanding Marketing Mix: 7 P's: Product, Price, Place, Promotion, Packaging, People, Positioning	4	-	-
3.2	Market Segmentation: Elements and bases of Segmentation; Targeting: styles and strategies; Positioning: Product and Brand Image and its space in the minds of Consumer, Positioning strategies	4	2	-
3.3	Marketing Strategies: Introductory, Growth, Maturity, Decline, Repositioning, Diversification	2	2	1
3.4	Marketing Process: Research, Objective, Strategies, Communication and Implementation, Evaluation	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	2	1	-

Unit-4	Product & Price	L	T	P
4.1	Product Line and Mix; Classification: Consumer goods, Industrial Goods	1	1	1
4.2	Product Life Cycle: Introduction, Growth, Maturity, Decline; Brands: USP, EVP	2	1	1
4.3	New Product Development: Strategies and Steps (Research-Launch)	1	1	-
4.4	Pricing: Nature of Price; Factors affecting Pricing Decisions, Steps in Price Determinations	2	-	1
4.5	Pricing Strategies, Price Selection Techniques	1	1	1

Unit-5	Distribution, Promotion, Packaging, People, Positioning	L	T	P
5.1	Importance & Functions of Distribution Channels; Channel Members & their Management; Channel Design Selection	1	1	-
5.2	Promotion Mix: Sales Promotion, Personal Selling, Advertising, Public Relations, Digital and Social Media Marketing	1	1	-
5.3	Packaging & Marketing: Tool for brand building, attracting customers, and influencing purchasing decisions.	2	1	1

	Styles and Types, Printing Norms and Legally Permissible Elements and Designing			
5.4	People: Sales Team and Customer Relationship Management	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.	1	2	-

PRACTICALS:

- 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:

- Stanton, W. J. (1989). *Marketing Management*. McGraw-Hill Book Co. New York.
- Sheehan, B. (2010). *Online Marketing*. An Ava Books
- Kumar A., Meenakshi N. (2016). *Marketing Management*. Vikas Publishing
- Drayton, B. (2008). *Common Sense Direct & Digital Marketing*. Kogan Page India Ltd
- Kotler, P., & Armstrong, G., et.al. (2020) *Principles of Marketing*. Pearson Education Australia
- Kotler, P., & Keller. (2015). *Marketing Management*. Pearson
- Kotler, P. (1999). *Marketing For Hospitality and Tourism*. Oxford Focal Press
- Kotler, P. (1989) *Social Marketing*. The Free Press
- Gupta C.B. (2018). *Marketing Management Text & Cases*. Sultan Chand & Sons
- Peter J. P., & Olson J. C. (1987). *Consumer Behavior- Marketing Strategy Perspective*. Richard Irwin Inc.
- Ramaswamy V. S., & Namakumari S. (2018). *Marketing Management*. Sage Publications India Pvt Ltd
- Donovan R., & Henley N. (2010). *Social Marketing: An International Perspective*. Cambridge University Press
- Ryan D., & Jones C. (2008). *Understanding Digital Marketing*. Kogan Page
- Kumar A. (2023). *Marketing Management*. Sahitya Bhawan Publications

E-RESOURCES:

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

MA: APR - I
DSC- 2: STRATEGIC ADVERTISING
Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-04

COURSE OBJECTIVE

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

LEARNING OUTCOME

- Students will be able to apply their theoretical concepts in the field of advertising.
- They will be able to design efficiently for brand and campaign promotion.
- Participate in the Development of Creative Solutions to address Advertising and Marketing Communication challenges.
- Able to design and develop advertising campaign plans for brands, incorporating creative strategy, media planning, and audience targeting.
- They can analyze latest trends in advertising and hence apply strategies, tactics and techniques of advertising 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	-	2	-	2	2	3	3	3
CO2	2	2	2	2	2	2	-	-	2	-	2	1	2	2	2
CO3	2	3	2	2	2	2	1	-	2	2	1	1	2	2	3
CO4	-	3	1	2	-	-	2	-	1	3	1	2	2	3	1
CO5	-	3	1	3	2	2	1	1	1	1	-	2	1	2	1

3- High, 2-Significant, 1-Low

Unit-1	Foundations and Theories of Advertising	L	T	P
1.1	Evolution of advertising: From traditional to digital	2	-	-
1.2	Advertising & branding as a tool of marketing promotions.	2	2	-
1.3	Theories of persuasion: Maslow's need Hierarchy theory, Bullet theory, AIDA, Hierarchy of Effects, Elaboration Likelihood Model	2	-	-
1.4	Green Advertising, Gender in Advertising, Health Communication, Surrogate Advertising, Covert Advertising and other types of emerging promotions	3	3	2
1.5	Apex Bodies of Advertising: AAAI, ASCI, TAM, NARB, NARC, BARC Ethics and regulations in advertising; Social Obligations.	2	1	1

Unit-2	Strategic Advertising Planning	L	T	P
2.1	Indian Advertising Industry	1	1	-
2.2	Advertising Agency, their role and functions	-	2	4
2.3	Advertising Agency Revenue and compensation	2	-	-
2.4	Consumer behavior and psychology, Market research and audience segmentation	1	2	2
2.5	Advertising campaign planning process	1	1	2

Unit-3	Creatives in Advertising	L	T	P
3.1	Famous Copywriters and their contributions to Indian Advertising World	1	-	-
3.2	Advertising Appeals: Role of rationality, emotion, humor, shock and so on	1	-	2
3.3	Creative strategies and message design, language & Culture, designing with creative briefs	2	2	2
3.4	Copywriting for print, broadcast, OOH and digital & their case Studies	1	2	2
3.5	Ad layout for all media; Visual design for various formats and storytelling with case study discussion	1	2	2

Unit-4	Advertising Media	L	T	P
4.1	Different types of Advertising Media, Function, Merits and Demerits of Media	2	-	-
4.2	Media mix: selection of Media and its Vehicles.	1	1	-
4.3	Advertising Media Strategies	2	-	2
4.4	Media Planning, budgeting and Operations	2	2	2
4.5	Media Coverage & monitoring	1	1	2

Unit-5	Measurement, Evaluation, and Case Studies	L	T	P
5.1	Tools for Evaluation: DAGMAR, Pre and post ad testing, Google Analytics, social insights, surveys	2	-	2
5.2	Advertising effectiveness: KPIs and ROI	1	1	1
5.3	A/B testing and campaign optimization	2	1	2
5.4	Global and local case studies of successful and failed campaigns	1	-	-
5.5	Trends and future of advertising	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 - I
DSC-3: CONTEMPORARY PUBLIC RELATIONS
& CORPORATE COMMUNICATION

Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-04

COURSE OBJECTIVES

1. To demonstrate the various practices of Public Relations Practices.
2. Develop an understanding of the structure and working of Public Relations consultancies and departments in corporate sector.
3. To understand the challenges faced by the PR Professionals in different sectors like Government and Industry.
4. To equip future PR professionals with the principles and application of effective two-way communication across diverse and dynamic contexts.
5. To practice of developing and applying strategy and tactics based on a sound understanding of Public Relations concepts and practices.

LEARNING OUTCOMES

1. Gain clarity of concepts and theories in the use and presentation of Public Relations programs.
2. Conduct research and evaluate information by appropriate methods.
3. Have the clear insight of PR problems and ability to deal with high competence.
4. Perform as strategic PR Professional.
5. Handle PR activities with sense of responsibility of values and ethics of the profession.

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

3- High, 2-Significant, 1-Low

Unit-1	Public Relations & Corporate Communication Foundations	L	T	P
1.1	Understanding Public Relations. scope, functions, and evolution of PR; Stakeholder/Publics: Types of publics; Stakeholder identification, prioritization and engagement.	2	-	1
1.2	PR tools and techniques: Different tools used in PR, their functions in PR campaigns.	2	-	1
1.3	Process: RPCE Model; PR Campaigns Internal and External Communication in PR	2	-	1
1.4	Theories of PR: Social learning theory, ELM Model, Aristotle's theory of Rhetorics, Erving Goffman theory of Social Interaction, James Grunig & Todd Hunt- Two-way symmetrical model (Situational Theory), Cognitive Dissonance theory, Balance theory, William Benoit's Image Restoration theory	2	-	1
1.5	Understanding Corporate Communication. PR Vs CC. Public in CC and Organizational Communication	2	-	1

Unit-2	PR Writing and Media Interaction	L	T	P
2.1	Media Release Writing: Basic Structure of Media releases, Newsworthiness of releases; multimedia releases; SEO integration in the releases	2	-	1
2.2	Media Pitch Writing– Structure, tone, customization; Building media lists	2	-	1
2.3	PR perceptions& Response Crafting– Finding the hook, tailoring responses, anticipating scenario	2	-	1
2.4	Crisis response messaging: Holding statements, tone and delivery strategy; Image Restoration Theory	2	-	1
2.5	PR Documentation: Media Tracking, Backgrounders, Fact Sheets, and Q&A Briefs, Reports, Leadership Speeches.	2	-	1

Unit-3	Strategic Planning and Opportunities in PR	L	T	P
3.1	Industry Tracking and Media Monitoring– Sentiment analysis, competitor mapping, monitoring tools	2	-	1
3.2	Opportunities for PR Activity– Proactive and reactive PR, event-based opportunities, article placements, podcast features, and interview opportunities.	2	-	1
3.3	Campaign Planning: Briefs, Pitches, and Execution Plans– Client briefs, creative concepts,	2	-	1
3.4	Content Strategy and Storytelling – Crafting brand narratives, leveraging various content formats, and storytelling in PR campaigns, Evaluation of PR campaigns.	2	-	1
3.5	Cross-Cultural and Global PR Strategy– Local, Regional, National, International and Global	2	-	1

Unit-4	Contemporary Tools and Emerging Domains in PR	L	T	P
4.1	PESO Model of PR, Health Communication, Sustainable PR, Risk Communication, Influencer and Event Oriented PR	2	-	1
4.2	GenAI for PR Specialists – Exploring generative AI tools for content creation, ethical considerations, prompt engineering, and ideation support.	2	-	1
4.3	Strategic Paid PR Tools – Leveraging native ads, sponsored content, and digital media collaborations.	2	-	1
4.4	PR for Startups – Flexible PR strategies, budget-friendly planning, impactful storytelling.	2	-	1
4.5	Legal and Ethical Considerations in Digital PR– Copyright, influencer guidelines, disclosures, defamation	2	-	1

Unit-5	Strategic Corporate Communication	L	T	P
5.1	Strategic Corporate Communication – Planning, execution, and alignment with organizational goals	2	-	1
5.2	Crisis Communication and Reputation Management – Strategies for managing crises and protecting corporate image (Case Study)	2	-	1
5.3	Digital and Social Media in Corporate Communication-Platforms, tools, and engagement practices	2	-	1
5.4	ESG Communication and Sustainability Reporting-Communicating environmental, social, and governance initiatives	2	-	1
5.5	Future Trends – Role of AI, GenAI, and data analytics in corporate communication	2	-	1

PRACTICALS:

- Prepare a PR campaign on social issues for State government/ University.
- Present a success story of a Public Relations Consultancy.
- Case presentation in context of different aspects of PR.
- Organize an exhibition on social issues in the department.
- Design poster for any social awareness programme.

SUGGESTED READINGS:

- Banik, G. C. (2006). *PR & media relations*. Jaico Publishing House.
- Butterick, K. (2012). *Introducing public relations*. Sage Publications India Pvt. Ltd.
- Center, A. H., Jackson, P., Smith, S., & Stansberry, F. R. (2008). *Public relations practices*. PHI Learning Pvt. Ltd.
- Dhar, N. (2014). *Public relations and corporate communication*. Makhanlal Chaturvedi National University of Journalism & Communication.
- Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. Holt, Rinehart and Winston.
- Jethwaney, J. (2024). *Corporate communication: Concepts and practice*. Routledge.
- Kaul, J. M. (1992). *Public relations in India*. Naya Prakash.
- Lesly, P. (2002). *Handbook of public relations and communication*. Jaico Publishing House.
- Nayyar, D. (2006). *Public relations communication*. ABD Publishers.
- Pathak, A. (2008). *Public relations management*. Ocean Books Pvt. Ltd.
- Reddi, C. V. N. (2009). *Effective public relations and media strategy*. PHI Learning Pvt. Ltd.
- Sahai, B. (1985). *Public relations: A scientific approach*. 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/>
- <http://asu.thehoot.org/>
- <https://www.exchange4media.com/>

MA: APR - I
DSE 1: ACCOUNT MANAGEMENT & MEDIA PLANNING
Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-04

COURSE 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. Identifying 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. Curating and defending strategy and execution of an Ad campaign for a client(s).
3. Acquiring sensitivity on gender, professional ethics and laws relating to advertising.
4. Proper understanding of the tools and software that are commonly used in the Media industry.
5. To be 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	2	2	2	2	-	-	1	2	-	2	-	1
CO2	2	3	3	2	3	2	1	2	1	1	2	-	-	2	2
CO3	3	2	-	2	-	-	3	-	-	-	2	-	-	-	-
CO4	3	-	-	-	-	-	-	-	2	3	2	-	-	-	2
CO5	3	-	3	-	3	3	2	-	-	2	2	-	-	3	2

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	2	1	-
1.2	Agency Operation: Organizations in Advertising, Role of Advertising, Agency-Media Interface, Agency Revenue Process	2	2	-
1.3	Client Related Issues and Process: Client – Agency Relationship, Factors affecting Client-Agency Relationship, Pitching Mechanism-Simulation	1	1	-
1.4	Advertising Planning: Strategic Planning, Marketing Plan, Advertising	2	1	1

	Plan, Situation Analysis, Marketing Objectives, Target Audience, Positioning-Brand, Image, Personality			
1.5	Developing Ad brief; Media & Creative brief creative Strategy, Message Strategy, Media Strategy, Advertising Budget, Implementation and Evaluation	1	1	-

Unit-2	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	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	1	1	1
2.3	Media objectives: Target audience, Media habits, Reach, Frequency, Message weight, Message distribution	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	2	1	-
2.5	Media Mix: Media vehicle, Media class, Media unit, Factors for selecting media mix, Digital Media	1	1	1

Unit-3	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	1	1	-
3.2	Media Buying: Media cost, Media buying problems, Print media, Electronic media, Digital media, Out of home (OOH)	1	1	-
3.3	Buying and Selling Tactics: Types of buying-Long term, Short term, Opportunistic buy, Negotiation, Network, Packaging	2	1	1
3.4	Monitoring: Market testing, Experimenting, Personal judgment, Media testing: Complete media plan, Alternative schedules, Alternative media Mix, Alternative ad size.	2	1	1
3.5	Evaluation: Pre Plan Analysis, Post buying analysis, Media audit, Financial audit, Return of rebates and discounts, Return on Investment, Check list.	2	1	1

Unit-4	Basic Measurement and Calculations	L	T	P
4.1	Television Rating Point (TRP), Average frequency, Total number of exposure, Total audience reach, Broadcast dayparts.	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)	1	1	2
4.3	Brand Development Index (BDI), Category Development Index (CDI), Cost Per Thousand (CPM), Cost Per Point (CPP)	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).	2	1	1
4.5	Media Planning Software: Centro, Nielsen, Google Double Click, Comscore.	2	1	1

Unit-5	Designing Media Plan	L	T	P
5.1	Constructing Advertising Brief	-	-	2
5.2	Constructing Media Brief	-	-	2
5.3	Constructing Media Plans	-	-	2
5.4	Media Proposal & Presentation	-	-	3
5.5	Discussion & Evaluation	-	-	2

PRACTICALS:

- 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, E. (2006). *Media planning: From recency to engagement*. DGM Icfai Books.
- Geskey, R. D. (2011). *Media planning and buying in the 21st century*. CreateSpace.
- Kelley, L. (2015). *Advertising media planning*. Routledge.
- Menon, A. (2009). *Media planning and buying*. Tata McGraw-Hill Education.
- Rossiter, J. R., & Danaher, P. J. (1998). *Advanced media planning*. Springer.
- Sissors, J. J. (2010). *Advertising media planning*. McGraw-Hill Education.
- Surmanek, J. (1995). *Media planning: A practical guide*. 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- I
DSE 2: MEDIA PSYCHOLOGY: UNDERSTANDING AUDIENCE
BEHAVIOUR AND PERSUASION

Total Marks: 100 Theory- 80, Practical- 00, Internal- 20, Credit-04

COURSE OBJECTIVES

1. Understand psychological theories related to media consumption, attention, emotion, and persuasion.
2. Analyze how media shapes public opinion, attitude, and consumer behavior.
3. Apply media psychology to strategy development in advertising and public relations.
4. Explore cognitive biases, emotional triggers, and user engagement in digital media.
5. Evaluate ethical dimensions of psychological manipulation in media messages.

LEARNING OUTCOMES

1. Explain foundational and contemporary theories in media psychology.
2. Analyze audience segmentation based on cognitive, emotional, and behavioral models.
3. Design psychologically informed communication strategies in PR and advertising.
4. Critically evaluate media content for psychological influence and persuasion tactics.
5. Conduct media psychology-based research including focus groups, perception testing, and content analysis.

Course Mapping															
CO	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	-	3	2	-	1	1	-	3	-	-	1	2
CO3	-	2	1	1	2	3	-	2	1	-	2	2	2	-	2
CO4	-	2	2	1	3	1	-	1	1	2	2	2	2	2	1
CO5	1	3	3	2	3	1	3	-	-	-	1	-	1	2	1

3- High, 2-Significant, 1-Low

Unit	Introduction to Media Psychology	L	T	P
1				
1.1	Definition, Scope and Relevance Media psychology in the digital age Role in advertising and PR	2	-	-
1.2	History and Evolution Early media effects Theories (One-step & Multi-step) Emergence of media psychology as a discipline	2	1	-
1.3	Major Media Psychology Theories Cultivation Theory, Uses & Gratifications, Social Learning, Magic Bullet, Agenda Setting.	2	-	-
1.4	Media Exposure and Information Processing Selective exposure, attention, retention	2	-	1

1.5	The Role of Media in Shaping Identity and Society Parasocial interaction, media framing, social identity	2	1	2
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Unit 2	Psychological Principles in Advertising and PR	L	T	P
2.1	Cognitive Psychology and Persuasion Elaboration Likelihood Model (ELM) Dual-process theory	2	-	-
2.2	Behavioral Psychology in Consumer Engagement Reinforcement, conditioning, behavioral nudges	2	-	1
2.3	Emotional Appeal and Memory Affective priming, emotional branding Role of nostalgia and fear	2	-	2
2.4	Neuroscience in Advertising Neuromarketing, mirror neurons, reward circuits	2	1	2
2.5	Subliminal and Non-Conscious Persuasion Implicit messages, product placement ethics	1	1	2

Unit 3	Audience Segmentation, Motivation, and Behavior	L	T	P
3.1	Media Consumption Behavior Time-spent, platform preferences, binge psychology	2	-	-
3.2	Psychographic Segmentation VALS, lifestyle, beliefs, and attitudes	2	-	1
3.3	Audience Motivations & Gratifications Hedonism, escapism, information-seeking	2	2	-
3.4	Consumer Decision Making Models FCB Grid, Howard-Sheth Model	2	2	-
3.5	Attention Economics and User Fatigue Information overload, media fatigue, digital detox	2	-	-

Unit 4	Digital Media, Influencers and Psychological Impact	L	T	P
4.1	Persuasion in Social Media and Digital PR Virality psychology, algorithmic reinforcement	2	-	1
4.2	Influencer Psychology and Trust Authenticity, parasocial endorsement, relatability	2	-	1
4.3	Fear of Missing Out (FOMO) and Engagement Scarcity, urgency, social comparison	2	-	1
4.4	Gaming, Gamification and Behavior Change Reward systems, habit formation	2	-	1
4.5	Misinformation and Cognitive Biases Echo chambers, confirmation bias, fake news psychology	2	-	1

Unit 5	Media Ethics, Research and Applied Practice	L	T	P
5.1	Ethics of Persuasion and Manipulation Targeting children, vulnerable groups Dark patterns and clickbait	2	2	-
5.2	Media Literacy and Psychological Resilience Building awareness and critical thinking	2	-	-

5.3	Experimental Design and Audience Testing Focus groups, A/B testing, psychological questionnaires	2	2	-
5.4	Case Studies in Advertising and PR Public service campaigns, crisis communication	-	-	3
5.5	Research Project / Final Presentation Student-led psychological analysis of a media campaign	-	-	3

PRACTICAL

- Emotion Mapping Exercise
- Behavioral Nudging Task
- Digital Detox Diary
- Influencer Trust Study

SUGGESTED READINGS

- Cialdini, R. (2006). *Influence: The psychology of persuasion*. Harper Business.
- Giles, D. (2010). *Psychology of the media*. Palgrave Macmillan.
- Lang, A., Potter, R. F., & Bolls, P. (2018). *Media psychology: A new introduction*. Routledge.
- Pradeep, A. K. (2012). *The buying brain: Secrets for selling to the subconscious mind*. Wiley.
- Zillmann, D., & Bryant, J. (2002). *Media effects: Advances in theory and research*. Routledge.

E-RESOURCES

- Journal of Advertising Research (<https://www.tandfonline.com/journals/ujar20>)(1960–present, Vol. 1–66+). Taylor & Francis / ARF, United States.
- Journal of Consumer Psychology (<https://onlinelibrary.wiley.com/journal/15327663>)(1992–present, Vol. 1–36+). Wiley, United States.
- Journal of Interactive Advertising (<https://www.tandfonline.com/journals/ujia20>) (2000–present, Vol. 1–26+). Taylor & Francis, United States.
- Media Psychology (<https://www.tandfonline.com/journals/hmep20>) (1999–present, Vol. 1–29+). Routledge / Taylor & Francis, United Kingdom.
- Psychology & Marketing (<https://onlinelibrary.wiley.com/journal/15206793>)(1984–present, Vol. 1–43+). John Wiley & Sons, United States.
- <https://www.pewresearch.org/topic/news-habits-media/media-society/>

MA: APR - I
DSE-3 DIGITAL MEDIA LAWS AND ETHICS
Total Marks: 100 Theory- 80, Practical- 00, Internal- 20, Credit-04

COURSE OBJECTIVES

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 make the Students aware of the legal and ethical aspects of the Media and its values.
4. To give an overview of recent amendment and future challenges of Media regulation.
5. To know what Media ethics and how its leads Media persons and Media establishments to the path of professional rectitude.
6. To comprehend how Media Laws and Ethics empower Media practitioners to perform their Public duties with greater sense of confidence and commitment.

LEARNING OUTCOMES

1. Students will know Constitutional aspect of Indian Media.
2. Students will understand Laws and Regulation of Media.
3. Students will understand Media Ethics and its adaptation in Media Profession.
4. Students will understand Media coded and conduct and self-regulatory.
5. Students will be able to do fair and honest Journalism with Social Responsibility.

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

3- High, 2-Significant, 1-Low

Unit	Introduction to Digital Media Laws	L	T	P
1				
1.1	Legal Framework Governing Digital Communication in India IT Act, 2000 (amendments and relevant provisions) Intermediary Guidelines 2021	2	-	-
1.2	Regulatory Bodies and Codes of Practice Press Council of India, MIB, TRAI, and their jurisdiction in digital, CCI (Competition Commission of India) <i>Self Regulatory Bodies:</i> Digital Publisher Content Grievances Council (DPCGC), Print And Digital Media Association (PADMA), Indian Digital Publishers Content Grievance Council (IDPCGC) and others(Described by	3	1	-

	MIB), AAAI (Advertising Agencies Association of India) ASCI (Advertising Standards Council of India)			
1.3	Global Legal Perspectives GDPR (EU), CCPA (USA), and data laws affecting Indian agencies	2	-	-
1.4	Classification of Digital Content Text, Visual, audio, software- mobile application and computer programmes	2	-	1
1.5	Legal Definitions in Digital Space Publisher, influencer, intermediary, advertiser	1	-	-

Unit 2	Ethics in Digital Advertising and PR	L	T	P
2.1	Ethical Frameworks and Moral Theories Utilitarianism, deontology, virtue ethics in media practice	2	1	
2.2	Truth, Transparency & Disclosure Influencer guidelines by ASCI Paid vs. organic content disclosures	2	1	
2.3	Manipulation and Persuasion Ethics Native ads, dark patterns, subliminal messaging	2	1	1
2.4	Digital PR Ethics and Crisis Handling Spin, selective disclosures, astroturfing	2	1	
2.5	Corporate Social Responsibility in Digital Campaigns Ethical storytelling, sustainability narratives	2	1	1

Unit 3	Data Privacy, Surveillance & Consent	L	T	P
3.1	Understanding Digital Privacy Laws IT Act Sections 66E, 72A Data Protection Bill (India) – key features	3	1	-
3.2	User Consent and Behavioral Targeting Cookie policies, consent banners, opt-ins	2	2	-
3.3	Surveillance Capitalism and Ethics Data mining, algorithmic bias, psychological profiling	2	1	1
3.4	Misuse of Data in Advertising Cambridge Analytica case, microtargeting, location tracking	2	1	1
3.5	Role of Agencies and Brands in Data Governance Ethics of user profiling and personalization	1	1	-

Unit 4	Intellectual Property, Copyright & Fair Use	L	T	P
4.1	Copyright and Trademark Basics Use of music, images, and brand names in campaigns	2	-	-
4.2	Fair Use vs. Infringement in Digital Content Meme culture, remixes, and parody protections	1	1	2
4.3	Creative Commons and Licensing Free-to-use content and correct attribution	1	-	2
4.4	Plagiarism, AI-generated Content & Ownership Who owns AI-generated ads and scripts?	1	2	-
4.5	Case Laws and Landmark Judgments Amul parody cases, content take-down notices	1	2	2

Unit 5	Platform Policies, Free Speech & Content Regulation	L	T	P
5.1	Community Guidelines vs. Freedom of Expression Platform policies: YouTube, Meta, X (Twitter), Instagram	2	1	-
5.2	Content Moderation & Shadow Banning Algorithms, misinformation, and selective suppression	2	1	-
5.3	Online Harassment, Trolling & Defamation Legal remedies and PR response strategies	2	1	1
5.4	Hate Speech, Obscenity & Religious Sensitivity IPC Sections 153A, 295A, and IT Act enforcement	2	1	1
5.5	Case Studies in Digital Ethics and Censorship Banned ads, influencer controversies, political PR campaigns	1	1	2

PRACTICAL

- Analyze a recent case of intermediary liability under the IT Act, 2000, discussing the legal implications and amendments.
- Prepare a presentation comparing Utilitarianism, Deontology, and Virtue Ethics as applied in digital media practices, using case studies.
- Analyze a recent case involving fair use in digital content creation (e.g., meme culture, remixes), discussing its implications for copyright law.

SUGGESTED READINGS

- Blevins, J. L. (2014). *Digital ethics: Research and practice*. United States: Peter Lang Publishing.
- Ghosh, S. (2019). *Privacy and the media: A legal guide*. India: LexisNexis.
- Karnik, M. (2021). *Digital media ethics in India*. India: Sage.
- Ramanathan, U. (2020). *Data: The new oil – Privacy, ethics and laws*. India: OUP India.
- Sharma, R., & Pandey, V. (2019). *Cyber laws*. India: Pearson.

E-RESOURCES

- ASCI – <https://ascionline.in>
- MeitY – <https://www.meity.gov.in>
- PRS Legislative Research – www.prsindia.org
- Internet Freedom Foundation – <https://internetfreedom.in>

MA: APR II
DSC- 4: DIGITAL ADVERTISING AND PUBLIC RELATIONS
Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-04

COURSE OBJECTIVES

1. To understand Digital Media and its various application in Advertising and PR
2. To integrate various Digital tools into the practice of Advertising and PR.
3. To master Web Advertising with Social Media tools and Search Engine Marketing in real world.
4. To develop Socially responsible Marketers.
5. To evaluate ethical and legal considerations in digital communication.

LEARNING OUTCOMES

1. Clarity about the skills to Plan, Write and Evaluate Digital PR tactics intended for Publics.
2. Understand the strategic PR function Social Media can perform.
3. Be familiar with the Knowledge, Skills and Techniques required to Communicate effectively by the tools of New Media tools and technologies.
4. Accustom the students with the Content Writing for Digital Media.
5. Acquire fundamentals of Web Design and familiarity of the interface of Adobe Dreamweaver.

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

Unit 1	Foundations of Digital Advertising and Digital PR	L	T	P
1.1	Evolution from Traditional to Digital Media	2		
1.2	Role of Digital Advertising and PR in IMC (Integrated Marketing Communication)	2	1	1
1.3	Digital Consumer Behavior and Audience Mapping	2	1	2
1.4	Paid, Owned, Earned Media (POEM) in Digital Context	2	-	-
1.5	Convergence of Advertising and PR in Digital Ecosystems	2	1	-

Unit 2	Platforms, Tools, and Techniques	L	T	P
2.1	Social Media Platforms (Meta, X, Instagram, LinkedIn, YouTube, etc.)	2		1
2.2	Google Ads, Display Networks, and Programmatic Advertising	2	1	1
2.3	Influencer Marketing and Community Engagement Tools	1	1	2

2.4	Media Planning and Budgeting for Digital Campaigns	1	1	2
2.5	Automation and AI Tools in Ad and PR Content (Chatbots, Generative AI, etc.)	1	1	2

Unit 3	Strategy, Creativity, and Content Development	L	T	P
3.1	Campaign Strategy: Setting Goals, KPIs, Targeting	2	-	1
3.2	Digital Storytelling and Branded Content Creation	2	-	1
3.3	Content Calendars, Scheduling, and Interactive Content	1	1	2
3.4	SEO, SEM, and Performance-driven Advertising	1	2	2
3.5	Crisis Communication and Reputation Management in Digital PR	1	1	1

Unit 4	Measurement, Analytics, and Evaluation	L	T	P
4.1	Digital Metrics: CTR, CPC, CPM, ROAS, SOV, Engagement Rate	2	-	2
4.2	Tools: Google Analytics, Meta Insights, Hootsuite, SEMrush, etc.	2	-	2
4.3	Sentiment Analysis, Listening Tools, and Dashboard Reports	2	-	2
4.4	Evaluating PR Effectiveness: AVE vs Outcome-Based Metrics	2	-	1
4.5	Data Ethics, Transparency, and Privacy Laws (GDPR, Indian IT Act, etc.)	2	1	-

Unit 5	Ethical, Legal, and Future Perspectives	L	T	P
5.1	ASCI, AAI, PRSI, and Global Codes of Conduct	2	1	-
5.2	Legal Aspects: Copyright, Data Protection, Content Moderation	2	1	-
5.3	Paid news, Fake News, Misinformation, and Platform Regulation, Moonlighting.	2	1	-
5.4	Future Trends: Web3, Metaverse, Virtual Influencers	2	1	-
5.5	Case Studies: Social Impact Campaigns, Digital Crisis Management	1	-	2

PRACTICAL

- Design a complete digital ad + PR campaign for a real/local brand
- Analytics report using real-time data from a selected platform
- Crisis communication simulation in digital scenario
- Comparative analysis of traditional vs digital campaigns
- Ethical analysis of a controversial campaign (case study format)

SUGGESTED READING

- Chaffey, D., & Ellis-Chadwick, F. (2022). *Digital marketing*. Pearson
- Gupta, M., Gupta, D., & Gupta, P. (2025). *Social media and web analytics*. PHI Learning Pvt. Ltd.
- Gupta, S. (2022). *Digital marketing*. McGraw Hill Education.
- Haig, M. (2000). *Essential guide to PR on the internet*. Kogan Page
- Kingsnorth, S. (2016). *Digital marketing strategy: An integrated approach to online marketing*. Kogan Page
- Maivald, J. (2017). *Dreamweaver CC*. Pearson Education
- McStay, A. (2009). *Digital advertising*. Bloomsbury Publishing
- Padhiyar, R. (2020). *Fundamentals of digital marketing*. Pan Altus Educare Services
- Rodriguez, M. (2020). *Brand storytelling: Put customers at the heart of your brand story*. Kogan Page
- Smith, P. R., & Zook, Z. (2019). *Marketing communications: Integrating online and offline, customer engagement and digital technologies*. Kogan Page

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
DSC-5: ADVANCED RESEARCH IN ADVERTISING
AND PUBLIC RELATIONS

Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-04

COURSE OBJECTIVES

1. To enable students to critically engage with research for solving brand, communication, and media problems.
2. To integrate quantitative, qualitative, and digital research approaches for campaign and brand strategy.
3. To build expertise in designing research-based insights that guide decision-making in advertising and PR.
4. To explore audience understanding, brand equity, reputation measurement, and issue tracking.
5. To promote ethical and inclusive research practices in communication contexts.

LEARNING OUTCOMES

1. Identify appropriate Research topics.
2. Perform Literature reviews using Print and Online databases.
3. Writing Research proposal.
4. Training in Media Research Writing leading to Publication.
5. 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	-	3	2	3	3	-	3	2	-	-	-	2	-	-
CO 2	3	-	1	1	3	3	-	-	1	-	-	-	2	-	-
CO 3	3	1	2	2	2	3	-	1	2	-	3	-	2	-	-
CO 4	3	1	3	1	1	3	-	2	2	-	2	-	2	-	-
CO 5	3	-	3	3	2	3	3	2	2	1	2	-	2	-	-

3- High, 2-Significant, 1-Low

Unit 1	Strategic Foundations of Communication Research	L	T	P
1.1	Research in Strategic Communication Planning	2	1	-
1.2	Theoretical Frameworks: Diffusion, Agenda-Setting, Brand Resonance, Publics Theory	2	1	-
1.3	Research in Brand Building, Issue Management, and Corporate Reputation	2	1	1
1.4	Identifying Business Problems and Translating into Research Questions	1	1	1
1.5	Ethical Guidelines in Research: ESOMAR, ASCI, PRSI, ICCO Standards	2	1	-

Unit 2	Research Design and Strategic Problem Solving	L	T	P
2.1	Formulation of Hypotheses & Objectives	1	1	1
2.2	Mixed Methods Design: Triangulation in Ad & PR Research	2	-	1
2.3	Population & Sampling Techniques	2	1	1
2.4	Design Thinking and Human-Centered Research Models	2	1	1
2.5	Brand Health Tracking and Diagnostic Research Design	2	-	2

Unit 3	Tools, Techniques, and Technologies in Data Collection	L	T	P
3.1	Advanced Survey Design: CATI, CAWI, Mobile Panels	1	-	2
3.2	In-depth Interviews and Digital Ethnography for Insight Mining	1	1	2
3.3	Eye-Tracking, Facial Coding, Neuromarketing (Introductory Applications)	2	-	2
3.4	Social Listening and Netnography for PR and Brand Crisis	2	-	2
3.5	Toolkits: Qualtrics, Typeform, Hotjar, Brandwatch, NVivo, R, and SPSS	1	-	3

Unit 4	Data Analytics, Modeling, and Visualization	L	T	P
4.1	Descriptive and Predictive Analytics for Campaign Performance	2	-	1
4.2	Sentiment Analysis, Topic Modelling, and Trend Mapping	1	1	2
4.3	Conjoint Analysis, Factor Analysis, Cluster Segmentation (Ad Targeting)	2	-	2
4.4	Media Planning Analytics: Reach, Frequency, ROI & Share of Voice	2	-	1
4.5	Dashboards and Visual Reports using Tableau, Power BI, or Google Data Studio	1	-	3

Unit 5	Research Application in Strategic Communication	L	T	P
5.1	Communication Audit and PR Campaign Measurement (Barcelona Principles)	1	1	2
5.2	Advertising Pre-Testing & Post-Testing Models (ARF Model, Copy Testing)	1	1	2
5.3	Message Testing and Creative Optimization using A/B and Multivariate Testing	1	1	2
5.4	Case Studies: Influencer Impact, CSR Campaigns, Election PR, Crisis Management	-	1	2
5.5	Designing a Research-led Communication Strategy (Client-based or Live Brief)	1	-	3

PRACTICAL:

- Conduct Studies on various online brands and different platforms.
- Research through software application

SUGGESTED READING:

- Beall, A. E. (2010). *Strategic market research*. iUniverse
- Fahey, L. (2018). *The insight discipline*. Emerald Publishing Limited
- Kanter, B., & Paine, K. (2012). *Measuring the networked nonprofit*. Wiley
- Lindstrom, M. (2010). *Brand sense*. Free Press

E- RESOURCES:

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

SOFTWARE:

- SPSS,
- NVivo,
- R
- Tableau,
- Google Analytics,
- Brandwatch,
- SEMrush

RESEARCH PROJECT
(As per NEP Guidelines)
8 Credits

MA APR II
DSC-06 INTERNSHIP & PROJECT/DISSERTATION
Total Marks: 200 Theory-00 Practical-160 Internal-40 Credit-8

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 II

DSE- 4: REPUTATION AND CRISIS MANAGEMENT

Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-04

COURSE OBJECTIVES

1. Understand and analyze the principles, theories, and practices of crisis communication.
2. Identify and apply strategic communication tools during organizational crises.
3. Evaluate the ethical and reputational implications of corporate crises.
4. Understand the role and significance of Corporate Social Responsibility (CSR) in building corporate reputation.
5. Integrate crisis communication planning with CSR initiatives for sustainable brand trust and stakeholder engagement.

LEARNING OUTCOMES

1. Analyze real-world crisis scenarios using communication theories and models.
2. Develop effective crisis communication plans for different stakeholders and media.
3. Evaluate and critique CSR strategies in diverse organizational contexts.
4. Design integrated CSR campaigns with a focus on ethical responsibility and stakeholder expectations.
5. Demonstrate skills in media handling, public relations tactics, and post-crisis reputation rebuilding.

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

UNIT I	Understanding Crisis & Crisis Communication			
1.1	Introduction to Crisis Communication: Definitions, importance, and scope	2	-	1
1.2	Types of Crises: Natural disasters, technological failures, organizational misdeeds, reputational crises	2	1	-
1.3	Crisis Communication Theories: Situational Crisis Communication Theory, Image Repair Theory, Chaos Theory	2	-	1
1.4	Stakeholder Management in Crisis: Identifying and mapping stakeholders	2	-	1
1.5	Case Studies of Global Crises: Analysis of key failures and successful turnarounds	2	1	-

Unit-II	Crisis Management Strategies and Media Handling	L	T	P
2.1	Pre-Crisis Planning and Risk Assessment: Early warning systems, vulnerability audits	2	-	1
2.2	Crisis Communication Planning: Crisis communication team, key messaging, communication channels	2	-	1
2.3	Media Relations during Crisis: Media releases, interviews, Media conferences	2	-	1
2.4	Digital and Social Media Crisis Management: Real-time engagement, misinformation control	2	1	-
2.5	Measuring Effectiveness of Crisis Response: Metrics, analytics, feedback mechanisms	2	1	-

Unit-III	Corporate Social Responsibility (CSR) – Concepts and Frameworks	L	T	P
3.1	Defining CSR and Its Evolution: Historical background, global perspectives	2	-	1
3.2	Theories and Models of CSR: Carroll’s Pyramid, Triple Bottom Line, Stakeholder Theory	2	-	1
3.3	CSR and Ethics: Ethical decision-making, corporate citizenship	2	-	1
3.4	CSR Policy and Regulatory Frameworks: National and international CSR mandates	2	-	1
3.5	Sustainability and CSR Integration: SDG Goals, ESG goals, CSR and climate responsibility	2	-	1

Unit-IV	Strategic CSR Communication	L	T	P
4.1	CSR Communication Objectives: Brand alignment, transparency, accountability	2	-	1
4.2	Tools and Channels of CSR Communication: Sustainability reports, social media, PR campaigns	2	1	-
4.3	Audience Engagement and Stakeholder Communication: Internal vs. external stakeholders, participatory communication	2	-	1
4.4	CSR Campaign Design and Evaluation: KPIs, storytelling, content strategy	2	-	1
4.5	Case Studies of Effective CSR Campaigns: Corporate examples with measurable impact	2	1	-

Unit-V	Integrating Crisis Communication and CSR for Reputation Management	L	T	P
5.1	CSR as a Pre-emptive Crisis Management Tool: Proactive reputation building	2	1	-
5.2	Post-Crisis Recovery through CSR: Role of CSR in regaining trust and goodwill	2	1	-
5.3	Ethics, Accountability, and Corporate Reputation: Transparency, public apology, and restitution, Communication Audit	2	-	1
5.4	Brand Purpose and Long-Term Communication Strategy: Aligning brand values with CSR and crisis recovery	2	-	1
5.5	Designing an Integrated Crisis and CSR Strategy: Students develop a comprehensive plan for a hypothetical organization	2	-	1

PRACTICAL

- Casestudy of CSR activities of Tata,ONGC,Reliance & other related Companies
- Industrial Visit
- Design :
 - CSR presentations
 - Planning for a dummy Crisis Management and its presentation.
 - Media tracking of current Corporate Issues/Crisis

SUGGESTED READING

- Badi, R. V., & Badi, N. V. (2008). *Business ethics*. Vrinda Publications Pvt. Ltd.
- Baxi, C. V., & Prasad, A. (2009). *Corporate social responsibility: Concepts and cases*. Excel Books.
- Carroll, A. B. (n.d.). *Business and society: Ethics and stakeholder management*. Cengage Learning.
- Coombs, W. T. (n.d.). *Ongoing crisis communication: Planning, managing, and responding*. Sage Publications.
- Freeman, R. E. (n.d.). *Strategic management: A stakeholder approach*. Cambridge University Press.
- Grunig, J. E. (Ed.). (n.d.). *Excellence in public relations and communication management*. Routledge.
- Heath, R. L. (Ed.). (n.d.). *Handbook of crisis communication*. Wiley-Blackwell.
- Jethwaney, J. (2024). *Corporate communication: Concepts and practice*. Routledge Publications.
- Vilanilam, J. V. (2011). *Public relations in India: New tasks and responsibilities*. Sage Publications.

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 II
DSE - 5: VISUAL COMMUNICATION AND DESIGN PRACTICES
Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-04

COURSE OBJECTIVES

1. Understand and critically apply key theories of visual language and semiotics.
2. Analyze and interpret the role of design principles in visual communication.
3. Develop competency in using industry-standard software tools for image creation, layout design, and web visuals.
4. Construct effective visual narratives for diverse communication contexts.
5. Apply ethical and culturally sensitive design practices in real-world visual projects.

LEARNING OUTCOMES

1. Interpret visual signs, symbols, and layouts using theoretical frameworks (semiotics, cognitive theory).
2. Design compelling visual content applying elements of design such as balance, color, and hierarchy.
3. Operate visual tools like Photoshop, Illustrator, InDesign, Canva, and WordPress with practical proficiency.
4. Construct professional-level visual communication projects including posters, infographics, websites, and portfolios.
5. Evaluate and critique visual communication strategies used in branding, advertising, journalism, and digital media.

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

Unit 1	Theories of Visual Language and Communication	L	T	P
1.1	Semiotics and Visual Signs; Denotation, connotation, myth (Barthes); Icon, index, symbol (Peirce)	2	1	-
1.2	Cognitive and Perceptual Theories; Gestalt principles of design; Visual perception and memory	2	1	-
1.3	Cultural and Social Dimensions of Visuals; Visual rhetoric and ideology; Global vs. local visual culture	2	1	-
1.4	Narrative and Storytelling in Visual Media; Visual storytelling structures; Visual metaphors and symbols	2	1	1
1.5	Ethics and Visual Representation; Manipulation vs. authenticity; Ethical use of imagery in public communication	2	1	-

Unit 2	Visual Design Principles and Aesthetics	L	T	P
2.1	Elements and Principles of Design: Line, shape, color, texture, space, balance, contrast, emphasis, unity	1	1	2
2.2	Color Theory and Typography; Color psychology and harmony; Fonts and readability in visual narratives	1	1	2
2.3	Layout and Composition Techniques: Grids, hierarchy, white space, visual rhythm and flow	1	1	2
2.4	Brand Identity and Visual Consistency: Logo design, color palette, visual style guides. Case studies in branding	1	1	2
2.5	Cultural Sensitivity in Design: Designing for diverse audiences; Use of symbols and imagery across cultures	1	1	1

Unit 3	Technologies and Tools of Visual Communication	L	T	P
3.1	Introduction to Canva for Non-Designers: Templates, design basics, social media graphics; Best practices for visual consistency	-	1	2
3.2	Adobe Photoshop Essentials: Image editing, color correction, layering, Retouching and preparing images for print/web	-	1	3
3.3	Adobe Illustrator for Vector Graphics: Logo design, infographics, iconography; Typography and scalable design	-	1	3
3.4	Adobe InDesign for Layout Design: Brochures, newsletters, magazines, Master pages, grid systems	-	1	3
3.5	WordPress and Visual Web Design: Themes, visual builders (Elementor); Integrating visuals in UI/UX	1	1	2

Unit 4	Image Construction and Visual Meaning-Making.	L	T	P
4.1	Photography and Composition: Shot framing, lighting, angles; Image storytelling	-	1	2
4.2	Infographics and Data Visualization: Visualizing data for impact and clarity Tools: Canva, Illustrator, Infogram	1	1	2
4.3	Visual Metaphor and Symbolism: Evoking abstract ideas visually Analyzing advertisements and campaigns	1	1	2
4.4	Motion Graphics and Video Basics: Animation principles, storyboard creation Tools: Adobe After Effects, Canva video	-	1	3
4.5	Critical Analysis of Visual Campaigns: Deconstructing political ads, PSAs, social media visuals Analyzing power and persuasion	1	1	2

Unit 5	Visual Projects and Professional Practice	L	T	P
5.1	Design Thinking Process in Visual Communication Empathize, define, ideate, prototype, test User-centered design	1	1	2
5.2	Portfolio Development and Presentation Selecting, curating, and presenting work Digital and print portfolios	-	1	3

5.3	Client Brief Interpretation and Workflow Understanding client needs Proposal writing and feedback integration	1	1	2
5.4	Collaborative Design Projects Group-based real/simulated client projects Use of project management tools (Trello, Notion)	-	1	3
5.5	Industry Standards, Trends & Future Directions AR/VR in visual design Trends in visual journalism, branding, and AI in design	2	1	-

PRACTICAL

- Visual Semiotics Analysis
- Design a Social Media Campaign
- Poster Design Challenge
- Infographic Development
- Magazine Layout Exercise
- Website Homepage Mockup
- Final Project Portfolio

SUGGESTED READING

- Arnheim, R. (1974). *Art and visual perception: A psychology of the creative eye*. University of California Press.
- Dondis, D. A. (1973). *A primer of visual literacy*. MIT Press.
- Kress, G., & van Leeuwen, T. (2006). *Reading images: The grammar of visual design*. Routledge.
- Lester, P. M. (2014). *Visual communication: Images with messages*. Cengage Learning.
- Lupton, E. (2014). *Graphic design: The new basics*. Princeton Architectural Press.
- *Design Issues* (MIT Press)
- *Journal of Visual Culture*
- *Visual Communication Quarterly*
- *International Journal of Design*
- Selected case studies from *Behance*, *Dribbble*, and *Smashing Magazine*
- Adobe Photoshop Classroom in a Book – Adobe Press
- Adobe Illustrator Classroom in a Book – Adobe Press
- Adobe InDesign Classroom in a Book – Adobe Press
- Canva Design School – <https://www.canva.com/learn>
- WordPress.org Support – <https://wordpress.org/support>

MA: APR II
DSE-6: DIGITAL STRATEGY AND INFLUENCER MARKETING
Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-04

COURSE OBJECTIVES

1. Understand the digital media ecosystem and its role in strategic communication.
2. Develop and implement data-driven digital communication strategies.
3. Evaluate the role and effectiveness of influencers in brand storytelling.
4. Learn how to use digital tools for content promotion, listening, and performance analytics.
5. Design ethical and measurable influencer marketing campaigns aligned with brand goals.

LEARNING OUTCOMES

1. Identify and explain digital platforms, content types, and audience engagement strategies.
2. Create a comprehensive digital communication strategy using appropriate media and tools.
3. Analyze influencer typologies and select suitable collaborators for campaigns.
4. Plan, execute, and evaluate influencer-led campaigns with measurable KPIs.
5. Apply ethical and regulatory frameworks in the execution of digital and influencer strategies.

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

Unit 1	Digital Landscape and Tools Overview	L	T	P
1	Evolution of digital communication and Web 2.0/3.0	2	1	-
2	Owned, earned, paid, and shared media explained	1	1	1
3	Content ecosystems: videos, reels, blogs, live streaming	1	1	-
4	Social media platform strategies (Meta, X, YouTube, LinkedIn, etc.)	1	1	1
5	Introduction to tools: Google Analytics, Email, Google ads, AI, SEO, Hootsuite	1	-	2

Unit 2	Influencer Ecosystem and Partnership Models	L	T	P
1	Types of influencers: nano, micro, macro, celebrity	1	1	1
2	Platform-specific influencer culture (Instagram vs YouTube vs LinkedIn)	1	2	
3	Influencer-brand partnerships: barter, paid, affiliate, co-creation	1	1	2
4	Identifying, vetting, and contracting influencers	2	-	1
5	Case studies: successful Indian and global influencer campaigns	1	1	2

Unit 3	Social Listening, Trend Analysis, and Real-Time Marketing	L	T	P
1	Understanding social listening and its importance	1	1	1
2	Tools: Brandwatch, Meltwater, etc	1	-	2
3	Understanding virality and memes	1	1	2
4	Creating real-time response strategies (moment marketing)	1	1	1
5	Emerging trends	-	1	-

Unit 4	Content Amplification and Paid Social	L	T	P
1	Understanding Content Amplification Organic vs paid reach: algorithm basics	1	-	1
2	Setting campaign goals: awareness, engagement, conversion	1		1
3	Meta Ads Manager, YouTube ads, Google Display Network	1	1	3
4	Building media plans and setting budgets for social media	1	1	2
5	Retargeting, funnel planning, and lead magnets	1	1	2

Unit 5	Performance Metrics and Campaign Reporting	L	T	P
1	KPIs for influencer marketing and digital strategy	1	1	1
2	Engagement metrics (likes, shares, comments, saves)	1	1	1
3	Conversion metrics (CTR, CPC, CPA, ROI)	1	1	2
4	Using dashboards and analytics tools to report	-	1	3
5	Post-campaign reports, debriefs, and learning documentation	1	1	2

PRACTICAL:

- Platform Strategy Audit (Individual Assignment)
- Influencer Identification Matrix (Group Activity)
- Social Listening Tracker (Hands-on Tool Use)
- Influencer-Led Campaign Design (Group Project)

SUGGESTED READINGS:

- Deiss, R., & Henneberry, R. (2023). *Digital marketing for dummies* (3rd ed.). For Dummies
- Sammis, K., Avrin, C., Brown, S., & Gardea, J. (2023). *Influencer marketing for dummies* (2nd ed.). Wiley
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. Wiley
- Spencer, S. (2023) *Influencer Marketing*. IngramSpark
- Chaffey, D. (2022). *Digital marketing: Strategy, implementation, and practice* (8th ed.). Pearson
- Mitra, A. (2023). *Digital media and society: Transforming economics, politics and culture in India*. Routledge India.
- Tiwari, R. (2024). *Influencer marketing in India: Strategy, practice, and impact*. Sage India.

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

- www.brandrepublic.com
- www.adsoftheworld.com
- www.pitchonnet.com
- ASCI (Advertising Standards Council of India). (2023–2024). *Influencer advertising guidelines*.