

COURSE SCHEME & SYLLABUS

For

Post Graduate Programme

**Post Graduate Diploma in Advertising /Public Relation and Corporate
Communication**

(Effective from Academic Year 2018– 2019 onwards)



**FACULTY OF JOURNALISM AND MASS COMMUNICATION
SWAMI VIVEKANANDA SUBHARTI UNIVERSITY
MEERUT**

TABLE 1: Table of PGDAD/PR/CC programme for the academic year 2019-20

| 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 | | | | | | | | | |
| PGD(A) – 101 | Advance Advertising , Public Relation & Corporate Communication | 2 | 1 | 2 | 5 | 5 | 30 | 70 | 100 |
| PGD(A) – 102 | Advertising , Public Relation & Corporate Communication Management | 2 | 1 | 2 | 5 | 5 | 30 | 70 | 100 |
| PGD(A) – 103 | Advertising & Public Relation Agencies & Case Study | 2 | 1 | 2 | 5 | 5 | 30 | 70 | 100 |
| PGD(A) – 104 | Social Media & Digital Marketing | 2 | 1 | 2 | 5 | 5 | 30 | 70 | 100 |
| PGD(A) – 105 | Idea Generation & Campaign Designing & Practices | 2 | 1 | 2 | 5 | 5 | 30 | 70 | 100 |
| | Total | | | | 25 | 25 | 150 | 350 | 500 |
| SEMESTER II | | | | | | | | | |
| PGD(A) – 201 | Comprehensive Viva & Internship Report | | 2 | 8 | 10 | 10 | 60 | 140 | 200 |
| PGD(A) – 251 | Project Report | | 3 | 12 | 15 | 15 | 90 | 210 | 300 |
| | Total | | | | 25 | 25 | 150 | 350 | 500 |

TABLE 2 List of Course with Credits Distribution (L+T+P)

| Sem | Course | Course Code | Credits | Distribution as per L+T+P per week (90 Days/6 Days =15 weeks) | | | | | | Total No. of lecture |
|-----|--|--------------|---------|--|----|----|-----------|-----------|-----------|----------------------|
| | | | | L | T | P | Classes L | Classes T | Classes P | |
| I | Advance Advertising , Public Relation & Corporate Communication | PGD(A) – 101 | 5 | 3 | 1 | 1 | 3x15=45 | 1x15= 15 | 1x15= 15 | 75 |
| | Advertising , Public Relation & Corporate Communication Management | PGD(A) – 102 | 5 | 3 | 1 | 1 | 3x15=45 | 1x15= 15 | 1x15= 15 | 75 |
| | Advertising & Public Relation Agencies & Case Study | PGD(A) – 103 | 5 | 3 | 1 | 1 | 3x15=45 | 1x15= 15 | 1x15= 15 | 75 |
| | Social Media & Digital Marketing | PGD(A) – 104 | 5 | 3 | 1 | 1 | 3x15=45 | 1x15= 15 | 1x15= 15 | 75 |
| | Idea Generation & Campaign Designing & Practices | PGD(A) – 105 | 5 | 3 | 1 | 1 | 3x15=45 | 1x15= 15 | 1x15= 15 | 75 |
| II | Comprehensive Viva & Internship Report | PGD(A) – 201 | 10 | 2 | 8 | 10 | 2X5=10 | 2X5=10 | 3x15= 45 | 65 |
| | Project Report | PGD(A) – 251 | 15 | 3 | 12 | 15 | 3x5=15 | 2X5=10 | 3x15= 45 | 70 |

COURSE EVALUATION

All Courses (Core and Elective) offered by Department of JOURNALISM AND MASS COMMUNICATION will have an evaluation system that comprises of the following two components:

1. Continuous Comprehensive Assessment (CCA) accounting for 30% (30 Marks)of the final grade that a student gets in a course, and
2. End-Semester Examination (ESE) accounting for the remaining 70% (70 Marks)of the final grade that the student gets in a course.

A student will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful in a course. The pass percentage is 20 (Twenty percent) in CCA and 40 (Forty Percent) in ESEi.e. 6 marks out of 30 in CCA and 28 marks out of 70 in ESE.

1. **CONTINUOUS COMPREHENSIVE ASSESSMENT (CCA)** Continuous Comprehensive Assessment (CCA) will have following components:

| Sr. No. | Component | When | Marks |
|-------------------------|---|---|-----------|
| I | Class Room Attendance | During the Semester | 10 |
| II | Mid Term Test(one or more) | After 40 – 45 teaching days, ideally covering at least 1/2 syllabus | 15 |
| III | Practical including Seminar/ Assignment /Term Paper /other activities | During the Semester | 05 |
| TOTAL (I+II+III) | | | 30 |