



SWAMI VIVEKANAND
SUBHARTI
UNIVERSITY
UGC Approved Meerut



AN ISO 21001: 2018 ORGANIZATION

OFFICE OF THE REGISTRAR

Gp Capt M Yakoob

M-in-D (Retd.), M.Tech.

REGISTRAR

registrar@subharti.org

Ref.No.U-508(i)/SVSU/2025/ 1695

Date:03.02.2025

NOTIFICATION

It is hereby notified for information of all the concerned that the Academic Council in its 34th meeting held on 25-07-2024 vide resolution No.34(11) has approved the syllabus of the following ordinance:

Ordinance No.V-137(B), relating to course curriculum & syllabus of Master of Arts in Public Relation and Advertising

The copy of above is enclosed and shall be applicable from Academic Session 2023-24 onwards.

This issues with the approval of the Hon'ble Vice Chancellor.

Ref.No.U-508(i)/SVSU/2025/ 1695

Copy forwarded to information of:

1. Hon'ble Vice-Chancellor
2. Controller of Examination
3. Dean-Academics
4. Director-IQAC
5. Dean-FASS & HOD-Journalism & Mass Comm. (for compliance please)
6. CTO (with a request to upload the ordinance on University website)
7. Additional Registrar-Academics
8. Guard File

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Date: 03.02.2025

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Subhartipuram, NH-58, Delhi-Haridwar Bypass Road, Meerut-250005 (U.P.) INDIA

ORDINANCE NO. – V (137B)

Master of Arts in Public Relation and Advertising

(Effective from 2023-24)

Department of Journalism and Mass Communication



FACULTY OF ARTS & SOCIAL SCIENCE

SWAMI VIVEKANAND SUBHARTI UNIVERSITY

MEERUT

Established under U.P. Govt. Act no. 29 of 2008 and approved under section 2(f) of UGC Act 1956)

Head of Department
Subharti Department of Journalism &
Mass Communication

Ordinance No. V (137B)

Programme Structure (According to CBCS)

Master of Arts in Public Relation and Advertising

General

1. This ordinance is related to the course curriculum and syllabus of " **Master of Arts in Public Relation and Advertising (MAPRD)**."
2. It shall come into force from academic session 2023-24.
3. This Ordinance is applicable to PG programme as per Choice Based Credit System (CBCS) Semester Mode.

Programme Educational Objectives (PEOs)

PEO1- Equip students with foundational and advanced concepts in advertising, public relations, and corporate communication to enable effective decision-making aligned with organizational goals and strategies.

PEO2- Develop the ability to conceptualize, plan, and execute innovative brand and social campaigns by integrating marketing dynamics, creativity, and technological tools.

PEO3- Sensitize students to critical gender, social, and development issues, fostering a rights-based approach to development communication and preparing them to work on impactful strategies and campaigns.

PEO4- Provide hands-on training in digital media tools, software applications, and emerging technologies to prepare students for the evolving landscape of advertising, PR, and corporate communication.

PEO5- Foster a research-oriented mindset by imparting knowledge of research principles, methodologies, and their application in marketing, advertising, PR, and corporate communication to support data-driven decision-making.

Programme Outcome of the MAPRD (POs)

PO1- Professional Competence in Strategic Communication: Graduates will demonstrate the ability to apply advanced concepts and principles in advertising, public relations, and corporate communication to create strategies that support organizational goals and adapt to emerging industry trends.

PO2- Creative and Collaborative Campaign Development: Graduates will be skilled in designing and executing innovative brand and social campaigns, effectively integrating creative processes, media planning, and teamwork to address diverse communication challenges.

PO3- Social Awareness and Ethical Responsibility: Graduates will exhibit sensitivity to social, gender, and developmental issues, employing a rights-based and ethical approach to communication to promote social equity and sustainable development.

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Subharti Department
Mass Communication

Dean
Subharti Department
Mass Communication

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PO4- Digital and Technological Proficiency: Graduates will acquire practical expertise in using digital tools, software applications, and emerging media platforms to address the dynamic needs of advertising, PR, and corporate communication industries.

PO5- Research and Analytical Aptitude: Graduates will demonstrate the ability to conduct research using appropriate methodologies, analyze data effectively, and apply insights to solve problems in marketing, advertising, public relations, and corporate communication contexts.

Programme Specific Outcomes of the Course (PSOs)

1. **PSO1- Integrated Marketing Communication Skills:** Graduates will develop expertise in creating and managing cohesive marketing communication strategies, blending advertising, public relations, and corporate communication to achieve organizational objectives.
2. **PSO2- Development and Social Campaign Proficiency:** Graduates will be capable of designing and implementing impactful social and development communication campaigns that address societal challenges using innovative and ethical approaches.
3. **PSO3- Mastery of Media Planning and Brand Management:** Graduates will gain specialized knowledge of advertising concepts, media planning processes, ad agency management, and brand-building strategies, preparing them for leadership roles in the industry.
4. **PSO4- Digital Media and Technology Expertise:** Graduates will possess advanced skills in utilizing digital media platforms, technological tools, and software applications for effective communication, campaign execution, and audience engagement.
5. **PSO4- Visual Communication and Creative Strategy:** Graduates will acquire the ability to integrate visual arts and graphics into advertising and corporate communication, enhancing creativity and effectiveness in brand storytelling and messaging.

Programme Structure:

The M.A. in Public Relation and Advertising is a two year, full time Programme divided into four Semesters.

Detailed Semester- Wise Syllabi

Course Code	Course	Teaching Load per week				Credit	Marks		Total Marks
		L	T	P	Total		Continuous Comprehensive Assessment (CCA)	End-Semester Examination (ESE)	
SEMESTER I									

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PR&A - 101	Public Relations: Principles and Practices	2	2		4	4	30	70	100
PR&A - 102	Advertising: Principles, Concept and Management	2	2		4	4	30	70	100
PR&A - 103	Effective Writing for P. R. & Advertising	2	1	1	4	4	30	70	100
PR&A - 104	Social Media / Advanced Communication & Digital Marketing	1	1	1	3	3	30	70	100
PR&A (P) - 151	Media Writing (Submission of Practical Record) (2 News Stories, 2 Editorial Writings, 2 Features, 2 Articles)	1	1	3	5	5	30	70	100
PR&A (P) - 152	Practical PR Tools (Submission of Practical Record) (2 Press releases, One House journal production two page, Two Corporate Profile writing, Design a Brochures)	1	1	3	5	5	30	70	100
Total					25	25	180	420	600
SEMESTER II									
PR&A - 201	Event Planning & Management	2	1	1	4	4	30	70	100
PR&A - 202	Production Techniques & Methods	2	1	1	4	4	30	70	100
PR&A - 203	Marketing Research for Advertising and PR	2	1	1	4	4	30	70	100
PR&A - 204	Media Planning and Buying behavior	1	1	1	3	3	30	70	100
PR&A (P) - 251	Conduct an Event in the department (submit a practical record and evidence with detailed description of your role)	1	1	3	5	5	30	70	100
PR&A (P) -	Produce an Ad for TV & Radio: Submit a DVD with Written Description of the Ad	1	1	3	5	5	30	70	100


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Head of Department
Subharti Department of Journalism &
Mass Communication

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P. K. Mishra
Madhu

252									
	Total				25	25	180	420	600
SEMESTER III									
PR&A - 301	Communication, Advertising, Marketing and PR Research	2	1	1	4	4	30	70	100
PR&A - 302	Creativity, Campaign Planning & Production	1	1	1	3	3	30	70	100
PR&A - 303	Graphics Design Principles & Software Learning	1	1	1	3	3	30	70	100
PR&A (P) - 351	Publish One Research paper in a Journal/Conference Proceedings	1	1	3	5	5	30	70	100
PR&A (P) - 352	Internship Report submission / VIVA	1	1	3	5	5	30	70	100
	Total				20	20	150	350	500
SEMESTER IV									
PR&A - 401	Integrated Marketing Communication	2	1	1	4	4	30	70	100
PR&A - 402	Marketing Content and Copyright	1	1	1	3	3	30	70	100
PR&A - 403	New Trends in PR & Advertising	1	1	1	3	3	30	70	100
PR&A - 451	Dissertation & Viva-Voce	1	1	3	10	10	30	70	100
	Total				20	20	120	280	400


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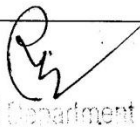
MAPRAD - SYLLABUS


SEMESTER - 1

PAPER 1- Public Relations: Principles and Practices

Programme:	MA in Public Relation and Advertising	
Year / Semester	1st Year / 1st Semester	
Course Code: PR&A - 101	Course Title: Public Relations: Principles and Practices	
Course Outcomes: The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> • Define PR, explain its role and functions. • Identify history of public relations. • Explain the working of an pr agency • Differentiate between PR & Corporate Communication • Apply tools and techniques for handling public and corporate relations. 		
Credits: 4	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures-60		
Units	Topic	No of Lectures
I	Public Relations: Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR role in the Indian Setting - Developing economy.	10
II	PR as distinct forms & other forms of Communication: PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services	10
III	PR Publics: Internal and external, Public; issues and problems, PR in central and state governments and their functions, Public Opinion – Meaning and Definition: Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes ,Role of PR in opinion formation-persuasion,	15
IV	The Ethics of PR, Social Responsibility Code of Professional Standards for the practice of PR ,Code of Ethics Public perception, PR Strategies ,	10
V	Research, SWOT Analysis, PEST, Gap analysis, Market Research. Original Research on any two of the following functions - media relations, brand management, crisis communication, grass roots advocacy, public opinion	15

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REFERENCES

- Swarup K. Goyal, Event Management - Adhyayan Publisher - 2009
- Fearn, Banks, Kathleen, Crisis Communications, Evbaum Associates, 2007
- Black Sam & Melvin L. Sharpe, ractical Public Relations, Universal Book Stall, New Delhi
- JR Henry and A. Rene, Marketing Public Relations, Surjeet Publications, New Delhi
- Jefkins Frank, Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford
- Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
- Kaul J.M., Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
- केवल जे कुमार, भारतमें जनसंचार, जैकबपब्लिशिंगहाउस.
- जेनटराजन, भारतीयपत्रकाररताकाइतहास, प्रकानववभाग, भारतसरकार
- प्रो. देवव्रत, इलेक्ट्रॉनिकमीडिया

Suggested digital platforms weblinks-ePG-Pathshala, IGNOU & UPRTOU online study material Svayam Portal

Suggested Continuous Evaluation Methods:

- Seminar/Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions
- Attendance

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PAPER 2 - Advertising: Principles, Concept and Management




Programme:	MA in Public Relation and Advertising	
Year / Semester	1st Year / 1st Semester	
Course Code: PR&A - 102	Course Title: Advertising: Principles, Concept and Management	
Course Outcomes: The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> • Define Advertising; explain its role and functions. • Identify various types of advertising. • Explain the working of an ad agency 		
Credits:4	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 60		
Units	Topic	No of Lectures
I	Definition, Origin & development, Growth of advertising in India, Advertising in the early 20th century, Facets of advertising As an act of commerce, as hidden persuader	10


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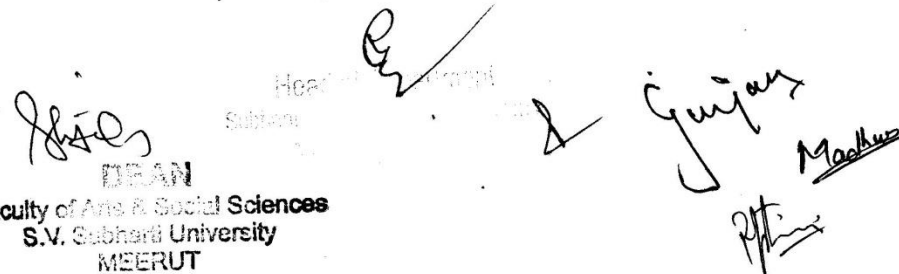
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II	Functions & Roles of advertising: Scope Effects on Economy/Industry, Benefits of advertising: Newspapers, Magazines, Yellow Pages, Radio, Television, Direct Mail, Telemarketing, Specialty Advertising, Digital Advertising, Types of Advertising: Informational Advertising, Non-commercial advertising, Comparative advertising, Regional Cooperative advertising, and Parts of Advertisements.	10
III	Advertising as a Communication Tool: Communication Process & Advertising, Communication, Theories applied to advertising. Advertising as a Marketing Tool: Concept of Marketing & advertising, Marketing Mix - 5 P's in marketing, Advertisements and Its Effects.	15
IV	Ethical Advertising Standard: Code of the Advertising Standards Council Of India ,Brand personality, Role, function & types of Advertising agency	10
V	Role & Effects of Advertising: Negative & Positive Effects, Design, Production and the Role of External Agencies, Effects of Advertising on Society, Tips to Produce the Best Advertisement Layout, How to Create an Advertisement?	15
<p>REFERENCES</p> <ul style="list-style-type: none"> • Dictionary of Advertising and Marketing Concepts by Arthur Asa Berger; Fred S. Goldberg • Essential Marketing and Advertising Dictionary (2009) by Jerry Rosenberg • A Dictionary of Marketing (2016) by Charles Doyle ISBN: 0198736428 • The Advertising Age Encyclopedia of Advertising (2002) by John McDonough & Karen Egolf • Larry R., Donald J., Gerladine E. (2002). Managerial Communication: Strategies and Applications. 2nd Edition. Tata McGraw • केवल जे कुमार, भारतमें जनसंचार, जैकबपब्लिशिंगहाउस. • Dr.UmeshKumar,DigitalAdvertising • Advertising Management: DavidA. Parker ,RajivBatra, Practice Hall • M97,Connaught Circus, NewDelhi • Dr.UmeshKumar,AdvanceAdvertising • JHenryandA.Rene;MarketingPublicRelations,SurjeetPublications,NewDelhi. <p>Suggested digital platforms weblinks-ePG-Pathshala,IGNOU&UPRTOU online studymaterial Svayam Portal</p> <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance <p>Further Suggestions:</p> <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		


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PAPER 3 - Effective Writing for P. R. & Advertising

Programme:	MA in Public Relation and Advertising	
Year / Semester	1st Year / 1st Semester	
Course Code: PR&A – 103	Course Title: Effective Writing for P. R. & Advertising	
Course Outcomes: The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> • Define Advertising; explain its role and functions. • Identify various types of advertising. • Explain the working of an ad agency 		
Credits: 4	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 60		
Units	Topic	No of Lectures
I	The Art of News writing: What is News, Difference between newspapers writing and Broadcast writing, Language, content and style. Writing for Newspapers and House Journals - Reporting – How to write a press release, Press release – Its parts, headline, sub-headlines, the lead, paragraphs, essentials of writing a press release. Feature writing, Corporate features- Development-stories. Editorial Writings: House Journal's Editorials, Writing for Radio & TV	12
II	Essentials of PR Writing: Planning a Publication – Identifying the purpose, subject, Readership – Structuring the content-collection of Material – Writing the text and Principles of good writing-use of statistics Language and vocabulary.	12
III	Tools and Techniques Of Writing: Writing for clarity and readability style – Grammar, Language Vocabulary- transition into regional languages- Use of Technical words- Principle of good Writing	13
IV	Public Relations Writing, Types of PR writing – style- Corporate Profiles, Folders, Brochures- Annual Reports. Writing, editing and production of corporate publications: - House journals, booklets, brochures, leaflets and folder. PR AND Ad. Campaign - Copy writing for institutional advertisements, PR Campaign and Ad Campaign	11
V	PR Writing: press releases, feature writing, corporate features, development stories, Editorial writing Organizing PR Events: - Organizing press conferences, Exhibitions, Open house, Special events. Research for PR: - Opinion Survey, Media Survey, Content analysis, Audience – research.	12



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REFERENCES

- Dictionary of Advertising and Marketing Concepts by Arthur Asa Berger; Fred S. Goldberg
 - Essential Marketing and Advertising Dictionary (2009) by Jerry Rosenberg
 - A Dictionary of Marketing (2016) by Charles Doyle ISBN: 0198736428
 - Effective Writing Skills for Public Relations by John Foster; John Foster Primer of Public Relations Research, Second Edition by Don W. Stacks Risk Issues and Crisis Management in Public Relations by Michael Regester; Judy Larkin Dr.UmeshKumar, Digital Advertising Advertising Management, DavidA. Parker ,RajivBatra, Practice Hall M97,Connaught Circus, New Delhi
- Suggestive digital platforms web links-** e-PG-Pathshala, IGNOU& UPRTOU online study material Swayam Portal

Suggested Continuous Evaluation Methods:

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- Test with multiple choice questions/ short and long answer questions
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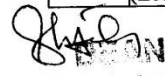


Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to work as a reporter, Handling Media related software

PAPER 4 - Social Media / Advanced Communication & Digital Marketing

Programme:	MA in Public Relation and Advertising	
Year / Semester	1 st Year / 1 st Semester	
Course Code: PR&A - 104	Course Title: Social Media / Advanced Communication & Digital Advertising	
Course Outcomes: The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> • Define Advertising; explain its role and functions. • Identify various types of advertising. • Explain the working of an ad agency 		
Credits: 3	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 45		
Units	Topic	No of Lectures
I	PR in the age of Digital media: Definitions, Importance, Scope, Recent trends in PR activities Digital Advertising- Definitions, Scope, Importance, Measuring effectiveness of Digital Advertising	10
II	PR tools on the Internet, Tools for Internal Publics- Internal online newsletters, Internet mails, Compiling an internal e-mail list Tools of Digital Advertising- Email ads, Banner ads, Interstitial ads, Pop-up ads, Floating ads, Paid search terms (Lecture using PowerPoint Presentation along with Class Activity)	10

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III	PR tools on the Internet, Tools for External Publics- E-mail newsletters, Social Media, Blogs, Vlogs, Podcasts, Video conferencing, Website casting, Discussion groups SEO, SMO and SEM: Concept, Difference and Functioning (PowerPoint Lecture and Class Activity)	10
IV	Online PR campaigns: Steps of planning an Online PR campaign, Difference between online PR campaigns and classic PR campaigns Developing content for Advertising on the Internet- Make your website sticky, Role of user generated content on the Internet (Lecture and Group Assignment, Case studies)	10
V	Case Study: Crisis management on Digital Media- Maggi, Uber Case Study of Successful Digital Ad campaigns: Flipkart, Vicks-Generation of care (Class Discussion)	05

REFERENCES

- Dictionary of Advertising and Marketing Concepts by Arthur Asa Berger; Fred S. Goldberg
- Essential Marketing and Advertising Dictionary (2009) by Jerry Rosenberg
- A Dictionary of Marketing (2016) by Charles Doyle ISBN: 0198736428
- Effective Writing Skills for Public Relations by John Foster; John Foster Primer of Public Relations Research, Second Edition by Don W. Stacks Risk Issues and Crisis Management in Public Relations by Michael Regester; Judy Larkin Dr. Umesh Kumar, Digital Advertising
- Advertising Management, David A. Parker, Rajiv Batra, Practice Hall M97, Connaught Circus, New Delhi

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Suggested Continuous Evaluation Methods:

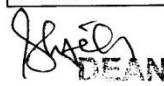
- Seminar/Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions
- Attendance

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PAPER 5- Media Writing (Practical)

Programme:	MA in Public Relation and Advertising
Year / Semester	1st Year / 1st Semester
Course Code: PR&A (P) - 151	Course Title: Media Writing (Practical)
Course Outcomes: The student at the completion of the course will be able to:	
<ul style="list-style-type: none"> • Write the different types of media writing • Write the editorial and Feature writing 	
Credits:5	Core Compulsory


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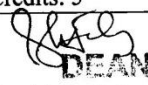




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
Max. Marks: 30+70		Min. Passing Marks: 40%
Total No. of Lectures- 75 Practical		
S No	Topic	No of Practical
1	Media writing – types of writing , formats of media writing, difference between media writing and other writing , theories of media writing (Submission of Assignment)	30
2	(Submission of 2 News Stories, 2 Editorial Writings, 2 Advertising Script)	30
3	(Submission of 2 Features, 2 Articles, 2 Film Review, 2 Book Review)	15
<p>REFERENCES</p> <ul style="list-style-type: none"> • Wren & Martin High School English Grammar & Composition ,S Chand & Company • D. Robertson, Understanding Grammar ,IVY Publishing House • G.K.Puri& Saroj Puri, Paragraph writing for all ,IIMS Publications • Dr. K.P.Pandey& Dr. Amita , Teaching of English in India, Vishwavidyalaya Prakashan • G.K.Puri, Saroj Puri & Gouri Sen Prepositions for all IIMS Publications • Peter Howard Perfect Your Punctuation ,Orient Longman Private Limited • G.K.Puri & Saroj Puri ,Precise Writing for all IIMS Publications • Peter Howard ,Perfect your sentences Orient Longman Private Limited <p>Suggestive digital platforms web links- e-PG-Pathshala, IGNOU& UPRTOU online study material Swayam Portal</p> <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance <p>Further Suggestions:</p> <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. <p>At the End of the whole syllabus any remarks/ suggestions: Students will be able to work as a reporter, Handling Media related software</p>		

PAPER 6- PR Tools (Practical)

Programme:	MA in Public Relation and Advertising
Year / Semester	1st Year / 1st Semester
Course Code: PR&A (P) - 152	Course Title: PR Tools (Practical)
<p>Course Outcomes: The student at the completion of the course will be able to:</p> <ul style="list-style-type: none"> • Write the different types of PR writing • Write through PR tools 	
Credits: 5	Core Compulsory


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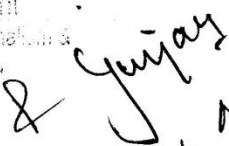
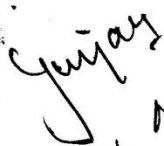
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 **Madhu**

Max. Marks: 30+70		Min. Passing Marks: 40%
Total No. of Lectures- 75 Practical		
S No	Topic	No of Practical
1	Practical PR Tools (Submission of Assignment)	25
2	(Submission of 2 Press releases, One House journal production two page)	25
3	(Submission of Two Corporate Profile writing, Design a Brochures)	25
<p>REFERENCES</p> <ul style="list-style-type: none"> • Wren & Martin High School English Grammar & Composition ,S Chand & Company • D. Robertson, Understanding Grammar ,IVY Publishing House • G.K.Puri & Saroj Puri, Paragraph writing for all ,IIMS Publications • Dr. K.P.Pandey & Dr. Amita , Teaching of English in India, Vishwavidyalaya Prakashan • 5. G.K.Puri, Saroj Puri & Gouri Sen Prepositions for all IIMS Publications • Peter Howard Perfect Your Punctuation ,Orient Longman Private Limited • G.K.Puri & Saroj Puri ,Precise Writing for all IIMS Publications • Peter Howard ,Perfect your sentences Orient Longman Private Limited <p>Suggestive digital platforms web links- e-PG-Pathshala, IGNOU & UPRTOU online study material Swayam Portal</p> <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance <p>Further Suggestions:</p> <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		

SEMESTER II		
PR&A - 201	Event Planning & Management	4
PR&A - 202	Production Techniques & Methods	4
PR&A - 203	Marketing Research for Advertising and PR	4
PR&A - 204	Media Management Media Planning and Buying behavior	3
PR&A (P) - 251	Conduct an Event in the department (submit a practical record and evidence with detailed description of your role)	5
PR&A (P) - 252	Produce an Ad for TV & Radio: Submit a DVD with Written Description of the Ad	5


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 Sushanti Department of Journalism &
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SEMESTER -II

PAPER 1- Event Planning & Management

Programme:	MA in Public Relation and Advertising	
Year / Semester	1st Year / 2nd Semester	
Course Code: PR&A - 201	Course Title: Event Planning & Management	
Course Outcomes: The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> • Define PR, explain its role and functions. • Identify history of public relations. • Explain the working of an pr agency • Differentiate between PR & Corporate Communication • Apply tools and techniques for handling public and corporate relations. 		
Credits: 4	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures-60		
Units	Topic	No of Lectures
I	Principles Of Event Management: Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics. Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. Feasibility, Keys to success, SWOT Analysis.	12
II	Event Planning & Team Management: Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools. Protocols, Dress codes, staging, staffing.	12
III	Leadership; Traits and characteristics. Leadership skills , Managing team , Group development, Managing meetings.	12
IV	Event Marketing And Advertising: Nature of Marketing, Process of marketing, marketing mix, Sponsorship. Image, Branding, Advertising Publicity and Public relations.	12
V	Event Production & Logistics: Concept, theme, Fabrication, light & sound, handling venders. Logistic policy, procedures, performance standards functional areas, motivation and leadership. Event Laws & Licenses: Relevant legislations, liquor-licenses, trade acts, stake holders and official bodies, contracts	12


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Madhupur, Jh


Head of Department
Department of Journalism & Mass Communication


Madhupur

REFERENCES

- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge (Hardcover) by Judy Allen
- The Business of Event Planning: Behind the Scenes Secrets of Successful Special Events (Hardcover) by Judy Allen G

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Suggested Continuous Evaluation Methods:

- Seminar/Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions
- Attendance

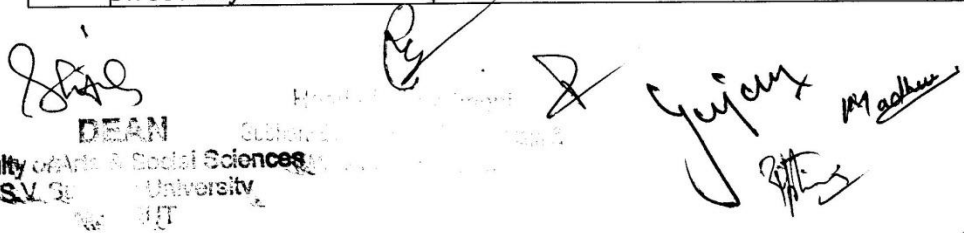
Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

At the End of the whole syllabus any remarks/ suggestions: Students will be able to work as a reporter, Handling Media related software

PAPER 2 - Production Techniques & Methods

Programme:	MA in Public Relation and Advertising	
Year / Semester	1st Year / 2nd Semester	
Course Code: PR&A - 202	Course Title: Production Techniques & Methods	
Course Outcomes: The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> • Define PR, explain its role and functions. • Identify history of public relations. • Explain the working of an pr agency • Differentiate between PR & Corporate Communication • Apply tools and techniques for handling public and corporate relations. 		
Credits:4	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks:40%	
Total No. of Lectures-60		
Units	Topic	No of Lectures
I	Principles Of Event Management: Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics. Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. Feasibility; Keys to success, SWOT Analysis.	12



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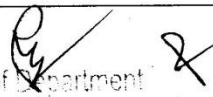
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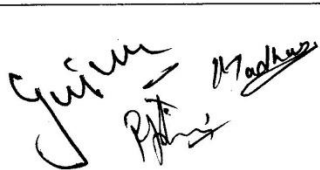
II	Event Planning & Team Management: Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools. Protocols, Dress codes, staging, staffing.	12
III	Leadership; Traits and characteristics. Leadership skills , Managing team , Group development, Managing meetings.	12
IV	Event Marketing And Advertising: Nature of Marketing, Process of marketing, marketing mix, Sponsorship. Image, Branding, Advertising Publicity and Public relations.	12
V	Event Production & Logistics: Concept, theme, Fabrication, light & sound, handling vendors. Logistic policy, procedures, performance standards functional areas, motivation and leadership. Event Laws & Licenses: Relevant legislations, liquor licenses, trade acts, stake holders and official bodies, contracts	12
REFERENCES		
<ul style="list-style-type: none"> • Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt • Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge (Hardcover) by Judy Allen • The Business of Event Planning: Behind the Scenes Secrets of Successful Special Events (Hardcover) by Judy Allen G <p>Suggestive digital platforms weblinks -ePG-Pathshala, IGNOU&UPRTOU online study material Svayam Portal</p>		
Suggested Continuous Evaluation Methods:		
<ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance 		
Further Suggestions:		
<ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		

PAPER 3 - Marketing Research for Advertising and PR


Programme:	MA in Public Relation and Advertising
Year / Semester	1st Year / 2nd Semester
Course Code: PR&A - 203	Course Title: Marketing Research for Advertising and PR


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 General Department of Journalism &
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 Professor
 Madhu

Course Outcomes:		
<ul style="list-style-type: none"> • Understand the role and significance of marketing research in advertising and PR decision-making. • Develop skills to apply various research methodologies in solving advertising and PR challenges. • Analyze consumer behavior and media trends to create data-driven strategies. • Gain proficiency in using digital tools for research and data visualization. • Design and implement effective marketing research projects for advertising and PR campaigns. 		
Credits:4		Core Compulsory
Max. Marks: 30+70		Min. Passing Marks:40%
Total No. of Lectures- 60		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Definition, scope, and importance of marketing research in advertising and PR • Marketing research process: Steps and approaches • Types of research: Exploratory, descriptive, and causal • Ethical considerations in marketing research • Overview of the role of research in strategic advertising and PR 	12
II	<ul style="list-style-type: none"> • Research design: Definition and types (qualitative and quantitative) • Sampling techniques: Probability and non-probability sampling • Primary data collection: Surveys, interviews, focus groups, and observation • Secondary data: Sources and evaluation • Questionnaire design: Structure, format, and pretesting 	12
III	<ul style="list-style-type: none"> • Introduction to data analysis: Coding, tabulation, and data cleaning • Statistical tools for marketing research: Mean, median, mode, correlation, and regression • Use of software for data analysis (e.g., SPSS, Excel, Google Sheets) • Techniques for interpreting consumer insights and media analytics • Case studies on data-driven decision-making in advertising and PR 	12
IV	<ul style="list-style-type: none"> • Understanding consumer behavior: Psychological, cultural, and social factors • Audience research: Tools and techniques for analyzing media consumption patterns • Measuring advertising effectiveness: Pre-testing, post-testing, and tracking studies • Media research: Reach, frequency, and impact analysis 	12


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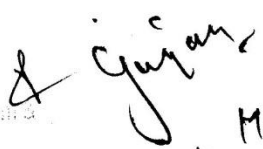

	<ul style="list-style-type: none"> • Brand perception studies and PR campaign evaluation 	
V	<ul style="list-style-type: none"> • Role of digital tools in marketing research: Online surveys, social media analytics, and web tracking • Emerging trends: Neuromarketing, sentiment analysis, and AI-driven insights • Data visualization and storytelling: Dashboards, infographics, and presentation tools • Research case studies in digital advertising and PR campaigns • Hands-on projects: Designing and executing a mini-research study 	12
<p>REFERENCES</p> <ul style="list-style-type: none"> • Malhotra, N. K., & Dash, S. (2020). Marketing Research: An Applied Orientation. Pearson. • Burns, A. C., & Bush, R. F. (2021). Marketing Research. Cengage Learning. • Kumar, V. (2018). Marketing Research: A Global Outlook. Sage Publications. • Churchill, G. A., & Iacobucci, D. (2019). Marketing Research: Methodological Foundations. Cengage. • Kotler, P., & Keller, K. L. (2021). Marketing Management. Pearson. • Jain, R. (2019). Consumer Behavior and Branding: Concepts, Readings, and Cases. <p>Suggestive digital platforms weblinks -ePG-Pathshala, IGNOU&UPRTOU online study material Svayam Portal</p> <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance <p>Further Suggestions:</p> <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		

PAPER 4 - Media Management, Media Planning and Buying Behaviour

Programme:	MA in Public Relation and Advertising
Year / Semester	1st Year / 2nd Semester
Course Code: PR&A - 204	Course Title: Media Management, Media Planning and Buying Behaviour


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Course Outcomes:		
<ul style="list-style-type: none"> • Understand the fundamentals of media management and its role in the advertising ecosystem. • Develop expertise in media planning and strategy formulation. • Analyze media buying behavior and its implications for effective media execution. • Gain proficiency in evaluating media effectiveness and ROI in campaigns. • Learn to integrate traditional and digital media strategies for optimal audience engagement. 		
Credits:3		Core Compulsory
Max. Marks: 30+70		Min. Passing Marks:40%
Total No. of Lectures- 45		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Concept and scope of media management • Role of media management in advertising and PR • Types of media: Traditional, digital, and emerging platforms • Key stakeholders: Media owners, advertisers, and agencies • Challenges in managing media operations 	9
II	<ul style="list-style-type: none"> • Media planning process: Steps and components • Setting media objectives: Reach, frequency, and impact • Target audience analysis: Demographics, psychographics, and geographics • Media mix strategies: Integrating traditional and digital platforms • Budget allocation and constraints in media planning 	9
III	<ul style="list-style-type: none"> • Introduction to media buying: Negotiation and pricing models • Factors influencing media buying decisions: Cost-per-thousand (CPM), cost-per-click (CPC), and cost-per-acquisition (CPA) • Understanding audience behavior and consumption patterns • Programmatic media buying and real-time bidding (RTB) • Ethical considerations and transparency in media buying 	9
IV	<ul style="list-style-type: none"> • Tools and techniques for measuring media effectiveness • Key performance indicators (KPIs) for media campaigns: GRPs, TRPs, and ROI • Evaluating traditional and digital media performance • Post-campaign analysis and reporting • Case studies: Measuring the success of integrated media campaigns 	9
V	<ul style="list-style-type: none"> • Impact of technology on media management and planning • Role of AI and big data in audience targeting and media analytics • Emerging platforms: OTT, influencers, and social commerce • Green advertising and sustainability in media planning • Future of media buying: Trends and challenges 	9


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REFERENCES

- Arens, W. F., Weigold, M. F., & Arens, C. (2020). Contemporary Advertising and Integrated Marketing Communications. McGraw-Hill.
- Belch, G., & Belch, M. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill.
- Sissors, J. Z., & Baron, R. B. (2019). Advertising Media Planning. McGraw-Hill Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). Marketing Management. Pearson.
- Shimp, T. A., & Andrews, J. C. (2021). Advertising, Promotion, and Other Aspects of Integrated Marketing Communications. Cengage Learning.
- **Suggestive digital platforms weblinks** -ePG-Pathshala, IGNOU&UPRTOU online study material Svayam Portal

Suggested Continuous Evaluation Methods:


- Seminar/Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions
- Attendance


Further Suggestions:


- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PAPER 5- Subject: Event Management (Practical)

Programme:	MA in Public Relation and Advertising	
Year / Semester	1st Year / 2nd Semester	
Course Code: PR&A (P) - 251	Course Title: Event Management (Practical)	
Course Outcomes: The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> • Enumerate different steps involved in planning an event • Explain the revenue generating process for an event 		
Credits: 5	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures- 75 Practical		
S No	Topic	No of Practical
1	Conduct an Event in the department (submit a practical record and evidence with detailed description of your role)	40
2	(submit a practical record and evidence with detailed description of your role)submit a report of the event	35

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Subharti Department of Journalism & Mass Communication
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 **Faculty Member**

REFERENCES

- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge (Hardcover) by Judy Allen
- The Business of Event Planning: Behind the Scenes Secrets of Successful Special Events (Hardcover) by Judy Allen G

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Suggested Continuous Evaluation Methods:

- Seminar/Presentation on any topic of the above syllabus
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- Attendance

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PAPER 6- Subject: PR Tools (Practical-II)

Programme:	MA in Public Relation and Advertising	
Year / Semester	1st Year / 2nd Semester	
Course Code: PR&A (P) - 252	Course Title: PR Tools (Practical-II)	
Course Outcomes: The student at the completion of the course will be able to:		
<ul style="list-style-type: none"> • Write the different types of PR writing • Write through PR tools 		
Credits:5	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks:40%	
Total No. of Lectures- 75 Practical		
S No	Topic	No of Practical
1	Produce an 2 Ad for TV: Submit a DVD with Written Description of the Ad	30
2	Produce an 2 Ad for Radio : Submit a DVD with Written Description of the Ad	20

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3	Produce an 2 Ad for Social Media : Submit a DVD with Written Description of the Ad	25
<p style="text-align: center;">REFERENCES</p> <ul style="list-style-type: none"> • Media Selling : Television, Print, Internet, Radio by Charles Warner • Selling Time: How to Sell Small Market Radio Advertising by Dennis E Brown • Social Media Marketing : The Next Generation of Business Management by Dave Evans with Jake McKee • Social Media Marketing Breakthroughs in Research and Practices by Information Resources Management Association <p>Suggestive digital platforms web links- e-PG-Pathshala, IGNOU& UPRTOU online study material Swayam Portal</p>		
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance 		
<p>Further Suggestions:</p> <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		

SEMESTER III		
PR&A – 301	Communication, Advertising, Marketing and PR Research	4
PR&A – 302	Creativity, Campaign Planning & Production	3
PR&A – 303	Graphics Design Principles & Software Learning	3
PR&A (P) – 351	Publish One Research paper in a Journal/Conference Proceedings	5
PR&A (P) – 352	Internship Report submission / VIVA	5

SEMESTER -III

PAPER 1- Communication, Advertising, Marketing and PR Research


Programme:	MA in Public Relation and Advertising
Year / Semester	2nd Year / 3rd Semester
Course Code: PR&A – 301	Course Title: Communication, Advertising, Marketing and PR Research



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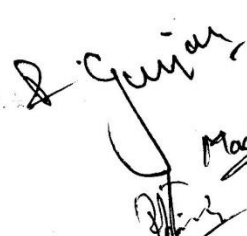

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Course Outcomes:		
<ul style="list-style-type: none"> • The student at the completion of the course will be able to: • Develop a comprehensive understanding of research methodologies and their application in communication, advertising, marketing, and public relations. • Acquire skills to design, execute, and analyze research projects to solve real-world communication challenges. • Apply quantitative and qualitative research techniques to measure consumer behavior and campaign effectiveness. 		
Credits: 4		Core Compulsory
Max. Marks: 30+70		Min. Passing Marks: 40%
Total No. of Lectures-60		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Concept, scope, and importance of research in communication • Types of research: Basic, applied, and evaluative • Research ethics: Principles and practices • Overview of research in advertising, marketing, and PR • Role of research in campaign planning and evaluation 	12
II	<ul style="list-style-type: none"> • Research design: Exploratory, descriptive, and causal designs • Quantitative research methods: Surveys, experiments, and content analysis • Qualitative research methods: Focus groups, interviews, and ethnography • Mixed-method approaches: Integration of qualitative and quantitative techniques • Sampling techniques: Probability and non-probability methods 	12
III	<ul style="list-style-type: none"> • Data collection methods: Primary and secondary sources • Designing research instruments: Questionnaires and interview guides • Statistical tools for analysis: SPSS, Excel, and Google Sheets • Techniques for data visualization and interpretation • Case studies: Application of data analysis in advertising and PR campaigns 	12
IV	<ul style="list-style-type: none"> • Understanding consumer behavior through research • Audience segmentation and profiling • Brand equity and image research • Media consumption analysis: Tools and frameworks • Campaign effectiveness measurement: Pre-testing and post-testing methods 	12
V	<ul style="list-style-type: none"> • Role of big data, AI, and machine learning in research • Social media analytics and sentiment analysis • Neuromarketing: Concepts and applications • Emerging ethical issues in digital marketing and PR research • Hands-on training: Conducting online surveys and using digital research platforms 	12


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REFERENCES

- Wimmer, R. D., & Dominick, J. R. (2020). Mass Media Research: An Introduction. Cengage Learning.
- Malhotra, N. K., & Dash, S. (2020). Marketing Research: An Applied Orientation. Pearson.
- Berger, A. A. (2021). Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches. Sage.
- Creswell, J. W., & Creswell, J. D. (2018). Research Design: Qualitative, Quantitative, and Mixed Methods Approaches. Sage.
- Daymon, C., & Holloway, I. (2022). Qualitative Research Methods in Public Relations and Marketing Communications. Routledge.

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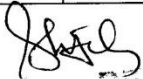
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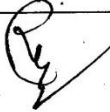

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PAPER 2- Creativity, Campaign Planning and Production

Programme:	MA in Public Relation and Advertising	
Year / Semester	2nd Year / 3rd Semester	
Course Code: PR&A - 302	Course Title: Creativity, Campaign Planning and Production	
Course Outcomes:		
<ul style="list-style-type: none"> • Understand the principles of creativity and their application in advertising and PR campaigns. • Acquire skills to design and plan strategic communication campaigns. • Develop the ability to execute campaign production using various media and tools. • Apply creative problem-solving techniques to address communication challenges. • Evaluate the effectiveness of campaigns through performance metrics and audience feedback. 		
Credits: 3	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures-45		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Concept and definition of creativity in advertising and PR • Theories of creativity: Cognitive, psychological, and socio-cultural perspectives • Role of creativity in brand building and audience engagement • Idea generation techniques: Brainstorming, mind mapping, and SCAMPER 	10


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	<ul style="list-style-type: none"> • Case studies: Creative advertising campaigns 	
II	<ul style="list-style-type: none"> • Steps in campaign planning: Setting objectives, target audience analysis, and message development • Budgeting and resource allocation • Media selection: Traditional vs. digital platforms • Integration of IMC (Integrated Marketing Communication) strategies • Campaign timelines and scheduling 	10
III	<ul style="list-style-type: none"> • Pre-production planning: Scriptwriting, storyboarding, and visualizing concepts • Production processes for different media: Print, audio, video, and digital • Role of photography, videography, and graphic design in campaign production • Post-production techniques: Editing, sound design, and effects • Tools and software for campaign production 	9
IV	<ul style="list-style-type: none"> • Identifying and solving communication challenges through creative strategies • Adapting creativity to different media formats and cultural contexts • Role of storytelling in campaign execution • Collaborative creativity: Working with teams and clients • Case studies: Challenges and solutions in campaign execution 	8
V	<ul style="list-style-type: none"> • Measuring campaign impact: KPIs and ROI analysis • Methods of audience feedback collection: Surveys, focus groups, and analytics • Campaign performance reports and presentations • Ethical considerations in campaign planning and production • Trends in campaign evaluation: AI and real-time analytics 	8

REFERENCES

- Barry, P. (2020). The Advertising Concept Book: Think Now, Design Later. Thames & Hudson.
- Belch, G., & Belch, M. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill.
- Hackley, C., & Hackley, R. A. (2021). Advertising and Promotion. Sage.


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Suggested Continuous Evaluation Methods:

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Further Suggestions:

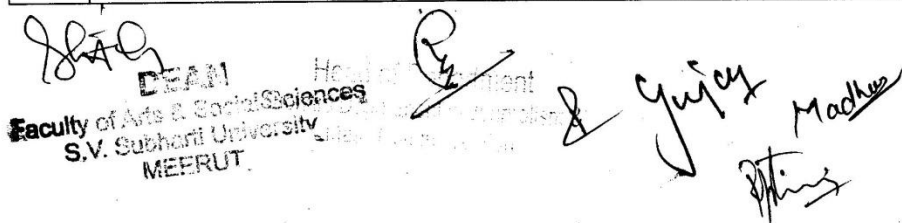
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PAPER 3- Graphics Design Principles & Software Learning

Programme:	MA in Public Relation and Advertising	
Year / Semester	2nd Year / 3rd Semester	
Course Code: PR&A - 303	Course Title: Graphics Design Principles & Software Learning	
Course Outcomes:		
<ul style="list-style-type: none"> • Understand the foundational principles of graphic design and visual communication. • Develop proficiency in design tools and software for creating professional-level graphics. • Apply design principles to create aesthetically pleasing and functional visual content. • Learn to integrate graphic design into advertising, PR campaigns, and other media. • Analyze and critique graphic designs for their effectiveness and alignment with communication goals. 		
Credits:3	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures-45		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Definition and scope of graphic design • Importance of visual communication in advertising and PR • Elements of design: Line, shape, color, texture, space, and typography • Principles of design: Balance, contrast, emphasis, proportion, rhythm, and unity • Role of creativity and innovation in graphic design 	10
II	<ul style="list-style-type: none"> • Color theory: Primary, secondary, and tertiary colors • Psychological impact of colors in communication • Typography: Fonts, typefaces, and their classification • Principles of effective typography in design • Designing with text: Hierarchy, readability, and alignment 	10
III	<ul style="list-style-type: none"> • Overview of graphic design software: Adobe Photoshop, Illustrator, and Canva • Image editing and manipulation: Retouching, cropping, and layering • Vector vs. raster graphics: Differences and applications • Introduction to design tools: Pen tool, brushes, gradients, and masks • Hands-on exercises: Logo design, posters, and social media graphics 	10
IV	<ul style="list-style-type: none"> • Basics of composition and layout in design • Grids and alignment in creating balanced designs • Designing for different formats: Print, web, and mobile • Infographics: Combining data and visuals effectively. • Case studies: Successful graphic design campaigns 	10



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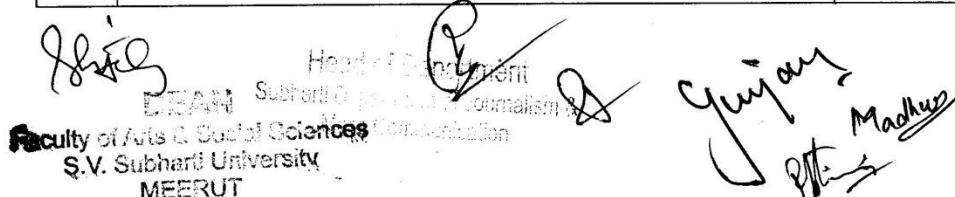
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V	<ul style="list-style-type: none"> • Role of graphic design in branding and corporate identity • Designing for advertisements: Print and digital platforms • Visual storytelling through graphics • Introduction to motion graphics and animation basics • Evaluating graphic designs: Tools and techniques for critique 	5
<p>REFERENCES</p> <ul style="list-style-type: none"> • Ambrose, G., & Harris, P. (2020). Fundamentals of Graphic Design. Bloomsbury. • Lupton, E. (2019). Graphic Design: The New Basics. Princeton Architectural Press. • Meggs, P. B., & Purvis, A. W. (2016). Meggs' History of Graphic Design. Wiley. <p>Suggestive digital platforms weblinks -ePG-Pathshala, IGNOU&UPRTOU online study material Svayam Portal</p>		
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance 		
<p>Further Suggestions:</p> <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		
<p>At the End of the whole syllabus any remarks/ suggestions: Students will be able to work as a reporter, Handling Media related software</p>		

PAPER 4- Research Paper Publication (Practical)

Programme:	MA in Public Relation and Advertising	
Year / Semester	2nd Year / 3rd Semester	
Course Code: PR&A (P) - 351	Course Title: Research Paper Publication (Practical)	
<p>Course Outcomes:</p> <ul style="list-style-type: none"> • To familiarize students with the research and publication process. • To encourage students to contribute to academic knowledge in the fields of communication, advertising, marketing, and public relations. • To develop analytical and critical skills through rigorous research and review. • To provide exposure to academic conferences and peer-reviewed journals. 		
Credits:5	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks:40%	
Total No. of Lectures-75		
Units	Topic	No of Lectures

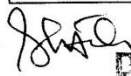



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I	<ul style="list-style-type: none"> The research topic must align with the student's specialization in Communication, Advertising, Marketing, or Public Relations. 	10
II	<ul style="list-style-type: none"> Students should use appropriate methodologies (qualitative, quantitative, or mixed methods) as per the research problem. Ensure proper data collection, analysis, and interpretation to derive valid conclusions. 	10
III	<ul style="list-style-type: none"> Writing the Paper Length: 4,000–6,000 words (excluding references and appendices). Structure: Title and Abstract Keywords Introduction (Background and Objectives) Literature Review Methodology Results and Discussion Conclusion and Implications References (in APA/MLA format, as specified by the journal/conference). Use clear, concise, and formal language suitable for academic writing.	40
IV	<ul style="list-style-type: none"> Journal/Conference Selection Students must choose a reputed journal or conference proceeding relevant to their research topic. 	15
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<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> Seminar/Presentation on any topic of the above syllabus Test with multiple choice questions/ short and long answer questions Attendance 		
<p>Further Suggestions:</p> <ul style="list-style-type: none"> It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		

PAPER 5- Internship Report Submission/ VIVA

Programme:	MA in Public Relation and Advertising
Year / Semester	2nd Year / 3rd Semester


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Course Code: PR&A (P) – 352	Course Title: Internship Report Submission/ VIVA
Course Outcomes:	
<ul style="list-style-type: none"> • Be a responsible and accountable communication professional. • Understand Industry functioning and better relate it to academics. • Be ethically committed media professionals. • Inculcate leadership skills and team spirit. 	
Credits:5	Core Compulsory
Max. Marks: 25+75	Min. Passing Marks:40%
Total No. of Lectures-75	
Description	
<p>Soon after the third semester End Term Examination, each student will undergo a Functional Exposure Training for four to six weeks in Advertising /Public Relations and will submit a Functional Exposure Report (FER) along with the Power point Presentation containing the actual experiential learning. The hard copy of the FER (in duplicate) is to be submitted along with a soft copy of the PowerPoint Presentation.</p>	

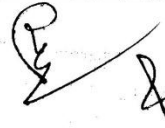


SEMESTER IV		
PR&A – 401	Integrated Marketing Communication	4
PR&A – 402	Marketing Content and Copyright	3
PR&A – 403	New Trends in PR & Advertising	3
PR&A – 451	Dissertation & Viva-Voce	10

SEMESTER -III


PAPER 1- Communication, Advertising, Marketing and PR Research

Programme:	MA in Public Relation and Advertising
Year / Semester	2nd Year / 4th Semester
Course Code: PR&A – 401	Course Title: Integrated Marketing Communication


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Course Outcomes:		
<ul style="list-style-type: none"> • Understand the concept, principles, and importance of Integrated Marketing Communication (IMC) in today's dynamic marketing environment. • Develop skills to integrate various promotional tools to achieve consistent and effective communication strategies. • Learn to design and implement comprehensive IMC campaigns. • Analyze the role of IMC in brand building and customer engagement. • Evaluate the effectiveness of IMC strategies using performance metrics and case studies. 		
Credits: 4		Core Compulsory
Max. Marks: 30+70		Min. Passing Marks: 40%
Total No. of Lectures-60		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Definition and evolution of IMC • Importance and benefits of IMC in marketing and communication • Components of IMC: Advertising, public relations, sales promotion, personal selling, direct marketing, and digital marketing • The IMC process: Planning, execution, and evaluation • Challenges and future trends in IMC 	12
II	<ul style="list-style-type: none"> • Setting IMC objectives: Brand awareness, engagement, and sales conversion • Identifying target audiences: Market segmentation and consumer profiling • Crafting the IMC message: Message strategy and positioning • Budgeting for IMC campaigns: Methods and considerations • Integration of traditional and digital media 	12
III	<ul style="list-style-type: none"> • Role of advertising in IMC • Public relations and its integration with IMC strategies • Sales promotion and its role in customer acquisition and retention • Direct marketing techniques: Email, SMS, and personalized marketing • Social media and influencer marketing in IMC 	12
IV	<ul style="list-style-type: none"> • Steps to designing an IMC campaign • Media planning and buying for IMC campaigns • Creative execution in IMC: Print, broadcast, and digital platforms • Brand storytelling and visual identity in IMC campaigns • Real-world case studies of successful IMC campaigns 	12
V	<ul style="list-style-type: none"> • Key performance indicators (KPIs) for IMC • Tools and techniques for campaign evaluation: ROI, analytics, and surveys • Customer feedback and sentiment analysis • Role of AI and machine learning in IMC performance tracking • Ethical considerations in IMC: Consumer trust and transparency 	12


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REFERENCES

- Belch, G., & Belch, M. (2021). Advertising and Promotion: An Integrated Marketing Communications Perspective. McGraw-Hill.
- Clow, K. E., & Baack, D. (2022). Integrated Advertising, Promotion, and Marketing Communications. Pearson.
- Schultz, D. E., & Schultz, H. F. (2019). IMC: The Next Generation. McGraw-Hill.
- Percy, L. (2018). Strategic Integrated Marketing Communication. Routledge.
- Fill, C., & Turnbull, S. (2021). Marketing Communications: Brands, Experiences, and Participation. Pearson.

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Suggested Continuous Evaluation Methods:

- Seminar/Presentation on any topic of the above syllabus
- Test with multiple choice questions/ short and long answer questions
- Attendance

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

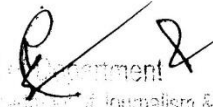
PAPER 2- Marketing Content and Copyright

Programme:	MA in Public Relation and Advertising	
Year / Semester	2nd Year / 4th Semester	
Course Code: PR&A - 402	Course Title: Marketing Content and Copyright	
Course Outcomes:		
<ul style="list-style-type: none"> • Defining copyright, identifying copyrightable material, understanding the concept of fair use, and recognizing copyright infringement scenarios. • Exploring different licensing models (royalty-free, stock photography, creative commons), obtaining necessary permissions for using copyrighted material, and understanding licensing agreements • Analyzing real-world examples of copyright infringement cases, understanding potential legal consequences, and developing best practices to avoid copyright issues. 		
Credits: 3	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures-45		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Content Marketing Fundamentals: • Introduction to Content Marketing: Definition, importance, and role in marketing strategy. • Content Marketing Strategy Development: Identifying target audience, buyer personas, content pillars, and marketing funnel alignment. • Content Formats: Blog posts, articles, infographics, videos, podcasts, social media content, case studies, webinars. • Content Calendar Creation: Planning, scheduling, and editorial 	15

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	<p>workflow management.</p> <ul style="list-style-type: none"> Content Idea Generation: Brainstorming techniques, keyword research, current trends analysis. 	
II	<ul style="list-style-type: none"> Content Creation and Optimization: Writing for the Web: SEO optimization, headline writing, clear and concise language. Visual Content Creation: Graphic design principles, image optimization, video editing Storytelling Techniques: Engaging narratives, brand voice development Content Promotion Strategies: Social media marketing, email marketing, influencer outreach Content Analytics and Measurement: Tracking key metrics, ROI analysis, content performance evaluation 	10
III	<ul style="list-style-type: none"> Copyright Law and Intellectual Property: Copyright Basics: Definition, copyright ownership, duration, exclusive rights Fair Use Doctrine: Understanding factors for fair use analysis in marketing contexts Trademark Law: Brand protection, trademark registration, trademark infringement Licensing Agreements: Different types of licenses, royalty structures, usage rights Copyright Infringement: Legal consequences of copyright violations, DMCA compliance 	10
IV	<ul style="list-style-type: none"> Specific Marketing Applications: Social Media Copyright: Posting guidelines, image usage, copyright claims on social platforms Content Curation: Ethical practices, attribution, and copyright considerations for curated content Brand Guidelines and Style Guides: Maintaining brand consistency, copyright compliance in marketing materials Legal Issues in Content Marketing: Case studies of copyright disputes, legal considerations for content creators 	10
<p>REFERENCES</p> <ul style="list-style-type: none"> "Marketing Management" by Kotler and Keller "Integrated Marketing Communications" by Schultz, Tannenbaum, and Lauterborn "The New Rules of Marketing and PR" by David Meerman Scott <p>Suggestive digital platforms weblinks -ePG-Pathshala, IGNOU&UPRTOU online study material Svayam Portal</p>		
<p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> Seminar/Presentation on any topic of the above syllabus Test with multiple choice questions/ short and long answer questions Attendance 		


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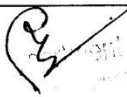

Further Suggestions:

- It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels.

PAPER 3- New Trends in PR & Advertising

Programme:	MA in Public Relation and Advertising	
Year / Semester	2nd Year / 4th Semester	
Course Code: PR&A - 403	Course Title: New Trends in PR & Advertising	
Course Outcomes:		
<ul style="list-style-type: none"> • Understand the principles of creating high-quality content that resonates with target audiences across various digital channels. • Develop proficiency in utilizing different social media platforms for brand building, engagement, and crisis management. • Explore the potential of AI for targeted advertising, chatbots, and personalized communication. 		
Credits: 3	Core Compulsory	
Max. Marks: 30+70	Min. Passing Marks: 40%	
Total No. of Lectures: 45		
Units	Topic	No of Lectures
I	<ul style="list-style-type: none"> • Digital Landscape and Emerging Technologies: • Artificial Intelligence (AI) in PR: Generative AI for content creation, chatbots for customer interaction, AI-powered media monitoring. • Virtual Reality (VR) and Augmented Reality (AR): Creating immersive brand experiences, product demonstrations using VR/AR • Blockchain Technology: Potential applications for transparency and traceability in PR campaigns • The Metaverse: Brand presence and engagement strategies within virtual worlds 	15
II	<ul style="list-style-type: none"> • Data-Driven PR and Advertising: • Social Listening Tools: • Analyzing social media conversations to identify trends and customer sentiment • Big Data Analysis: • Utilizing data to inform PR strategies, target audience segmentation, and campaign measurement • Metrics and KPIs: • Defining key performance indicators for PR campaigns across digital channels • Programmatic Advertising: • Automated buying and optimization of ad placements based on data insights 	10


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III	<ul style="list-style-type: none"> • Social Media Management: • Social Media Crisis Management: Responding to negative online sentiment and managing reputation crises • Community Building on Social Platforms: Engaging with target audiences through relevant conversations • Social Media Analytics: Monitoring and analyzing social media performance to optimize campaigns • Live Streaming Platforms: Utilizing live video for real-time engagement and brand communication 	10
IV	<ul style="list-style-type: none"> • Integrated Marketing Communications (IMC): • Alignment of PR and Marketing Goals: Integrating PR activities with traditional marketing campaigns • Cross-Channel Promotion: Coordinating messaging across different media platforms to maximize reach • Customer Journey Mapping: Understanding customer interactions across touchpoints to develop targeted communication strategies 	10
<p>REFERENCES</p> <ul style="list-style-type: none"> • Argenti, P. (2007). Corporate communication (4th ed.). Boston: McGraw-Hill/Irwin. • The Authentic Enterprise. (2007). New York: Arthur W. Page Society. • Baron, M. W. (1995). Kantian ethics almost without apology. Ithaca, NY: Cornell University Press. • Bertalanffy, L. von. (1951). General system theory: A new approach to unity of science. Human Biology, 23, 303–361. • Bowen, S. A. (2000). Is ethical public relations ingrained in organizational culture or is it the domain of individual practitioners? Paper presented at the meeting of the Public Relations Society of America Educators Academy, Communication Sciences Division, Miami, Florida. • Bowen, S. A. (2002). Elite executives in issues management: The role of ethical paradigms in decision making. Journal of Public Affairs, 2, 270–283. <p>Suggestive digital platforms weblinks -ePG-Pathshala, IGNOU&UPRTOU online study material Svayam Portal</p> <p>Suggested Continuous Evaluation Methods:</p> <ul style="list-style-type: none"> • Seminar/Presentation on any topic of the above syllabus • Test with multiple choice questions/ short and long answer questions • Attendance <p>Further Suggestions:</p> <ul style="list-style-type: none"> • It widens the scope for students to join Government and Non-Government organization up skilling the people at different levels. 		

Paper-4 – Dissertation & VIVA-VOCE

Programme:	MA in Public Relation and Advertising
Year / Semester	2nd Year / 4th Semester
Course Code: PR&A - 451	Course Title: Dissertation & VIVA-VOCE


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Course Outcomes:

- Understand the philosophy, concept and process of communication & media research based on social issues.
- Conduct media research on the basis of different research methodologies.
- Analyse the data on the basis of different statistical tools.
- Understand teamwork and leadership skills.
- Acquire presentation skills.

Description (10 Credits)

By the start of the semester, students will select a research topic related to any field of communication and media and she/he will submit and present a plan of the research on a selected theme/topic which will be part of the internal assessment. The Final Dissertation/Research Project will be pursued by her/him under the supervision of an internal supervisor. Three hardbound copies of the Dissertation/Research Project will be submitted by the students at least two weeks prior to the date of commencement of the End-Term Examination. At the time of viva, the students will make a PowerPoint Presentation of the Dissertation/Research Project. Note: It will be evaluated finally after viva by the external and internal examiner.


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Head of Department
Department of Journalism &
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External Examiner

Internal Examiner