

माखनलाल चतुर्वेदी राष्ट्रीय पत्रकारिता एवं संचार विश्वविद्यालय

विज्ञापन एवं जनसम्पर्क विभाग

अध्ययन मण्डल (बोर्ड ऑफ स्टडीज) की बैठक का कार्यवाही विवरण

बैठक दिनांक शनिवार, 8 जून, 2019


विश्वविद्यालय के विज्ञापन एवं जनसम्पर्क विभाग में संचालित पाठ्यक्रमों के लिए अध्ययन मण्डल (बोर्ड ऑफ स्टडीज) की बैठक शनिवार, 8 जून, 2019 को सम्पन्न हुई। बैठक में निम्न सदस्य उपस्थित थे-

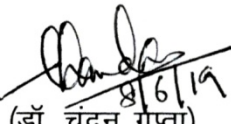
1. डॉ. पवित्र श्रीवास्तव – विभागाध्यक्ष, विज्ञापन एवं जनसम्पर्क विभाग, मा.च.रा.प.सं.वि., भोपाल (अध्यक्ष, अध्ययन मण्डल)।
2. डॉ. चंदन गुप्ता – प्रोड्यूसर, ई.एम.आर.सी, डी.ए.वि.वि., इंदौर।
3. डॉ. मनोज लोढ़ा – एसोसिएट प्रोफेसर, राजस्थान विश्वविद्यालय, जयपुर।
4. डॉ. अवधेश सिंह – विभागाध्यक्ष, एस.वी. पॉलिटैक्निक, श्यामला हिल्स, भोपाल।
5. डॉ. गजेन्द्र सिंह अवास्या – सहायक प्राध्यापक, विज्ञापन एवं जनसम्पर्क विभाग, मा.च.रा.प.सं.वि., भोपाल।

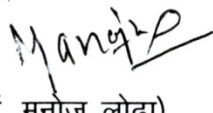
बैठक में विभाग में संचालित निम्नलिखित पाठ्यक्रमों के लिए Choice Based Credit System (CBCS) के अनुसार सिलेबस पर चर्चा की गई।

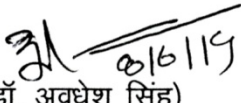
1. एम.ए. विज्ञापन एवं जनसम्पर्क, दो वर्षीय, चार सेमेस्टर पूर्णकालिक स्नातकोत्तर पाठ्यक्रम।
2. एम.एससी. फिल्म प्रोडक्शन, दो वर्षीय, चार सेमेस्टर पूर्णकालिक स्नातकोत्तर पाठ्यक्रम।

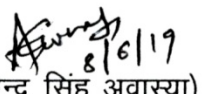
सिलेबस पर विस्तृत चर्चा एवं विमर्श के उपरांत Choice Based Credit System (CBCS) के अनुसार उपरोक्त पाठ्यक्रमों में सिलेबस का अनुमोदन अध्ययन मण्डल द्वारा किया गया। अध्ययन मण्डल द्वारा अनुमोदित सिलेबस साथ संलग्न है।


(डॉ. पवित्र श्रीवास्तव)
विभागाध्यक्ष, विज्ञापन एवं
जनसम्पर्क विभाग,
मा.च.रा.प.सं.वि., भोपाल


(डॉ. चंदन गुप्ता)
प्रोड्यूसर, ई.एम.आर.सी,
डी.ए.वि.वि., इंदौर


(डॉ. मनोज लोढ़ा)
एसोसिएट प्रोफेसर,
राजस्थान विश्वविद्यालय,
जयपुर


(डॉ. अवधेश सिंह)
विभागाध्यक्ष
एस.वी. पॉलिटैक्निक,
श्यामला हिल्स, भोपाल


(डॉ. गजेन्द्र सिंह अवास्या)
सहायक प्राध्यापक,
विज्ञापन एवं जनसम्पर्क विभाग,
मा.च.रा.प.सं.वि., भोपाल

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

(Effective from July 2019)

Department of Advertising & Public Relations



Makhanlal Chaturvedi National University of Journalism and Communication
B-38, Press Complex, M.P. Nagar, Zone-I, Bhopal (M.P.) 462 011

**MAKHANLAL CHATURVEDI NATIONAL UNIVERSITY OF
JOURNALISM AND COMMUNICATION**

(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)

MA: APR

(Effective from July 2019)

		Core Course (Compulsory) (CCC) 6 Credit- All	Core Course (Elective) :(CCE) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester
SEM I	CCC-1	Origin and Growth of Media	CCE-1 Basic Computer Skills for Media or CCE-2 Communication Theories	OE-1 Advertising & Public Relations OE-2 Copy Writing OE-3 Integrated Marketing Communication OE-4 Production for Advertising & Public Relations
	CCC-2	Media Language: Structure & Style		
	CCC-3	Introduction to Socio-Economic Polity		
SEM II	CCC-4	Principles of Management	CCE-3 Multimedia Tools & Techniques or CCE-4 Development Communication	
	CCC-5	Advertising Management		
	CCC-6	Public Relations Practice		
SEM III	CCC-7	Marketing Management	CCE-5 Digital PR & Advertising or CCE-6 Media Laws & Ethics	
	CCC-8	Tools & Techniques of PR		
	CCC-9	Research Methodology		
SEM IV	CCC-10	Account Management & Media Planning	CCE-7 Graphic Designing or CCE-8 Brand Management	
	CCC-11	Corporate Communication		
	CCC-12	Creative Communication		

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.

MA APR 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

3- High, 2-Significant, 1-Low

1. Disciplinary Knowledge; 2. Communication Skills; 3. Critical Thinking; 4. Problem Solving;
 5. Analytical Reasoning; 6. Research related skills; 7. Cooperation/Team Work;
 8. Scientific Reasoning; 9. Reflective Thinking; 10. Information/Digital Literacy;
 11. Self-directed Learning; 12. Multicultural Competence; 13. Moral and Ethical Awareness/Reasoning;
 14. Leadership Readiness/Qualities; 15. Lifelong Learning.

**MAKHANLAL CHATURVEDI RASHTRIYA PATRAKARITA EVAM
SANCHAR VISHWAVIDHALAYA, BHOPAL
(Department of Advertising and Public Relations)**

**MA: ADVERTISING AND PUBLIC RELATIONS
(Effective from July 2019)**

2 YEARS (FOUR SEMESTER) POST GRADUATE PROGRAMME – MARKS SCHEME (CBCS PATTERN)

	S. No.	Core Course (Compulsory) (CCC) 6 Credit- All	Th.	Int.	Pra.	T	Core Course (Elective) : (CCE) 6 Credit- Any One	Th.	Int.	Pra.	T	Open Elective (OE) 3 Credit- Any One in Each Semester	Th.	Int.	Pra.	T
Sem I	CCC-1	Origin and Growth of Media	80	20	-	100	CCE-1 Basic Computer Skills for Media or CCE-2 Communication Theories	30	20	50	100	OE-1 Advertising & Public Relations	25	10	15	50
	CCC-2	Media Language: Structure & Style	50	20	30	100		80	20	-	100					
	CCC-3	Introduction to Socio-economic Polity	80	20	-	100										
Sem II	CCC-4	Principles of Management	80	20	-	100	CCE-3 Multimedia Tools & Techniques or CCE-4 Development Communication	30	20	50	100	OE-2 Copy Writing	25	10	15	50
	CCC-5	Advertising Management	50	20	30	100		80	20	-	100					
	CCC-6	Public Relations Practice	50	20	30	100										
Sem III	CCC-7	Marketing Management	80	20	-	100	CCE-5 Digital PR & Advertising or CCE-6 Media Laws & Ethics	30	20	50	100	OE-3 Integrated Marketing Communication	25	10	15	50
	CCC-8	Tools & Techniques of PR	30	20	50	100		80	20	-	100					
	CCC-9	Research Methodology	50	20	30	100										
Sem IV	CCC-10	Account Management & Media Planning	50	20	30	100	CCE-7 Graphic Designing or CCE-8 Brand Management	50	20	30	100	OE-4 Production for Advertising & Public Relations	25	10	15	50
	CCC-11	Corporate Communication	50	20	30	100		80	20	-	100					
	CCC-12	Creative Communication	30	20	50	100										

CCC - Core Course (Compulsory) (CCC) (6 Credits Each)

CCE - Core Course (Elective) (CCE)/ Discipline Specific (Elective) (DSE) (6 Credit, Any One)

OE - Open Elective (3 Credits Each, Any One)

First Semester Marks Distribution

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

MA: APR

		Core Course (Compulsory) (CCC) 6 Credit- All Compulsory	Core Course (Elective) (CCE) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester
SEM I	CCC-1	Origin and Growth of Media	CCE-1 Basic Computer Skills for Media OR CCE-2 Communication Theories	OE-1 Advertising & Public Relations
	CCC-2	Media Language: Structure & Style		
	CCC-3	Introduction to Socio-economic Polity		

1MA: APR- I

CCC-1: ORIGIN AND GROWTH OF MEDIA

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

COURSE OBJECTIVES

1. To make students aware of the rich and diverse history of Indian Press, Television and Radio.
2. To highlight the role of government in the press.
3. To educate students about role of newspapers in Indian freedom struggle.
4. To make students aware of growth of one Hindi and English newspapers particularly.
5. To give an introduction of different forms of traditional media.

LEARNING OUTCOME:

1. Students will be able to explain birth and growth of India Press.
2. They will develop thorough understanding of contribution of Indian Media in the freedom struggle and be able to share it.
3. Students will have knowledge about growth of National and Vernacular Press, Television and Radio.
4. They will understand different forms of Traditional media.
5. Understand the problems faced by various Media business.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	-	-	-	-	-	1	-	-	-	-	-	3	-	2
C02	2	2	2	-	-	-	-	-	2	-	2	-	-	2	2
C03	2	-	1	-	2	2	-	-	2	-	-	-	2	-	2
C04	3	-	2	-	2	-	-	-	-	-	-	2	3	-	2
C05	3	-	2	-	2	-	-	-	-	-	-	-	3	-	3

3- High, 2-Significant, 1-Low

UNIT-I	Early History of Press in India (1780-1915)	L	T	P
1.1	Origin of Indian Press in Colonial Period, Newspaper: Characteristics and their effect in the society; Hickey's Bengal Gazette, The Madras Courier, the Bombay Herald, Bombay Courier, UdantMartand, Samachar Sudhavarshan. (Lecture, Expert Session)	2	2	-
1.2	Brief history of prominent Newspapers: The Hindu, Hindustan Times, Times of India, Amrit Bazar Patrika(Lecture and Case reading)	2	2	-

1.3	Brief Introduction and contribution of Eminent Journalists - Raja Rammohan Roy, Ishwarchand Vidyasagar, Balgangadhar Tilak, Jyotiba Phule, Bharatendu, Babu Harish Chandra, Mahatma Gandhi (Lecture and Case Reading)	2	2	2
1.4	Contribution of Jugal Kishore Shukla. (Lecture and Case Reading)	2	2	1
1.5	Contribution of Indian Media in Social Awakening (Renaissance)/Social Reforms. (Lecture and Case Reading)	2	2	1

UNIT-II	Press and Freedom Struggle (1915-1947)	L	T	P
2.1	Role of Press in Freedom Movement (Lecture and Case Reading)	2	2	-
2.2	Brief Introduction of newspapers who contributed in freedom struggle: Young India, Navjeevan, National Herald, Kesri, The Forward (Lecture and Case Reading)	2	2	1
2.3	Contribution of Eminent Journalists: Baburao Vishnu Paradkar, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi, Madhavrao Sapre. (Lecture and Case Reading)	2	2	1
2.4	Press and Non-cooperation Movement, Civil Disobedience; Satyagrah (Lecture and Case Reading)	2	2	1
2.5	Press during Quit India Movement (Lecture and Discussion)	2	2	1

UNIT-III	Media in Independent India	L	T	P
3.1	Role of Vernacular Press in National Development (Lecture and Case Reading)	2	2	1
3.2	History of Vernacular Press: Hindi, Urdu, Bengali, Malayalam, Tamil, Marathi; Eminent Journalists of Post Independence Period: Prabhash Joshi, Rajendra Mathur, Dharmveer Bharati, Kuldeep Nayar, Sham Lal, H.K Dua, Rahul Barpute (Lecture and Case Reading)	2	2	1
3.3	Radio: History of AIR, Evolution of Programming, Privatization of Radio Broadcasting, FM, Community Radio (Lecture and Case Reading, Demonstration)	2	2	1
3.4	Television: History of Doordarshan, SITE, Privatization of TV, Regulatory Mechanism, Prasar Bharati, Joshi, Verghese & Chanda Committees (Lecture and Case Reading)	2	2	1
3.5	Press Commissions and Press Council of India, Press during Emergency (1975-77) (Lecture and Case Reading)	2	-	-

UNIT-IV	Introduction to Global Media	L	T	P
4.1	Role of News Agencies in Global Media, Reuters, AP, AFP, TAAS, DPA, Xinhua (Lecture and Case Reading)	2	1	1
4.2	A Short History of Political Propaganda, Nazi Propaganda, Radio and International Communication, Media during World War-II (Lecture and Case Reading)	2	1	1
4.3	The Cold War, Diplomacy and Media, Media Hegemony and Homogenization (Lecture and Case Reading)	2	1	1
4.4	Radio Liberty, Voice of America, Television Origin and Technological Evolution; BBC and CNN (Lecture and Case reading)	2	1	-
4.5	Role of UNESCO, New World Information and Communication Order; The Mac Bride Round Table (Lecture and Case Reading)	2	1	-

UNIT-V	Media ownership and News Agencies	L	T	P
5.1	Ownership Pattern in India: Types and Patterns, Cross Media Ownership (Lecture and Case Reading)	2	1	1
5.2	Ownership of Newspapers, News Channels and Digital Media in India. (Lecture and Case Reading with Discussion)	1	1	1
5.3	Evolution and Functions of News Agencies in Indian Press, Establishment and its Conflicts; News agencies- UNI, PTI, Univarta, Bhasha, Hindustan Samachar. (Lecture and Case Reading with Discussion)	2	-	-
5.4	Press in Asia, Newspool. (Lecture and Case Reading with Discussion)	1	1	1
5.5	History of Printing Press; Types of Printing: Letter Press, Lithography, Flexography, Gravure, Offset (Lecture and Case Reading with Discussion)	2	2	1

PRACTICALS/ ASSIGNMENTS:

- Prepare a paper on Global Media.
- Visit any Media House and prepare a report.
- Write an essay on contribution and relevance of any one Freedom Fighter Journalist.
- Prepare chart/poster on timeline of origin and growth of Press, Television or Radio broadcasting.
- Prepare a brief report on ten year's growth of Print Media/Television/Radio in India. (References to be taken from IRS, NRS, Indian Media and Entertainment Industries, Annual Report of FICCI and KPMG)

SUGGESTED READINGS:

- Brigs, A. (2008). Social History of the Media: From Gutenberg to Internet. Polity Press
- Chopra, Kusum Lata . Gandhi: The Master Communicator. New Delhi: Kanishka Publishers.
- Chaturvedi, Jagdish Prasad. Hindi Patrakarita Ke Kirtiman. Allahabad: Sahitya Sangam
- Chaupra, Dhananjay, Patrakarita Tab Se Ab Tak, Lucknow: Uttar Pradesh Hindi Sansthan.
- Everett M. (2001). India's Communication Revolution: From Bullock Carts to Cyber Mart. Sage Publication.
- Jeffry, Robin. (2000). India's Newspaper Revolution: Capitalism. Technology and the Indian-language Press (3rd edition). Oxford University Press
- Natarajan, J. (2000) History of Indian Journalism. Publication Division
- Kumar, J. Keval. Mass Communication in India. New Delhi: Jaico Publications.
- Natrajan, J. History of the Press in India. Delhi: Asia Publishing House.
- Shridhar, Vijaydutt. Bharatiya Patrakarita Kosh. New Delhi: Vani Prakashan.
- Sahu, RN and Pandey, K.S. The Press in India: Perspective in Development and Relevance. New Delhi: Kanishka Publishers.
- Sarkar, NN. Art and Print Production. Oxford University Press.
- Tiwari, Arjun. Patrakarita Ka Itihas. New Delhi: Vani Prakashan

2MA: APR- I

CCC-2: MEDIA LANGUAGE: STRUCTURE & STYLE

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

COURSE OBJECTIVES

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

LEARNING OUTCOMES

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

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

3- High, 2-Significant, 1-Low

Unit-1	Understanding of Media Language	L	T	P
1.1	Importance of Language in Communication, Growth and Development of Language (Lecture, Presentation, Assignment)	2		
1.2	Growth of Media Language: From Print to Online, Changes taking place in Structure and Style of Language, New trends in Media Language (Lecture, Group Discussion, Assignment)	2		

1.3	Basics of Grammar in English and Hindi, Selection and Use of Phrases and Words (Lecture, Assignment)	2	1	
1.4	Characteristics of Writing for Newspaper and Magazines, Language for Writing: Word and Sentence framing, Headline Writing (Practice) (Lecture, Presentation, Practical, Assignment)	2	1	1
1.5	The language of Journalism- Concrete, Specific, Active, Clear, Democratic, Non-Sexist, Non-Racist, Non-Violent, Inclusive, Variable, Common Language (Lecture, Presentation, Group Discussion/Expert Lecture)	2	1	1

Unit-2	Language for Audio-Visual	L	T	P
2.1	Concept of Audio-Visual Language, Basic difference between Written and Spoken Language (Lecture, Presentation, Assignment)	2	1	01
2.2	Basic Characteristics of Writing for Radio (Lecture, Presentation, Expert Lecture)	2	1	
2.3	Basic Characteristics of Writing for TV (Lecture, Presentation, Expert Lecture)	2	1	
2.4	Use of Other Language Words and its Limitations in Hindi Media (Lecture, Presentation, Group Discussion, Assignment)	2	1	
2.5	Creative Writing for Photo Feature, Caption Writing, Cartoon and its Language (Lecture, Group Discussion, Assignment)	2		

Unit -3	Translation and Paraphrasing	L	T	P
3.1	Importance of Translation/ Paraphrasing in Media, Effective and Ineffective Translation, Methods of Paraphrasing, Attribution and Quoting (Lecture, Group Discussion, Assignment)	2	1	
3.2	Translate (Paraphrase) at least five different News (English to Hindi) (Lecture, Practical, Presentation, Assignment)	1		1
3.3	Translate (Paraphrase) at least five different News (Hindi to English) (Lecture, Practical, Presentation, Assignment)	1		1
3.4	Translate (Paraphrase) at least five different Articles (English to Hindi and Hindi to English) (Lecture, Practical, Presentation, Assignment)	2		1
3.5	Preparing a Glossary of twenty Phrases in Hindi and English, generally used for the same expression (Lecture, Practical, Presentation, Assignment)	2	1	1

Unit-4	Translating Journalistic Content: 1	L	T	P
4.1	Preparing a Glossary of fifty words in Hindi-English from Business Page (Practical, Presentation, Group Discussion, Assignment)	2	1	1
4.2	Preparing a Glossary of twenty five for each Hindi-English words used in Political News	2	1	1

	(Practical, Presentation, Group Discussion, Assignment)			
4.3	Translating at least five different news items from Business Pages (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2		1
4.4	Translating at least five Political News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2		1
4.5	Translating at least one Political and one Business Article (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2		1

Unit-5	Translating Journalistic Content: 2	L	T	P
5.1	Preparing a Glossary of twenty five words for each (Hindi-English) from Sports page (Practical, Presentation, Group Discussion, Assignment)	2	1	1
5.2	Translating at least five different News Items on five different Sports (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2		1
5.3	Translating an article of renowned person on Sports (at least two in both languages) (Practical, Presentation, Group Discussion, Assignment)	2		1
5.4	Translating at least five Science News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2		1
5.5	Translating at least 5 International News Items (Hindi-English) (Practical, Presentation, Group Discussion, Assignment)	2		1

Practical/Projects/Assignments:

1. विशेष क्षेत्रों के समाचारों में उपयोग होने वाले शब्दों की सूची
2. हिंदी-अंग्रेजी मुहावरों की सूची
3. समाचार का अनुवाद
4. आलेख एवं विशेष पत्रकारिता की सामग्री का अनुवाद
5. समाचार शीर्षक और फोटो कैप्शन लेखन का अभ्यास

SUGGESTED READINGS:

- Bonime, Andrew and Pohlmann, Ken C. (1997). Writing for New Media: The Essential Guide to Writing for Interactive Media. United States: Wiley.
- Prasad, S. (1993). Editors on Editing/HY. National Book Trust
- Hilliard, Robert L. (2010). Writing for Television Radio and New Media. USA: Wadsworth Publishing Company Inc.
- Knight, Robert M. (2010). Journalistic Writing: Building the Skills. Honing the Craft. Portland: Marion Street Press.
- Lindstrom, Simeon. (2015). Creative Writing – From Think to Ink. Canada: Create Space Independent Publishing Platform.
- Raman, Usha. (2010). Writing for the Media. New Delhi : Oxford University Press.
- Stovall, James G. (2014). Writing for the Mass Media. New York: Pearson.
- चतुर्वेदी, रामस्वरूप. (1981). भाषा और संवेदना. इलाहाबाद : लोकभारती.
- तिवारी, भोलानाथ. (1984). भाषा और संस्कृति. दिल्ली : प्रभात प्रकाशन.
- तिवारी, भोलानाथ. (1986). मानक हिन्दी का स्वरूप. दिल्ली: प्रभात प्रकाशन.
- तिवारी, भोलानाथ. (1984). पत्रकारिता में अनुवाद की समस्याएँ. नई दिल्ली: शब्दाकार प्रकाशन.

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- तिवारी, भोलानाथ. (1987). अनुवाद विज्ञान. दिल्ली : शब्दाकार प्रकाशन.
 - द्विवेदी, अनुपम. (2014). हिन्दी व्याकरण. जयपुर: रीतू पब्लिकेशन.
 - वर्णवाल, हरीश. (2012). टेलीविजन की भाषा. राधाकृष्णन प्रकाशन
 - सिंह, डॉ. अजय कुमार. (2012). मीडिया की बदलती भाषा
 - गुप्ता, जितेन्द्र एवं प्रियदर्शन. एवं प्रकाश, अरुण (2009). पत्रकारिता में अनुवाद. दिल्ली: राजकमल प्रकाशन.

E-RESOURCES:

- <https://www.bbc.co.uk/academy/hi>
- <http://www.newswriters.in/>
- <http://cij.co.in/index.php>
- <http://www.dailywritingtips.com/the-art-of-writing-news/>
- <http://pibarchive.nic.in/archive2/>
- <https://www.shabdkosh.com/>
- <http://shabdavali.blogspot.com/>

3MA: APR - I

CCC-3: INTRODUCTION TO SOCIO-ECONOMIC POLITY

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

COURSE OBJECTIVES

1. To develop an understanding of core values of Indian Constitution.
2. To orient students in understanding their surroundings so that they can understand and analyze issues implicit in Polity, Economy, Culture, History and other areas, that concern humanity.
3. To develop aptitude of students so that they can learn to take initiatives in acquiring knowledge about issues and developing own expression by responding on these issues.
4. To develop an understanding of world political system as well as Indian political system.
5. To develop critical thinking in students about socio economic and political system.

LEARNING OUTCOMES

1. Students will be able to understand the Indian constitution, which result in better and responsible citizens and Journalists as well.
2. Students will get the knowledge of Socio-Economic and political systems of different countries which will sharpen the global and national understanding.
3. Awareness about RTI, Parliamentary and Legislative procedure, Judicial system etc., that will result and reflect in their Journalistic skills in the form of Responsible Reporting.
4. Competent to discuss the Socio-Economic issues of the Country.
5. Able to participate in Parliamentary discussions.

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

3- High, 2-Significant, 1-Low

Unit-1	Indian Constitution: Basic Characteristics	L	T	P
1.1	Objectives and Ideals of Indian Constitution. (Lecture, PPT)	3	1	-
1.2	Fundamental Rights, Fundamental Duties and Directive Principles of State. (Lecture, PPT)	2	1	-
1.3	Federal and Unitary Nature, Centre-State Relationship. (Lecture, PPT)	3	1	-

1.4	Election, Electoral Reforms, Role of Election Commission. (Lecture, Expert Lecture, GD)	2	1	-
1.5	Emergency Powers, Amendments of Constitution. (Lecture, PPT)	3	1	-

Unit-2	Political System and Parliamentary Proceedings	L	T	P
2.1	Introduction to various Political Systems (America, Britain, India, Switzerland) (Lecture, PPT)	3	1	-
2.2	Parliamentary and Legislative Procedures in India. (Lecture, PPT, Visit)	2	-	-
2.3	Social Security, RTI. (Lecture, Expert Lecture)	4	1	-
2.4	Right to Privacy, RTE, Right to Food (Food Security Act) (Lecture, Expert Lecture)	3	1	-
2.5	Indian Judicial system, Lok Adalat, PIL. (Lecture, Expert Lecture)	2	1	-

Unit-3	History Culture and Society	L	T	P
3.1	Characteristics of the main stages of Indian History. (Lecture, Presentations)	3	1	-
3.2	Cultural Diversity of India, Concept of Nationalism, Nationalism of Tagore, Nationalism of Gandhi and Cultural Nationalism. (Lecture, Presentations)	2	1	1
3.3	Ideology & Indian Political thinkers: Secularism, Communism, Socialism and Fundamentalism. Mahatma Gandhi, M.N. Roy, Dr. B.R.Ambedkar, Dr. Ram Manohar Lohia, Deendayal Upadhyay, Jawaharlal Nehru (Lecture, Expert Lecture)	2	1	1
3.4	Aspects of various Social concerns: Poverty, Gender studies, Census. (Lecture, Expert Lecture)	2	1	-
3.5	Women Rights and Empowerment, Child Rights & Human Rights (Lecture, Expert Lecture)	2	-	-

Unit-4	Introduction to Indian Economy and World	L	T	P
4.1	Nature of Indian Economy, Before Nehruvian Socialism and Post LPG.(Liberalization, Privatization and Globalization) (Lecture, Case Study)	3	1	1
4.2	Essential Economic terms like Inflation, Devaluation, Budget Deficit, GDP. (Lecture, PPT)	3	-	-
4.3	Indian Agriculture: Issues and Problems, Indian Industry: Challenges (Lecture, Case Study)	4	-	-
4.4	World Trade Organization (WTO), World Bank, IMF, ADB. (Lecture, PPT)	2	1	-
4.5	Capitalism, Socialism. (Lecture, Expert Lecture)	3	-	-

Unit-5	Current Affairs-Issues & International Scenario	L	T	P
5.1	Indian Foreign Policy (Lecture, Expert Lecture)	3	1	1
5.2	PANCHSHEEL, Non-Aligned Movement (NAM) (Lecture, Expert Lecture)	3	1	-
5.3	United Nations: BRICS, OPEC, African Union, ASEAN. (Lecture, PPT, Expert Lecture)	3	-	-

5.4	Introduction to International Politics: Current Major issues (Lecture, Expert Lecture)	3	-	-
5.5	International Organization: UNESCO, UNDP, UNEP, UNFCCC, World Economic forum, AMNESTY INTERNATIONAL, TRANSPARENCY INTERNATIONAL. (Lecture, Expert Lecture)	3	-	-

Practical/Projects/Assignments

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

Suggested Readings

- Bakshi, P.M.(2017). The Constitution of India. Universal Law Publishing Co. Pvt. Ltd.
- Debates of Constitution Assembly. (2014). Lok Sabha Secretariat.
- Chandra, B. (2003). In the Name of the Democracy. Penguins Book Pvt. Ltd.
- Das, G. (2000). India Unbound: From Independence to Global Information Age. India:Penguin Books
- Guha, R. (2007). India After Gandhi. New York, U.S.A:Harper Collins.
- H.K.Sahare. (2016). Parliamentary and Constitutional Law Dictionary . Universal Law Publishing.
- Kothari, R. (1970). Politics in India. Orient Blackswan.
- Khilnani, S. (1997). Idea of India,USA: Farrar, Straus & Giroux.
- Marx, K. (1867). Das Kapital. Verlag Von Otto Meisner.
- Nehru, J. L. (1946). Discovery of India. UK: Meridian Books.
- S.Sarkar, J. (1950). The Constitution of India. Allahabad: Alia Law Agency.
- Smith, A. (1776). The Wealth of Nation. Scotland: W.Stranhan and T. Cadell, London.
- Tagore, R. (1917). Nationalism. San Francisco: The Book Club of California .
- डॉ. जयनारायण पाण्डेय, (2016) भारत का संविधान, सेन्ट्रल लॉ एजेन्सी, इलाहाबाद।
- रुद्रदत्त एव 'के.पी. एम. सुन्दरम्,(1998)भारतीय अर्थव्यवस्था, एस.चांद एण्ड कंपनीलिमिटेड।
- एम.एल. सिंगन,(2010)अन्तर्राष्ट्रीय अर्थशास्त्र, वृंदाप्रकाशनलिमिटेड।
- रतनलालमिश्र,(2008)भारतीय संस्कृति, सुरभिप्रकाशन, जयपुर।
- रामधारी सिंह दिनकर,(2011)संस्कृति के चार अध्याय, लोकभारतीप्रकाशन, इलाहाबाद।
- डॉ. बी.एल. फडिया, भारतीय शासन एवंराजनीति, कैलाशपुस्तकसदन, भोपाल।
- डॉ. सुभाष कश्यप,(2019)भारतीय संविधान, नेशनलबुक ट्रस्ट, दिल्ली
- डॉ. सुभाष कश्यप,(2011)भारतीय संसद, नेशनलबुक ट्रस्ट, दिल्ली

e-Resource

- <https://www.journals.elsevier.com/journal...socio-economics/most>
- <https://www.journals.elsevier.com/journal...socio-economics/mostus.sagepub.com/en-us/nam/indian-constitution/book258674>

4MA: APR - I

CCE-1: BASIC COMPUTER SKILLS FOR MEDIA

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

COURSE OBJECTIVES

1. Identify all the parts and main functions of a Computer.
2. Acquaint the students with the applications of Computers and understanding the latest trends in InformationTechnology.
3. To familiarize students with various office automation software and their components
4. To make them comfortable to Evaluate, Select and use office productivity software appropriate to a given situation.
5. To make them work on free software for office automation on various platforms.
6. To develop expertise in Word Processing, Spreadsheet, and Presentation Skills.

LEARNIG OUTCOMES

1. Use and identify various parts (input output devices) of Computer system.
2. Explain the functioning of a Computer and its various parts.
3. Use Windows operating system and create files and folders.
4. Manage windows.
5. Create page in word, Check spellings, Mail merge,Documents and use various features of windows .
6. Create excel sheet and use formulas and prepare graphs for given data.
7. Make slides and use animation and transition effect in Powerpoint Presentations
8. To develop expertise in Word Processing, Spreadsheet and Presentation Skills.

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

3- High, 2-Significant, 1-Low

UNIT-1	Introduction to Computer	L	T	P
1.1	Definition-History & Generation of Computers, Applications of Computer, Advantages of Computers, Characteristics of Computers:	2	1	1

	Speed, Storage, Hardware & Software, Block Diagram, Types of Computer: Analog, Digital & Hybrid, On the Basis of Size Main frame, Mini Computer, Super Computer, Desktop Computer, Laptop Computer, Palmtop Computer (Lecture, Demonstration, Lab Practice)			
1.2	Memory: Units, Types - Primary memory: RAM, ROM, PROM, EPROM, EEPROM, DDR Secondary memory: Hard Disk, CD, DVD, Blue Ray Disc, Pen Drive Magnetic Tape & Zip-Disk (Lecture, Demonstration)	2	1	1
1.3	CPU:Functions of CPU, Mother Board, Hard disk, Graphics Card, Sound Card, Network Card – Modem (Lecture, Demonstration)	2	1	-
1.4	Input, Output devices: Keyboard, Mouse, Scanner, Digital Camera, Joystick, Pen drive, Monitor, Printer, and Plotter Connecting port: Serial, Parallel, and USB Port. (Lecture, Demonstration, Presentation)	2	1	-
1.5	Data Scanning Devices. (Lecture)	1	1	-

UNIT-2	Windows: Definition of Operating System	L	T	P
2.1	Functions of OS Types of OS: Single user, Multi-User, (Lecture, Tutorial)	1	1	-
2.2	Windows Desktop- GUI:Definition, Standards, Cursors/Pointers, Icons, GUI Menus, GUI— Desktop icons and their functions: My computer, My Documents, Network neighborhood, Recycle Bin, Quick launch Tool Bar, System Tray, Start Menu, Task Bar (Lecture, Lab Practical)	2	1	1
2.3	Dialog Boxes: List Box, Spin Control Box, Slide, Drop-down list, Radio button, Check box, Text box (Lecture, Demonstration)	2	1	-
2.4	Parts of Windows-Title bar, Menu bar,Scroll bar, Status bar, Maximize, Minimize, Close and Resize & Moving a Window (Lecture, Demonstration, Lap Practical)	2	-	1
2.5	Windows- Start Menu –Help Menu- Preview Menu; Logoff & Shutdown, Working with Notepad & WordPad: Opening & Saving files, Formatting, Printing, Inserting objects, Creating & Editing Images with Microsoft paint, Using the Calculator – Personalizing Windows. (Lecture, Tutorial, Lab Practical)	2	1	-

UNIT-3	MS Word - Working with Documents	L	T	P
3.1	Opening & Saving files, Editing Text documents, Inserting, Deleting, Cut, Copy, Paste, Undo, Redo, Find, Search, Replace, Formatting page & setting Margins, Converting files to different formats, Using Tool bars, Ruler(Lecture, Demonstration)	3	1	-
3.2	Formatting Documents- Setting Font styles, Font selection- Style, Size, Color etc, Type face - Bold, Italic, Underline, Case Settings, Highlighting, Special symbols, Setting Paragraph style, Alignments,	3	1	-

	Indents, Line Space, Margins, Bullets & Numbering. (Lecture, Demonstration)			
3.3	Setting Page style-Formatting Page, Page tab, Margins, Layout settings, Columns, Header & footer, Page Numbering, Date & Time (Lecture, Lab Practical)	2	1	1
3.4	Creating Tables- Table Settings, Borders, Alignments, Insertion, Deletion, Merging, Splitting, Sorting. (Lecture, Demonstration, Lab Practical)	2	1	1
3.5	Drawing-Inserting Clipart, Pictures/Files etc., Tools – Spell Checks, Mailmerge. (Lecture, Demonstration)	2	1	1

UNIT-4	MS Excel	L	T	P
4.1	Spread Sheet & Its Applications, Opening Spreadsheet, Menus- Main Menu, Formula Editing, Formatting, Toolbars, Using help, Shortcuts, Spreadsheet Types. Working with Spreadsheets- Opening, Saving files, Setting Margins, Spread sheet addressing - Rows, Columns & Cells, Referring Cells & Selecting Cells – Shortcut Keys. (Lecture, Demonstration)	3	1	1
4.2	Entering & Deleting Data-Find and Replace, Inserting Data, Insert: Cells, Column, Rows, Sheets, Symbols, Data from External files, Clipart, Pictures, Files etc, Inserting Functions (Lecture, Demonstration, Lab Practical)	3	1	1
4.3	Setting Formula-Finding total in a Column or Row, Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation, Percent, SUM, COUNT, AVGAS, MAX, MIN) (Lecture, Demonstration)	3	1	1
4.4	Chart: Various chart types, Creating charts. (Lecture, Lab Practical)	2	1	1
4.5	Applications (Lecture)	2	-	-

UNIT-5	MS PowerPoint	L	T	P
5.1	Introduction and area of use, Creating a new presentation (Lecture, Demonstration)	3	1	-
5.2	Working with presentation, Save a presentation, different views, Inserting, Deleting and copying of slides (Lecture, Tutorial)	3	1	1
5.3	Working with Speaker Notes, Handouts, Columns & lists (Lecture, Demonstration)	3	1	1
5.4	Slide layout and its types, Adding Graphics, Sounds and Movies to a Slide (Lecture, Demonstration)	3	1	-
5.5	Animation, Transition, Working with Powerpoint objects, Designing & presentation of a Slide Show, Printing Presentations with print options. (Lecture, Demonstration, Lab Practical)	3	1	1

SUGGESTED READINGS:

- Sinha, Pradeep K and Sinha, Priti. Computer Fundamentals. Sixth Edn. New Delhi: BPB Publications
- Basandra, S.K.Computers Today.New Delhi: Galgotia Publications.
- Leon, Alexis.and Leon, Mathews .Fundamentals of Information Technology. New Delhi: Vikas Publishing House.
- Rajaraman,V. and Adabala, Neeharika. Computer Fundamentals. New Delhi: PHI
- Weverka, Peter. "Office 2019 All-in-One For Dummies (Office All-in-one for Dummies)" 1st Edition
- Thareja, Reema. Fundamentals of Computers. New Delhi: Oxford University Press. First Edition
- Balagurusamy, E.Fundamentals of Computers. New Delhi: Mcgraw Hill

E-RESOURCES:

- https://www.tutorialspoint.com/word/word_getting_started.htm
- <http://www.apcce.gov.in/doc/04.MS%20Excel.pdf>
- <https://www.tutorialspoint.com/powerpoint/>
- <https://www.tutorialspoint.com/windows10/>
- https://www.mta.ca/uploadedFiles/Community/Administrative_departments/Human_Resources/Training_and_professional_development/Classroom/Excel%20Training%20-%20Level%201.pdf

PRACTICALS:

- Lab Experiment for Word
- Lab Experiment for Excel
- Lab Experiment for Charts
- Lab Experiments for MS PowerPoint

5MA: APR - I

CCE-2: COMMUNICATION THEORIES

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

COURSE OBJECTIVES

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

LEARNING OUTCOMES

1. Differentiate between various kinds of Communication and perform as an effective Communicator.
2. Capable of applying analytical and critical thinking to explore the working of media industry.
3. Able to plan and execute effective Communication Strategies that connect to the Target audiences.
4. Demonstrate effective Communication Skills.
5. Competent of applying Communication Strategies in various platforms.

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	Understanding Communication	L	T	P
1.1	Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication. (Lecture using PPT, Discussion and Chapter Reading, knowing the renowned communicators of the world)	3	2	1
1.2	Levels of Communication: Intrapersonal (Concept of Self and Others, Johari Window), Interpersonal (Dyadic Communication and theories) and Group Communication (Types of groups and their styles), Mass Communication (Media and their functions), Interactive Communication (Digital, Social, Mobile). (Lecture, Tutorial and Class Activity through Assignments and Presentations)	2	1	2

1.3	Verbal (Oral and Written) and Non-verbal Communication (Body language, Sign language): Types, Importance and Uses; Semiotics and Semantics (Lecture, Demonstration, Simulation Exercises)	2	1	2
1.4	Barriers to Communication(Physical, Mechanical, Psychological); Effective Communication:7 Cs of Communication (Lecture, Videos, Expert Sessions, Self-demonstration, Reading and watching speeches of renowned personalities of the world and analyzing them)	1	-	2
1.5	Visual Communication: Concepts and Processes; Visual Literacy and Perception. (Lecture, Expert Online Tutorials, Using Visual Archives for Discussion)	1	-	2

Unit-2	Models of Communication	L	T	P
2.1	Aristotle's Model, Lasswell's Model, Berlo's SMCR Model (Lecture using PPT, Discussion and Analysis)	1	1	-
2.2	Shannon-Weaver Mathematical model, Westley and MacLean's Conceptual Model. (Lecture, Expert Online Tutorials, PPT)	1	1	-
2.3	Wilbur Schramm's Interactive Model (Lecture, Expert Online Tutorials, Discussion)	1	1	-
2.4	Newcomb's Model of Communication, George Gerbner's Model (Lecture, Expert Online Tutorials, Discussion)	1	1	-
2.5	Dance's Helical Model, Spiral of Silence Model and Ecological Models (Lecture, Expert Online Tutorials, Analysis and Discussion)	1	1	-

Unit -3	Communication Theories	L	T	P
3.1	Mass Society Theory; Media Effects: Hypodermic Needle, Two-Step/Multi Step Flow theory, Diffusion of Innovation, Gate Keeping. (Lecture, Expert Online Tutorials, class activity like reading of article and then sharing with classmates)	2	2	-
3.2	Sociological Communication Theories: Agenda Setting, Uses and Gratification, Dependency Theory, Cultivation Theory, Knowledge-Gap Theory (Lecture, Expert Online Tutorials, analysis of theories in context of media through observation)	2	2	1
3.3	Behavioral Theories: Individual Difference Theory: Selective Exposure, Selective Perception & Selective Retention, Balance Theory and Cognitive Dissonance Theory. (Lecture through PPT, Simulation techniques to understand Media, students opinion sharing)	2	2	-
3.4	Normative Theories of Press: Authoritarian, Libertarian, Socialist, Communitarian, Social Responsibility, Development Media Theory, Democratic -Participant Theory. (Lecture, Expert Online Tutorials, analysis of theories in today's context through discussion)	2	2	1
3.5	Critical and Cultural Theories: Media Hegemony; Structuralism; Cultural Theory; Post Modernism; Feminist Media Theory; Frankfurt School (Lecture, Expert Online Tutorials, analysis of theories in today's context through discussion)	2	2	-

Unit-4	Communication Theories	L	T	P
4.1	Social Learning and Persuasion Theories: Social Learning Theory, Attitude Theory, Reasoned Action Theory, ELM Theory. (Lecture, Expert Online Tutorials, Analysis of theories in contemporary world through discussion)	2	2	-
4.2	Indian Communication Theories: Concept and Process (Sahridaya and Sadharanikaran) (Lecture, Expert Online Tutorials, Analysis of theories in contemporary world through discussion)	2	2	-
4.3	New Media Theories: Interactivity, Digitization and Convergence, Online Media and Network Society: Their Application, Uses and limitations. (Lecture, Expert Online Tutorials, Analysis of theories in contemporary world through discussion)	2	2	2
4.4	Audience: Concept and Characteristics; Audience as Public, As Market; Media effects and audience; Media Content and Audience (Lecture, Tutorials with Media Reports, Research Activity, Expert Session)	2	2	1
4.5	Audience Types: Rural, Urban, Local, Regional, National, International/Global; Gender Classification; Audience Structure and Formation (Lecture, expert videos like ted talks, Analysis of theories in contemporary world through discussion)	2	1	-

Unit-5	International Communication	L	T	P
5.1	International Communication Theories: Propaganda, Public Sphere and Opinion: Manufacturing Consent/ Propaganda Model (Chomsky & Herman) (Lecture, Weblink Tutorials, Journal Paper Discussion)	2	1	-
5.2	Asian Perspective of Communication: Wimal Dissanayake, Bhatnayaka, Chen and Mike (Lecture through PPT, Context Discussion)	2	1	-
5.3	Media Imperialism, Mass Communication and Modernization, Globalization (Lecture, Tutorials, Case Discussion)	2	1	-
5.4	Mass Media and Popular Culture, Media Convergence and Effects, Issues, Challenges and Trends in Developing Nations. (Lecture, Tutorials, Case Discussion)	2	1	-
5.5	New World Information and Communication Order (NWICO), MacBride Commission Report (Lecture, Research Reports, Tutorials, Case Discussion)	-	-	-

PRACTICAL/PROJECTS/ASSIGNMENTS:

- Prepare a speech on any current Social/Political/Economic/Technological issue, Present it individually.(2nd month of Semester)
- Write an essay/article on Impact of Media on Audience (800-1000 words, 3rd month of semester)
- Presentation through PPT on any Media House comprising of details related to its business, speciality/genre, contributors, acclamations and associations.(4th month of Semester)
- Media Industry Visit(5th month of Semester)

SUGGESTED READINGS:

- Adler. Ronald. (2013). Understanding Human Communication. Delhi: Oxford University.
- Gupta,M.R (2010). Mass Communication : A Simple Approach. New Delhi: Raj Publications.

-
- Kumar. J. Keval, Mass Communication in India. Mumbai, India: Jaico Publishing house (New Ed.)
 - Littlejohn, W. Stephen (1989). Theories of Human Communication. 3rd ed., California: Belmont.
 - McQuail, Denis. (2010). McQuail's Mass Communication Theory. Thousand Oaks, United States: Sage.
 - Melvin L. De fleur and Evelette Dennis (1988). Understanding Mass Communication. Boston, USA: Houghton Mifflin.
 - Melvin L. De fleur and Sandra Ball Rokeach (1989). Theories of Mass Communication. New York : Pearson.
 - Rogers M. Everett. (1997). A History of Communication Study. New York: Free Press.
 - Vilanilam, J.V (2002). Mass Communication: Theory and Practice. Bhopal, India: MCNUJC.
 - Vivian, J. (2011). The Media of Mass Communication. India: Prentice Hall.
 - Wilbur Schramm and Donald F. Roberts (ed) (1971). The Process and Effects of Communication. Chicago: University of Illinois Press
 - Williams, K. (2003). Understanding Media Theory. London: Bloomsbury Academic.
 - Werner, Severin J. and Tankard W. James., Communication Theories. Origin, Methods, Uses. London: Longman.
 - Schramm, Wilbur (1973). Men, Messages and Media. New York, USA: Harper & Row.

E-RESOURCES:

- Communication Theory: <http://communicationtheory.org>
- Mass Communication Theory: <https://masscommtheory.com/>
- Global Media and Communication: <https://journals.sagepub.com/home/gmc>

6MA: APR- I

OE-1: ADVERTISING AND PUBLIC RELATIONS

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

COURSE OBJECTIVE

1. To familiarize students to the Fundamental concepts in Public Relations and Advertising, Their Importance, Functions and Applications.
2. Educate them about the Historical developments across the World and India in the field of PR and Advertising.
3. To enhance the Understanding of students with regards to the Apex Institutions of Public Relations and Advertising.
4. To Develop the Critical and Analytical thinking for PR and Advertising.
5. To Sensitize the students towards the Ethical and Social Obligations of the Profession.

LEARNING OUTCOME

1. Conceptual clarity of Advertising and Public Relations.
2. Understand and handle the key processes involved in Public Relations in different industries.
3. Evaluate the tools of Public Relations depending upon different types of Media.
4. Able to assess different Advertisements on the basis of the Appeals and their Appropriateness as per the Ethics.
5. Analyse the Negative Impact of Advertising on Children and the Portrayal of Women and How it can be changed.

Course Mapping															
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	P013	P014	P015
C01	3	2	3	-	3	2	-	1	3	-	2	1	-	-	3
C02	2	-	3	2	3	2	2	-	2	-	2	-	1	-	2
C03	2	3	2	2	-	2	-	1	-	-	2	-	-	-	3
C04	3	2	3	-	3	3	-	2	3	-	-	-	3	-	2
C05	2	-	3	-	3	-	-	-	2	-	-	3	3	-	-

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Public Relations	L	T	P
1.1	Public Relations: Concept, Meaning, Definitions, Role of PR (Lecture and Group Discussions)	2	1	
1.2	Public Relations: Nature, Function and Scope (Lecture will be given, study material will be provided for self-study)	3	1	
1.3	Understanding Public Relations, Advertising, Propaganda and Publicity: Concept, Dimensions and Distinctions (Brief lecture followed by group assignment)	3		1
1.4	Lobbying: Lobbying as a part of PR, Functions of Lobbyists, Lobbying Scenario in India (Lecture and Class Discussion)	3	1	
1.5	Media and Public Relations: Different Media used for PR; Print. Electronic, Digital, Functions of Different Media (Lecture and PowerPoint Presentations by Students)	3		1

Unit-2	Development in Public Relations	L	T	P
2.1	History and Growth of PR: Evolution of PR in Indian and Global Context, Edward Bernays, Ivy Lee's role in Establishing PR (Lecture will be given and study material will be provided for self-study)	3	1	
2.2	Professionalism in PR: Professionalism before the British rule and after the British rule, Growth of Public Sector. (Lecture with the help of a Power Point Presentation, Case Presentation by Students, Expert Lecture)	3		1
2.3	Professional Bodies: PRSI, IPRA, PRSA; Structure, Function and Role (Brief introduction followed by group presentations by student)	3		1
2.4	Recent Trends in PR: Digital PR, Social Media, Internet tools for PR, Digital PR Campaigns (Lecture will be given using Power Point Presentation, Case Studies and their Discussion)	3		1
2.5	Ethics of PR: IPRA, PRSI Code of Conduct (Lecture, Power Point Presentations, Study Material, Expert Lecture)	2		

Unit-3	Public Relations: Practice and Process	L	T	P
3.1	Principles of Public Relations: Application of Principles in the Industry (Power point Lecture)	2		
3.2	Process of Public Relations: RPCE(Research, Planning, Communication, Evaluation) Model, PEST Analysis, SWOT Analysis (Lecture and Group Discussion)	3	1	
3.3	Tools of Public Relations: Press Releases, Press Conference, Media Tours, Newsletters, House Journals, Exhibitions, Events, Online Tools. (Lecture along with class activity, Demonstration of various tools like sample of HJ)	3		1
3.4	Publics of Public Relations: Internal Publics; Employees, Investors, Suppliers and External Publics; Customers, Media, Government,	3		

	Importance of Communicating with the Publics. (Lecture using a PowerPoint presentation)			
3.5	Public Relations in Public and Private Sector: Difference between Public and Private Sector, Growth and Need for PR in Public and Private Sector, Challenges, Opportunities and Threats. (Lecture will be given and class activity about PR in different institutions, Visit to some Corporate/ DPR)	3		1

Unit-4	Introduction to Advertising	L	T	P
4.1	Advertising: Working Definition and Classification: On the basis of Media, On the basis of Industry. (Lecture and Class activity)	2		1
4.2	Advertising in Marketing and Business: Importance, Role and Function. (PowerPoint Lectures)	2	1	
4.3	Evolution of Advertising in India and the world: Growth and Development: Advertising Through the Years. (Lecture will be given and study material will be provided for self-study)	3		
4.4	Advertising Media: Print media, Electronic Media, Outdoor media, Digital Media, Characteristics of Different Media. (Lecture and Class Discussions)	3	1	
4.5	Advertising Agencies: Function, Structure and Types; Full- Service agency, Creative Boutique, Media Boutique, Composite Agency (Lecture and Agency Visit)	3		

Unit-5	Advertising: Creativity and Ethics	L	T	P
5.1	Advertising Appeals: Emotional and Rational, Utilization and Impact on Consumers (Lectures and Class Assignment)	2		1
5.2	Advertising and Society: Impact of Ads on Children, Portrayal of Women in Ads, Social Impact, Psychological Impact (PowerPoint lecture, Case Presentation by Students, Expert Sessions)	3		1
5.3	Understanding the Creative Process- Copywriting: Copywriting for Different Media, Kinds of Copy, Elements of Copy and Layout: Stages of Layout. (Lecture and Class Assignment)	3		1
5.4	Apex Bodies of Advertising: AAI, ASCI, TAM, NARB, NARC, BARC; Structure, Functions and Roles. (Lecture will be given and study material will be provided for self-study)	3	1	
5.5	Advertising Ethics: Importance of Self-Regulation in Advertising, Legal Aspects of Advertising; Prohibited Ads: Puffery, Shock Ads, Weasel Claims, Subliminal Advertising, Surrogate Advertising. (Lecture along with Group Discussion. Links for self-study and reference, Expert Sessions)	3	1	

PRACTICALS:

- Speeches on different issues as a part of PR tools.
- Written assignment about PR in different Government organizations.
- PowerPoint presentation about the assigned PR organization.
- Analysis of Ad campaigns by Madhya Pradesh tourism, Vodafone zoo-zoo, Amul.
- Develop a Press Release and a Print ad on any Social Issue.
- Study of Advertisements using Different Appeals.

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Bovee & Arens. Contemporary Advertising. USA: Irwin.
- Chunawala & Sethia. Foundations of Advertising ,8th edition . India: Himalaya Publishing house.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly,Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.
- Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: ABD Publishers
- Pathak,Ajit.(2008).Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd.
- Reddi,C V Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.

E-RESOURCES:

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

Second Semester Marks Distribution

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

(DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS)

MA: APR

	S.No	Core Course (Compulsory) (CCC) 6 Credit- All Compulsory	Core Course (Elective) :(CCE) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester
SEM II	CCC-4	Principles of Management	CCE-3 Multimedia: Tools & Techniques or CCE-4 Development Communication	OE-2 Copy Writing
	CCC-5	Advertising Management		
	CCC-6	Public Relations Practice		

7MA: APR- II

CCC-4: PRINCIPLES OF MANAGEMENT

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

COURSE OBJECTIVES

1. To make Students understand the Core Management Principles which are applicable to Individuals and Organizations.
2. To make the Students learn the Basics of Management Functions and realize the ideal Characteristics of a Manager.
3. To help the Students to improve their Planning, Organizing, Leading, Coordinating and Decision-Making Skills.
4. To use Managerial Skills in all the fields of Mass Communication.
5. To Evolve as an Entrepreneur.

LEARNING OUTCOMES

1. Improved Managerial Qualities
2. Enhanced Leadership Skills and Decision-Making Skills
3. Developed Team Building, Group Cohesion and Communication Skills.
4. Able to act as an Effective Manager.
5. Capable of Developing and Executing Managerial Programmes.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	2	2	2	2	1	2	-	2	1	2	2	3	3	2
C02	2	2	2	3	3	2	2	-	2	2	2	2	2	2	2
C03	-	3	2	3	2	2	3	-	2	2	2	2	2	3	3
C04	1	3	2	3	2	1	3	1	1	2	1	2	2	3	-
C05	-	2	1	2	2	1	2	1	1	1	-	1	2	3	1

3- High, 2-Significant, 1-Low

Unit-1	Introduction	L	T	P
1.1	Concepts, Function and Process, Nature of Management (Lecture, PPT)	3	1	
1.2	Management Discipline as Art or Science (Lecture, Group Discussion)	3	1	
1.3	Understanding Management and Administration (Lecture, Industrial Visit)	3		
1.4	Managerial Skills, Roles of a Manager (PPT, Lecture, Role Play)	2	1	1
1.5	Levels of Management. (Lecture, PPT)	2	1	

Unit -2	Development of Management Thoughts	L	T	P
2.1	Evolution of Management Thoughts (Lecture, PPT)	2		
2.2	Early Classical Approaches- Administrative, Bureaucratic and Scientific Approach, Contribution and Limitation of Scientific Management (Lecture, PPT)	2		
2.3	Neo -Classical Approaches -Human Relations Movement, Behavioral Approach-Douglas, McGregor, Abraham Maslow, Chester Barnard, Mary Parker Approach. (Lecture, PPT)	3	1	
2.4	Modern Approaches - Quantitative Approach, Contingency Approach. Social System Approach (Lecture, PPT)	3		
2.5	Management by Objective(MBO), Management by Exception(MBE) (Lecture, PPT)	3	1	

Unit-3	Planning and Decision making	L	T	P
3.1	Concept of Planning, Nature of Planning (Lecture, PPT, Group Discussion)	2		
3.2	Importance of Planning, Types of Plan (Lecture, PPT)	2	1	
3.3	Process of Planning, Principles of Planning (Lecture, PPT, Case study of Coca Cola and Pepsi)	3		1
3.4	Decision Making - Concept, Significance and Types of Decision (Lecture, PPT, Management Game)	3	1	
3.5	Styles of Decision Making, Techniques of Group Decision Making. (Lecture, PPT, Brainstorming Session)	2		

Unit-4	Organising	L	T	P
4.1	Concept, Process of Organizing (Lecture, PPT)	2		
4.2	Forms of Organizational Structure (Lecture, PPT)	3	1	1
4.3	Formal and Informal Organization, Components of Organization Structure (Lecture, PPT, Case Study on Disney Design)	3	1	1

4.4	Line and Staff Structure, Functional Structure, Span of Control, Authority, Responsibility and Accountability (Lecture, PPT)	3		1
4.5	Delegation of Authority, Departmentalization, Centralization and Decentralization. (Lecture, PPT)	3		

Unit-5	Directing and Controlling	L	T	P
5.1	Concept of Direction: Definition and Importance of Direction (Lecture, PPT)	2		
5.2	Concept of Leadership, Functions of Leaders, Leadership Styles. (Lecture, PPT, Role Play)	3	1	1
5.3	Process of Communication, Importance of Communication, Barriers to Communication Channels. (Lecture, PPT, Group Discussion)	3		
5.4	Concept of Control, Importance of Controlling, Characteristics of Effective Control Process, (Lecture, PPT, Case study on Control techniques)	2		1
5.5	Types of Control System, Essentials of Good Control Systems, Techniques of Control (Lecture, PPT)	2		1

PRACTICALS:

- Case Studies: Related to Management Principles.
- Study of Management Strategies of any corporate house.
- A Study Related to Management of any one media organization.
- Enactment of some Management Games.
- Field Visit and Role Plays.

SUGGESTED READINGS:

- Kreitner.(2009). Management Theory and Applications, India: Cengage Learning
- Koontz,Harold & Putti,Joseph M.(1998). Essentials of Management, An Asian Perspective. New Delhi: Tata Mc Graw Hill.
- Koontz and Weihrich.(15th ed.). Principles of Management, New Delhi: Tata Mc Graw Hill.
- Rao, VSP & Krishna, Hari, Management text and cases, New Delhi: Excel Books.
- Robbins (2008).Management,9th edition, New Delhi: Pearson Education.
- Satya Raju &Parthasarthy, Management: Text & Cases, New Delhi: Prentice Hall of India

E-RESOURCES:

- https://www.managementstudyguide.com/leadership_basics.htm
- <https://smallbusiness.chron.com/organizational-leadership-concepts->
- <http://www.businessmanagementideas.com/organisation-structure>
- <https://www.amazon.in/Principles-Management-Durai-Pravin-ebook>

8MA: APR - II

CCC-5: ADVERTISING MANAGEMENT Total Marks: Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVES

1. Develop an Understanding of the Concept of Advertising and recognize the Social and Ethical Implications of Advertising.
2. Explain the Role and Methods of Media Planning.
3. Acquaint the Students with Role of Creativity in Advertising and the Various Techniques of Idea Visualization to Develop Effective Concepts Effectively and Utilize Creative Elements of Ad Making.
4. Explain the different job functions and responsibilities of those employed in Advertising Agencies.
5. Refine Critical Thinking and Decision-Making in Advertising Campaign development through Class Activities and Assignments.

LEARNING OUTCOMES

1. Understand the History and Societal Impact of Advertising and the Need for Ethical Practitioners.
2. Participate in the Development of Creative Solutions to address Advertising and Marketing Communication challenges.
3. Demonstrate proficiency in Writing, Speaking, and being Creative in a variety of Media.
4. Identify the role of Account Management, Research, Creative, and the Media Department play in a Full-Service Advertising Agency and the skills required to pursue a successful career in the Advertising Industry.
5. Complete all work in a Professional, Ethical and Disciplined manner.

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

3- High, 2-Significant, 1-Low

Unit-1	Advertising: An Introduction	L	T	P
1.1	Definition, Need, Scope, Role & Importance, Evolution and Growth. (Classroom Lecture, Group Discussion, Presentations)	2	-	-
1.2	Advertising as a Tool of Communication and its Difference- Propaganda, Publicity, PR (Classroom Lecture, Group Discussion, Presentations)	2	1	1

1.3	Role of Advertising in Marketing Mix, Advertising vs Personal Selling & Sales Promotion, Advertising vs Public Relations & Advertising vs Marketing (Classroom Lecture, Group Discussion, Presentations, Group exercises)	2	1	1
1.4	Types of Advertising: Consumer, Business Advertising, Commercial vs Social Advertising, Corporate Advertising, Action vs Awareness Advertising. (Classroom Lecture, Group Discussion, Presentations, Role Plays)	2	1	1
1.5	Advertising and Indian Culture (Screening of Ads, Group Discussions, Presentations)	2	1	-

Unit-2	Advertising Media	L	T	P
2.1	Understanding Media & It's Creative Co-ordination with other Marketing functions.(Classroom Lecture, Group Discussion)	2	-	-
2.2	Types of Media: Print Media, Broadcast Media, Outdoor, Transit, Traditional, Direct Mail & Internet, Their characteristics, Benefits & Drawbacks, New Media (Classroom Lecture, Group Discussion)	3	1	1
2.3	Understanding Consumer: Demographic, Psychographic Profile. (Classroom Lecture, Case Studies)	2	1	1
2.4	Media Planning Methods: Media Strategies & Media Mix. (Classroom Lecture, Group Exercises, Presentations.)	2	1	1
2.5	Understanding Media Coverage, ABC, IRS, INS, ILT, OAS TRP (Circulation & Readership); DAGMAR, Agency on Record (AOR). (Classroom Lecture, Group Discussion, Presentations)	2	1	-

Unit-3	Advertising Creativity	L	T	P
3.1	Creativity: Concept & Role in Advertising. (Classroom Lecture, Group Discussion, Screening of Ads)	2	-	-
3.2	Copywriting: Role & Importance of a Copywriter How to Develop an Effective Copy, AIDA (Copy Writer's Pyramid). (Classroom lecture, Group discussion, Presentations)	2	1	2
3.3	Copy Elements-Headline, Subhead, Body Copy, Logos & Slogans. (Classroom Lecture, Group Exercises, Word Play, Presentations, Observation of Print Ads)	2	1	1
3.4	Layout-Definition, Steps & its Importance; Principles of a good layout. (Classroom Lecture, Group Discussion, Presentations, Observation of Print Ads)	2	1	1
3.5	Visuals vs Illustrations, Graphics-Role and Importance, Preparation of Art Work. (Class Room Lecture, Observation of Print Ads, Group Exercises)	2	1	-

Unit-4	Advertising Agency and Advertising Media	L	T	P
4.1	Ad Agency – Definition, Role and Functions of Various Departments, Structure of an Advertising Agency (Classroom Lecture, Case Studies, Agency Visit)	2	-	-
4.2	Types of Ad Agencies, Agency revenue sources, Client-Agency Relationship, Selection of an Advertising Agency (Group Exercises, Presentations)	3	1	1
4.3	Indian Advertising Agencies: Trends & Status (Classroom Lecture, Case Studies, Group Discussion, Presentation)	2	1	1

4.4	Advertising Ethics & Social Responsibility, Regulation of Advertising: Govt. & Non Govt. Regulations (Classroom Lectures, Group Exercises, Presentation)	2	1	1
4.5	Advertising Statutory Bodies in India -Role of AAAI, ASCI, INS, DAVP(Classroom Lecture, Group Discussion, Presentations)	2	1	-

Unit-5	Advertising Campaign Planning	L	T	P
5.1	Ad Campaign – Concept and Importance (Classroom Lecture, Presentation, Case Studies)	2	-	-
5.2	Brand versus Social Ad campaigns (Case Studies and Screening of Ads)	3	1	
5.3	Overview of Campaign Planning, Its components (Classroom Lecture, Presentation, Case Studies)	2	1	1
5.4	Role of Research in Advertising, Types of Research – Pre-Testing & Post-Testing (Classroom Lecture, Group Discussions)	2	1	1
5.5	Developing Creative Brief (Classroom Lecture, Presentation, Case Studies, Group Exercises)	2	1	-

PRACTICALS:

- Collection of different types of Advertisements.
- Group discussion on Socio-Economic and Cultural Impact of Advertising.
- Screening and discussion on ten FMCG Advertisements based on Social Issues.
- Case studies of leading Advertising Agencies.
- Presentation on the 'Current Status of Advertising Agencies in India'.
- Developing Media Plans for FMCGs and Consumer Durables.
- Screening of top Twenty Creative Indian and International Advertisements.
- Developing Slogans and Logos for Products and Services.
- Developing Print Ad for a FMCG Product.
- Developing a Radio Script of Thirty seconds for any Social Issues.
- Developing a Storyboard for any Product/Service.

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Bovee & Arens. Contemporary Advertising. USA: Irwin.
- Chunawala & Sethia. Foundations of Advertising ,8th edition . India: Himalaya Publishing house.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books
- Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage
- Jones, P J. How Advertising Works. India: Sage
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Wells, Burnett, Moriarty. Advertising Principles & Practices -5th edition. India: Prentice Hall

E-RESOURCES:

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

- www.pitchonnet.com

9MA: APR - II

CCC-6: PUBLIC RELATIONS PRACTICE

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

COURSE OBJECTIVES

1. To Demonstrate the wide variety of Public Relations Practices.
2. Develop an Understanding of the Structure and Working of Public Relations Consultancies and Departments.
3. To understand the Challenges faced by the PR Professionals in different sectors like Government and Industry.
4. To help future PR Practitioners develop agility in the Principles and the Application of Effective Two-Way Communications in a wide variety of situations.
5. To practice 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	Understanding Public Relations	L	T	P
1.1	Definition of PR: Concept, Scope, Purpose, Growth, How PR is different from Advertising, Changing PR landscape (Lecture through PPT, Classroom Discussion)	3	1	-
1.2	Development of PR Profession & Business, How PR deals with problems & Opportunities, Importance of History, People in PR	2	1	-

	(Lecture through PPT, case discussion)			
1.3	Public Relations Process: Identify the public, One Message to different Public, RPCE Model: Research, Planning, Communication, Evaluation (Lecture through PPT)	2	1	-
1.4	Ethics & Career in PR: Challenges, Opportunities, Corporate Ethics, PR Policy, Code of Athens- Development and Implementation, Different Roles of PR Professional, PR Consultant as Entrepreneur (Lecture through PPT and Classroom Discussion)	3	1	-
1.5	Lobbying, Publicity, Public Opinion, Propaganda, Public Information Model, Two-way Asymmetric model, Two-way Symmetric Model, Press Agency/Publicity Model (Lecture through PPT, Case Discussion, Presentation)	3	1	-

Unit-2	PR Consultancy	L	T	P
2.1	Professional PR Consultancies: Local, Regional, National & International, Structure, Types & Categories (Lecture through PPT)	3	1	-
2.2	Functions of PR Consultancies: Relationship Establishment, Analysis of Public Perception & Attitude, Strategic Operations (Lecture through PPT)	2	1	1
2.3	Services: Research, Consultancy-Client Relations, PR campaigning, Event Management, CRM, CSR, Crisis Management, Reputation Management, Brand Management (Lecture through PPT, Simulation Exercise, Discussion)	3	1	1
2.4	In-House PR Department: Strategic Advisor or PR Manager, PR Manager as Gatekeeper, Difference between In-House & External Consultancies, Limitations (Lecture through PPT, Industry Visit)	2	1	1
2.5	PR Councils and Societies: PRSI, PRSA, PRCI, IPRA, Membership, Benefits, Global Alliance (Lecture through PPT, Industry Visit)	2	1	1

Unit-3	PR in different sectors	L	T	P
3.1	PR in Government: Central, State & Local bodies, Government-Citizen Interaction, Public Information, Indian Information System, Limitations (Lecture through PPT, Classroom Presentation, Expert Lecture)	2	1	-
3.2	PR in Public and Private Sector: Challenges of Public Enterprises, Difference between Public and Private, Civic Sense and Responsibility (Lecture through PPT, Case Discussion, Expert Lecture)	3	1	-
3.3	PR in Service Sector: Finance: Banking, Insurance, Financial Institutions; Hospitality: Hotels, Hospitals, Tourism, Celebrity PR (Lecture through PPT, Classroom Discussion, Case Discussion, Expert Lecture)	3	1	1
3.4	PR in Education: Public Interest issues, New Techniques for education, Communication with students, Education Policies; NGOs: Business Partnership, International Perspective, Charity, fund raising & communication management; Media: The Media scene in India, Media Classification, Media Management; Politics: Political Advertising and PR, Changing directions of PR, Political stars, Fund-raising. (Lecture through PPT, Case Discussion)	3	1	1
3.5	Rural, Urban, Global PR: Understanding Publics, Appreciating Local Customs, Global Culture & Audience, Alliances and Issues	2	1	1

	(Lecture through PPT, Classroom Discussion)			
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Unit-4	Managing Public Relations	L	T	P
4.1	Media Relations: Editor's comment, Propaganda Material, Press enquiries, Supporting role; Central Government Media Units- Prasar Bharati, All India Radio, Doordarshan, Registrar of Newspaper for India (RNI), Press Information Bureau (PIB), Directorate of Field Publicity, Song & Drama Division, DAVP (Lecture through PPT, Classroom Exercise)	2	1	1
4.2	Employee Relations-Employee Communication: Upward & Downward Communication, Planning for Communication, Emerging issues for Communication Employee Publication: What employees want to know, Publication Planning, Internal Communication, Feedback & Feedforward (Lecture through PPT, Case Discussion)	2	1	-
4.3	Community Relations: Structures of Communities, Programmes, Strength and Weakness of Communities, (Lecture through PPT, Case Reading & Discussion, Activity-based Learning)	2	1	1
4.4	Investor Relations: Communication with Shareholders & Stakeholders, Developing & Maintaining PR programs (Lecture through PPT, Classroom Discussion)	2	1	-
4.5	Consumer Relations: Effective dealer, Consumer relations, Researching the Target Audience, Training and Customer service, Feedback (Lecture through PPT, Classroom Activity)	2	1	-

Unit-5	PR Strategies	L	T	P
5.1	PR Strategies and Tactics, PR Programme, PR as a top management function, Creative approach, Analysis of Problems & issues (Lecture through PPT, Expert Session)	2	1	1
5.2	Research in PR: Quantitative, Qualitative, Action, Descriptive, Explanatory, SWOT & PEST Analysis (Lecture through PPT, Activity-based Learning)	2	1	1
5.3	Development & Implementation of PR strategies, Situation analysis, Tracking the program & communicating, Follow-ups (Lecture through PPT, Classroom Discussion)	2	1	1
5.4	Measurement & Evaluation: Corporate Image-Pre & Post, Feedback, Preparation of Summary Report; PR audit. (Lecture through PPT, Classroom Exercise)	1	1	1
5.5	Case studies & Design PR Campaign: Leadership Summit-2008 (Hindustan Times) (Lecture through PPT, Classroom Discussion, PPT Presentation, Campaign Analysis & Design)	2	1	2

PRACTICALS/ASSIGNMENTS:

- 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. Mumbai, India: Jaico Publishing House.
- Butterick,Keith.(2012). Introducing Public Relations .New Delhi, India: Sage Publications India Pvt. Ltd.
- Center,Allen.H. Jackson,Patrick. Smith,Stacey. Stansberry, Frank R (2008).Public Relations Practices. Delhi, India: PHI Learning Pvt.Ltd.
- Dhar,Neemo (2014).Public Relations and Corporate Communication. Bhopal, India: Makhanlal Chaturvedi National University of Journalism & Communication.
- Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly,Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.
- Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: ABD Publishers
- Pathak,Ajit.(2008).Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd.
- Reddi,C V Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.
- Sahai,Baldeo.(1985).Public Relations-A Scientific Approach. New Delhi.India: Scope Publication.

E-RESOURCES:

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

10MA: APR - II

CCE-3: MULTIMEDIA: TOOLS & TECHNIQUES

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

COURSE OBJECTIVES

1. To understand Multimedia basics and its terminology and apply those traits in the field of Advertising.
2. To explore Basic Knowledge on Computers and Photoshop also understand how Photoshop will help to create images in the desired work area.
3. This course will demonstrate the various tools that assist in Formatting text, Importing images and Creating page layouts with the help of Adobe Photoshop required for Advertisement and PR industry.
4. Familiarized with Adobe InDesign from the beginning stages of laying out print documents to learning how to create interactive projects all within one program.
5. Identify and utilize design theory and criticism from a variety of perspectives, including: Art, Communication/Information Theory and the Social/Cultural use of design objects in Advertisement and Public Relation industry.

LEARNING OUTCOMES

1. Have proficiency in a broad range of Design Skills pertaining to Publication & Web Design.
2. Have a Basic understanding of Text, Typography, Vector tools and Animated GIFs and be able to appropriately output files for both print and web.
3. Successfully create images that can be used as Portfolio builders.
4. Confidently participate in Professional Design practice and management within a collaborative work environment.
5. Analyze, Synthesize and utilize design processes and Strategy from concept to delivery to creatively solve communication problems.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	-	-	-	-	-	-	-	-	3	-	-	-	-	2
C02	3	2	-	-	-	-	-	-	-	3	-	-	-	-	2
C03	-	-	-	-	-	-	-	-	-	3	2	-	-	-	2
C04	2	3		3	-	-	3	-	-	3	-	-	-	3	2
C05	3	3	3	3	3	3	2	-	-	3	-	-	-	-	2

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Multimedia	L	T	P
1.1	Multimedia: Origin, Definition and Elements (Lecture)	2	-	-
1.2	Multimedia: Hardware and Software tools (Lecture-demonstration)	2	1	2
1.3	File Formats: Image & graphics, Video (Lecture-demonstration)	2	1	1
1.4	File Formats: Audio and Animation. (Lecture-demonstration)	2	1	1
1.5	Resolution, Frame rate, Compression, File size Ratio, Aspect Ratio, etc. (Lecture-demonstration)	2	1	-

Unit-2	Adobe Photoshop I	L	T	P
2.1	Adobe Photoshop Introduction: Interface, Features, Keystrokes, (Lecture-demonstration, Class Activity)	1	1	2
2.2	Opening and Importing Images, Creating documents with different size, Various methods and tools of selection of pixels in images, Editing image, Crop tool, Slice tool, Eye Dropper Tool etc. (Interactive Tutorials, Class Activity, Small Project)		2	2
2.3	Image manipulation and Retouching: Spot healing brush, Healing brush, patch tool, Red eye tool, Colour replacement etc. (Interactive Tutorials, Use of Exhibits and Displays by Instructor)		2	2
2.4	Vector graphics in Photoshop: Pen tool, Freeform pen tool, Add anchor point tool, Delete anchor point tool, Convert to point tool, Path selection tool, Direct selection tool, Custom shape tools etc. (Lecture-demonstration, Class Activity)		1	2
2.5	Colour modes and basic effects: Colour Information, Colour modes, Colour wheel, Blur tool,Sharpen tool, Dodge tool, Burn tool,Sponge tool etc. (Lecture-demonstration, Interactive Tutorials, Use of Exhibits and Displays)		1	2

Unit -3	Adobe Photoshop II	L	T	P
3.1	Layers: Working with Layers & layer styles, Blending options, Adjustments layers, etc. (Lecture-demonstration, Use of exhibits and displays by instructor, Task based upon the technique which student learn through lecture)		2	2
3.2	Filters: Blur, Distort, Noise, Pixelate, Render, Sharpen, Stylize, Video, Filter Gallery, Vanishing Point, Lens corrections, Liquify, Oil paint, Camera raw filter, Third party plugins, etc. (Lecture-demonstration, Class Activity, PowerPoint presentation showing work of various pioneer artist)		2	2
3.3	Brush and Brush Preset, Custom brushes etc. (Lecture-demonstration, Class Activity)		2	2
3.4	Transform and Scale: Free transform, Scale, Rotate, Distort, Skew, Content-aware scale, Perspective.		1	2

	(Lecture-demonstration)			
3.5	Adjustments, Exposure, Curves Colour Balance, Black & White Selective Colour, Channel Mixer, Gradient Map Photo Filter, Shadow/Highlight Invert, Equalize etc. (Lecture-demonstration, Interactive tutorials, Use of Exhibits and displays by Instructor.)		1	2

Unit-	Introduction to Quark XPress and Adobe Indesign	L	T	P
4.1	Introduction to Quark Xpress, layout tools, Documents Basics, Customizing QuarkXPress, Box Basics, Line Basics, Manipulating Items, Text Basics, Typography, Graphics in Typography, Pictures, Color, Trapping, Tables Layers, Libraries, List, Index and creating Books. (Lecture-demonstration, Interactive tutorials, Individual activity.)	1	1	2
4.2	Adobe In-design Introduction, Interface, Keystrokes, Creating a document, Master Pages, Rulers and Guides, Adding and Deleting pages, Working with Master Pages, Tracking kerning and leading, Placing text and graphics on the document pages, (Lecture-demonstration, Use of exhibits and displays by Instructor.)		2	2
4.3	Manipulating text:Developing paragraph, Character and object styles, Nesting character styles within paragraph styles, Adjusting the viewing quality of the document. (Lecture-demonstration, Lecture related task)		2	2
4.4	Critique and Hierarchy: Developing paragraph, character and Object styles, Editing text Placing, Managing and Editing linked graphics, Workflow tips for placing graphics into InDesign, Placing graphics within the cells of a table, Wrapping text around a graphic. (Lecture-demonstration, Use of exhibits and displays,Class activity)		1	2
4.5	Color and Transparency: Adding transparency effects, Applying Transparency Settings to Images and Text, Creating Tints and Advanced Gradient Techniques, Importing Illustrator Documents that use Transparency. (Lecture-demonstration)		1	2

Unit-5	Adobe Indesign II	L	T	P
5.1	Brochure Project: Output and Exporting, Packaging Files, Seeing how your files will be affected due to flattening (Lecture-demonstration, PowerPoint presentation showing some ideal projects)		2	2
5.2	Intro to Interactive Setting up an online document, Animations Panel, Bookmarks Panel, Buttons Panel, Page Transitions Panel (Lecture-demonstration, Use of exhibits and displays, Class Activity)		2	3
5.3	Animation and Interactivity: Adding buttons, Simple Image-based buttons, Button Variations, Animation and Page transitions (Lecture-demonstration, Use of exhibits and displays. Class Activity)		2	3
5.4	Video: Media Panel, Exporting to a Flash Player or an Adobe PDF (interactive), Hyperlinks Panel, Hyperlinks (Lecture-demonstration, Class Activity)		1	1

5.5	Exporting to an Adobe PDF (Interactive and Print), Exporting to an FLA, Exporting to a SWF, Packaging a document. (Lecture-demonstration, Class Activity)		1	1
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PRACTICALS/ASSIGNMENTS:

- Personalized Resume/ Business Card using the text layout features in InDesign.
- Brochure project: About an event that will be held in near future with the help of Adobe Photoshop and Adobe In-design.
- Billboard project: To prepare a billboard for the “Kavishala” an event organized in the honor of Eponym of the university i.eRashtrakavi Makhanlal Chaturvedi.
- Interactive Photo Album using the Animation Panel and Mini Bridge functionality in Aodbelndesign which showcase the work of students in the field of multimedia.

SUGGESTED READINGS:

- A Guide to QuarkXPress: Using QuarkXPress. Quark Technology Partnership.
- Anton, Kelly Kordes.(2015). Adobe Indesign CC Classroom in a book. Colarado: Adobe Press.
- Bauer, Peter.(2013). Photoshop CC for Dummies. New Jersey: John Wiley & Sons Inc
- Books, U.C-Abel.(2017). Adobe Indesign Keyboard Shortcuts. Create Space Independent Publishing Platform.
- Dewis, Glyn.(2015). The Photoshop Workbook: Professional Retouching and Compositing Tips, Tricks, and Techniques. Peachpit Press.
- Faulkner, Andrew and Chavez, Conrad. (2017). Adobe Photoshop Classroom in a Book. Adobe
- Gordon, Jonathan.(2016). Learn Adobe Indesign For print and digital Media. Colorado: Adobe Press.
- Harrison, Timothy.(2016). Photoshop: From Beginner to Expert - The Ultimate Guide to Learning the Basics and Mastering Photoshop. CreateSpace Independent Publishing Platform.
- Kelby, Scott. (2016). “How do I do that in Photoshop?”. California: Rocky Nook
- Ralf, Steinmetz and Nahrstedt, Klara. (2004)“Multimedia Systems”. Illinois: Springer.
- Raven, Fiona.(2017). Book Design made simple. Canada : 12 Pines Press.

E-RESOURCES:

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

11MA: APR - II
CCE - 4: DEVELOPMENT COMMUNICATION
Total Marks: Theory-80 Practical-00 Internal-20 Credit-6

COURSE OBJECTIVES

1. Develop the understanding of different concepts of Development and Development Communication.
2. Analyze the case studies and writings across different Media on Development issues.
3. To introduce different Communication efforts made in the areas of Development.
4. To upgrade Human Resource with specialized knowledge and Communication skills for Social and Behavior change.
5. To provide clear understanding of Communication for Rural area at the grass-root level.

LEARNING OUTCOMES

1. Develop skills to carrying out Research, Content design, Implementation, Monitoring and Evaluation of Communication for Development Interventions.
2. To build capacity to Design and develop effective Communication Strategies and for intervention for Social Transformation.
3. Build capacity to analyze and review Development related International and National reports.
4. Acquire writing skills (News/Article/Feature/News Analysis/ Critical Reviews and opinions) regarding different Development issues of National and International interest.
5. Capable of handling Rural projects for the betterment of society.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	-	-	-	-	-	1	-	-	-	-	-	3	-	2
C02	2	2	2	-	-	-	-	-	2	-	2	-	-	2	2
C03	2	-	2	2	2	2	-	-	2	-	2	-	2	-	2
C04	3	3	2	-	2	2	-	1	2	1	-	2	3	-	2
C05	2	2	-	1	1	2	2	-	1	2	1	3	3	2	1

3- High, 2-Significant, 1-Low

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

	(Lecture, Demonstrate Articles)			
1.4	Understanding Issues and Sub-Issues of Development, India's Development Paths and Dilemmas (Group Discussion, Lecture Seminar)	3	2	-
1.5	Bombay Plan of 1944, Development and five-year plans of India (Class Presentation)	2	3	-

Unit-2	Concept and paradigm of Development Communication	L	T	P
2.1	Communication, Development and their Inter-Relationship. (Lecture)	1	-	-
2.2	Development Communication: Concept and Process, Modernization Theory. (Lecture)	2	-	-
2.3	Development Models of Daniel Lerner, Evert M Rogers, Wilbur Schramm. (Lecture, Group Discussion)	3	1	-
2.4	Dependency, Inter-dependency, Need based Models/Paradigms of Development and Development Communication- Critical Analysis (Lecture, Group Discussion, Seminar).	4	2	-
2.5	Participatory Development Communication Techniques, Participatory Rural Appraisal (PRA) . (Lecture, Field Visit, Workshop)	2	1	3

Unit-3	Role of Media in Development	L	T	P
3.1	Components of Communication for Development, Role of Media in Development-The Mass Media-Print, Electronic Media (Lecture, Reading-Articles, Features)	3	1	-
3.2	Development Support Communication: Concept, Definition, Philosophy and Process (Lecture, Group Discussion)	2	1	-
3.3	Folk/Traditional and Other Alternative Modes of Development, Development and Social Marketing, Social Advertising, Social Activism. (Field Visit, Demonstration, Lecture)	3	1	1
3.4	Development Concept of Gandhi & Paulo Freire. (Lecture)	2	-	-
3.5	Understanding medium, Message and Target for Development and Writing on Various Issues for Development. (Lecture, Case Studies)	2	1	1

Unit- 4	ICT and Development	L	T	P
4.1	Use of ICTs and Emerging Technologies in Development, Digital Divide (Lecture, Reading-Newspapers, Magazines, E-Readings)	2	1	-
4.2	Satellite Instructional Television Experiment (SITE) (Group Presentation)	1	1	-
4.3	Kheda Communication Project (KCP), Jhabua Development Communication Project (JDCP) (Group Presentation)	1	1	-
4.4	Concept, Philosophy and Policy of Community Radio (CR), Role of CR in Development, Tools and Techniques of Community Video (CV) (Field Visit, Demonstration, Discussion)	2	1	1
4.5	E-Governance, Empowerment and Development Communication Systems; Communication Audit (Lecture, Reading-Newspapers, Magazines, E-Readings, Analysis in	2	1	-

Group)				
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Unit-5	Contemporary Issues and Development Communication	L	T	P
5.1	Awareness Campaign for Grass-root Democracy-Panchayat Raj Institutions and Empowerment, Self Help Groups (SHGs). (Role Model Method, Case Studies)	2	1	1
5.2	Development Issues-Health, Nutrition and family welfare; Women Empowerment and Gender sensitization, LGBT; Rural-Urban Migration, Displacement and Resettlement; Climate Change. (Lecture, Reading-Newspapers, Magazines, E-readings, Analysis in Group)	2	2	---
5.3	Agricultural issues - High Quality Seeds, Hybrid Seeds, Genetically Modified Crops (BT seeds) and Fertilizers, Organic Farming, Food Security in India. (Writing Practice, Group Activity, Class Presentation)	2	1	---
5.4	Brief Introduction of Stakeholders of Development Communication: UNICEF, WHO, UNDP, FAO, World Bank, IMF (Lecture, Class Seminar)	2	1	---
5.5	Critical Appraisal of Efforts by Government and Non-Government Organizations (NGOs) in Economic Upliftment of Rural areas. Case Studies in Development Communication, Urban and Rural Perspectives, Education, Health and Irrigation. (Lecture, Workshop, Group Analysis, Case Studies Presentation)	2	2	2

PRACTICAL/PROJECT/ASSIGNMENTS:

- Tracking at least one Development Programme Campaign/Issue and Writing a comprehensive critical report on the same.
- Documenting Communication approach and process of a Government Department and one Non-Government organization working in the development sector.

SUGGESTED READINGS:

- Joshi P.C.,(2002), Communication and National Development. New Delhi: Anamika Publication.
- Mathur, Kanwar, (1994). Communication for Development and Social Change.
- Melkote, Srinivas and Steeves H. Leslie (2001). Communication for Development in The Third World, 2nd Edition.New Delhi: Sage Publication.
- Mc Phail, T. L. (2009). Development Communication: Reframing the role of Media. UK: Wiley, Blackwell.
- Narula, Uma. (1995). Development Communication - Theory and Practice, Har Anand Publication.
- Schramm, Wilbur, (1964). Mass Media and National Development. California:Stanford University Press
- Singh, Kartar and Shishodia, Anil (2019) Rural Development: Principles, Policies and Management. N Delhi: Sage Publication.
- Serbaes, Jan. (Eds.), (2008) Communication for Development and Social Change. N Delhi:Sage.
- Servaes, J., Jacobson, T. & White, S.A. (Eds.), (2006) Participatory Communication for Social Change. Thousand Oaks: Sage Publication.
- Sainath, P.(1996). Everybody loves a good drought: stories from India's poorest districts. New Delhi: Penguin Books.
- Tabing Louie. (2002). How to do Community Radio, New Delhi: UNESCO Publication.
- World Bank: World Development Report (published every year) Oxford.

E- RESOURCES:

- https://library.mpib-berlin.mpg.de/toc/z2008_2104.pdf
- <http://bibliotecavirtual.clacso.org.ar/ar/libros/edicion/media/09Chapter5.pdf>
- <https://www.sciencedirect.com/science/article/pii/S0040162506000394>
- <https://onlinelibrary.wiley.com/doi/abs/10.1002/j.1681-4835.2010.tb00293.x>
- <https://www.sciencedirect.com/science/article/abs/pii/S0736585308000026>
- <https://www.sciencedirect.com/science/article/abs/pii/S0305750X02000426>
- <http://sro.sussex.ac.uk/id/eprint/52765/>
- <https://www.emeraldinsight.com/doi/abs/10.1108/09526860710819413>
- <http://www.igidr.ac.in/pdf/publication/IDR-2004-05.pdf#page=147>
- <http://www.ibpsa.org/proceedings/BSO2018/6B-3.pdf>
- https://www.researchgate.net/profile/Vikas_Kumar146/publication/309478757_Media_and_Communication_in_Sustainable_Development/links/58a0603daca272046aad36bd/Media-and-Communication-in-Sustainable-Development.pdf#page=110
- http://iafor.info/archives/offprints/mediasia2013-offprints/MediAsia2013_0039.pdf
- <http://www.ijsp.in/admin/mvc/upload/10101%20Casteist%20Media%20and%20Dalit%20Issues.pdf>
- <http://srfaurangabad.org/journals/2ndissue/12.pdf>

12MA: APR - II

OE-2: COPY WRITING

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

COURSE OBJECTIVE

1. To develop the Creative and Critical thinking skills of students by exposing them to the techniques of Brainstorming, Concept development and Execution of ideas.
2. To provide students with the skills to write Informational and Persuasive text to support Visual Communication within the Advertising context.
3. To enable the students to Develop, Interpret and Analyse a Creative Brief in order to construct a Creative Writing Strategy
4. Create ideas and develop an Advertising Campaign Integrating Text and Visuals effectively.
5. To help the students learn how to write Clear, Compelling and Persuasive text for a range of Media.

LEARNING OUTCOMES

1. Students will understand the fundamentals of Good Copywriting.
2. Develop Visualization skills and Master the art of Developing Effective Layouts
3. Students will feel more confident in their Writing skills and will be keen to put their new, fresh ideas into practice.
4. Learn to address the obstacles of Effective writing and how to overcome them
5. Have the ability to easily adapt their Writing style to the target audience.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	-	2	-	-	1	-	-	-	1	1	-	2	-	2
C02	2	3	2	2	2	1	-	-	3	-	3	2	-	-	3
C03	-	3	3	2	3	-	-	1	3	-	2	-	2	-	-
C04	-	3	3	3	3	2	1	2	3	-	3	1	2	-	-
C05	-	3	3	3	3	2	2	-	3	-	2	3	-	-	-

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Copywriting	L	T	P
1.1	Basics of Copywriting, Role and Responsibility of Copywriter (Classroom lecture, Group discussions Presentations on some great copywriters and their work)	3	1	1
1.2	Role and Importance of copy in an Advertisement, Elements of a Copy-Headline-Types of Headline, Sub-head, Body copy- types of Copies, Slogan, Logo, Company Signature, Mandatories and Legal.	3	1	1

	(Expert lecture, Group Exercises, Presentations, Observation of Print ads)			
1.3	Writing Persuasive copy- The CAN Elements (connectedness, appropriateness, and novelty), Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling (Classroom Lecture, Group Discussion, Case Studies, Presentations)	3	1	1
1.4	Writing copy for various audiences- Children, Youth, Women, Senior citizen and Executives (Classroom Lecture, Group Discussion, Classroom Activities, Observation of Print Ads)	3	1	1
1.5	Transcreation vs Translation (Classroom Lecture, Group Discussion, Group Exercises, Presentations)	2	1	-

Unit-2	Creative Thinking	L	T	P
2.1	How to inculcate ‘Creative Thinking Attitude’- Left brain thinking, Right brain thinking (Classroom Lecture, Group Discussion, Group Exercises, Presentations)	3	1	1
2.2	Idea Visualization, Sources of Creative Ideas (Classroom Lecture, Brainstorming Exercises, Presentations)	3	1	1
2.3	Creative ways of Thinking-Free association, Divergent thinking, Analogies and Metaphors, Lateral thinking, Brainstorming (Classroom Lecture, Group Exercises, Word-play Exercises, Presentations)	3	1	1
2.4	Importance and Role of Visuals (Classroom Lecture, Group Exercises, Observation of Print Ads Presentations)	3	1	1
2.5	Principles and Techniques of Persuasion (Classroom Lecture, Group Exercises)	2	1	1

Unit-3	Layout Designing	L	T	P
3.1	Layout- Importance and Purpose Steps in Designing a Layout-Thumbnail sketches, Rough layout, Comprehensive layout and Mechanical (Classroom Lecture, Group Exercises, Observation of Print Ads, Presentations)	3	1	1
3.2	Principles and formats of a Layout (Classroom Lecture, Group Exercises, Presentations)	3	1	1
3.3	Use of Visuals in different Layouts for Media (Classroom Lecture, Group Exercises, Presentations)	2	1	1
3.4	Graphics and Illustration-Role and Importance (Classroom Lecture, Group Exercises, Observation of Print Ads, Presentations)	2	1	1
3.5	Psychological and Emotional aspects of colors in Layout Designing (Classroom Lecture, Presentations)	2	1	-

Unit-4	Creativity	L	T	P
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4.1	Writing the Creative Brief (Classroom Lecture, Group Exercises, Presentations)	2	1	1
4.2	Principles of Effective Copywriting (Classroom Lecture, Group Exercises, Observation of Print Ads, Presentations)	3	1	-
4.3	Developing the Big Idea (Classroom Lecture, Group Exercises, Case Studies)	2	1	1
4.4	Creating Advertising Appeals: Rational and Emotional (Classroom Lecture, Group Exercises, Presentations)	3	1	2
4.5	Major Creative Thinkers in Advertising (Classroom Lecture, Case Studies, Presentations, Screening of Ads)	2	1	1

Unit-5	Copy writing for different Media	L	T	P
5.1	Developing Copy for Print media (Classroom Lecture, Group Exercises)	2		2
5.2	Copy Writing for Radio and Television (Classroom Lecture, Group Exercises, Presentations)	2	-	2
5.3	Copy Writing for Digital Media (Classroom Lecture, Group Exercises)	2	1	2
5.4	Copy Writing for Outdoor Media (Classroom Lecture, Group Exercises, Presentations)	3	1	2
5.5	Designing Sales Literature (Classroom Lecture, Group Exercises, Presentations)	2	1	2

PRACTICALS/PROJECTS/ASSIGNMENTS:

- Collection of different types of Advertisements
- Presentation on the ‘Current status of Advertising Agencies in India’
- Screening of top twenty creative Indian and International Advertisements
- Idea Visualization for any five concepts
- Developing Slogans and logos for products and services
- Developing Print Ad for a FMCG Product
- Developing a Radio Script of thirty seconds for any Social Issues
- Developing a Storyboard for any Product/Service

SUGGESTED READINGS:

- Berman Margo, (2012). The Copywriter’s Toolkit, UK: Blackwell Publishing West Sussex.
- Bonnie L Drewniany (2011). Creative strategy in advertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, et.al (2006). The Fundamentals of Creative Advertising. Switzerland: An AVA Publishing.
- Carroll Brian (2010). Writing for Digital Media.UK: Routledge Publications..
- Felton, George (1994).Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.
- FennisBob.M and Stroebe Wolfgang (2010), The Psychology of Advertising. UK: Psychology Press.
- George Lios (2008).What’s the Big idea. New Delhi, India: Atlantic Publishers and Distributors
- Jim Aitchison/ Neil French (2004).Cutting Edge Advertising: How to Create the World’s Best Brands in the 21st Century. India: Pearson Education
- Valladares (2000).The Craft of Copy Writing. New Delhi, India: Sage Publications.
- Ind, Nicholal AS (1993). Great Advertising Campaigns. London: Kogan Page

E-RESOURCES:

- www.afags.com
- www.exchange4media.com
- www.adage.com
- www.brandchannel.com
- www.campaignlive.com
- www.brandrepublic.com
- www.adslogans.co.uk
- www.carat.com

Third Semester Marks Distribution

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

MA: APR

	S.No	Core Course (Compulsory) 6 Credit- All	Core Course (Elective) :(CCE) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester
SEM III	CCC-7	Marketing Management	CCE-5 Digital PR And Advertising or CCE-6 Media Laws & Ethics	OE-3 Integrated Marketing Communication
	CCC-8	Tools & Techniques of PR		
	CCC-9	Research Methodology		

13MA: APR - III

CCC - 7: MARKETING MANAGEMENT

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

COURSE OBJECTIVE

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 Developing Nation.
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 OUTCOME

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

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
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 (Lecture through PPT)	2	-	-
1.2	Different types of Orientations in a Market place: Application, Uses, Benefits and Drawbacks of Product, Production, Sales, Marketing, Customer, Holistic Marketing (Lecture and Discussion)	2	1	-
1.3	Marketing at different levels: Local, Regional, National, International, Global: Their Application and Limitations (Lecture and Case Study Discussion and Analysis)	2	1	1
1.4	Types of Marketing: Direct, Retail, Service, Rural, Urban, Digital/Online, Green; Strategies and Limitations; Challenges and Opportunities (Lecture and Case Study Discussion and Analysis)	2	-	1
1.5	Changing scene of Rural Market and Strategies: Cases and Experiments (Lecture and Case Study Discussion and Analysis)	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 (Lecture, Discussion and Analysis)	2	1	-
2.2	Indian Consumer: Rural, Urban, Men, Women, Children, Educated, Illiterate; Their Influences and Behavior. (Lecture and Case Study Discussion and Analysis)	2	1	1
2.3	Consumer Buying Behavior: Needs and Motives, Attitudes, Influences and Opinion formation, Culture and its role in Influencing behavior (Lecture and Case Study Discussion and Analysis)	2	1	1
2.4	Consumer purchase decision making process: Identify needs, Collect information, Evaluate alternatives, Purchase decision (Lecture and Case Study Discussion and Analysis)	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, Processes (Lecture and Case Study Discussion and Analysis)	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 (Lecture and Case Study Discussion and Analysis)	4	2	-
3.3	Marketing Strategies: Introductory, Growth, Maturity, Decline, Repositioning, Diversification (Lecture and Case Study Discussion and Analysis)	2	2	1
3.4	Marketing Process: Research, Objective, Strategies, Communication and Implementation, Evaluation (Lecture and Case Study Discussion and Analysis)	2	1	-
3.5	Marketing Plan: Business Mission and Vision, Research (SWOT, PEST, Five Point. Force Analysis), Objectives, Marketing Mix, STP and Strategies, Communication, Implementation, Control and Review (Lecture and Case Study Discussion and Analysis, practical Assignment)	2	1	-

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

Unit-5	Distribution, Promotion, Packaging, People, Positioning	L	T	P
5.1	Importance & Functions of Distribution Channels; Channel Members & their Management; Channel Design Selection (Lecture and Case Study Discussion and Analysis)	1	1	-
5.2	Promotion Mix: Sales Promotion, Personal Selling, Advertising, Public Relations, Digital and Social Media Marketing (Lecture and Case Study Discussion and Analysis)	1	1	-
5.3	Packaging: Styles and Types, Printing Norms and Legally Permissible Elements and Designing (Lecture and Case Study Discussion and Analysis)	2	1	1
5.4	People: The Marketers and the Corporate, Their Business, Brand Building and Communication (Lecture and Case Study Discussion and Analysis)	2	1	-
5.5	Positioning: Brand Image and Communication, Branding at Local, Regional, National, International and Global Level, Integrated Positioning of Corporate and its Products/Brands. (Lecture and Case Study Discussion and Analysis)	1	2	-

PRACTICAL ASSIGNMENTS:

- Study of Marketing Strategies used for establishing Products/Brands.
- Study of Rural Marketing Initiatives by Unilever/ITC/M&M/IOC/Coca Cola/ alike.
- Developing a dummy Marketing Plan for launching a new Product/Service of your choice.
- Presentation of Social Marketing Campaigns conducted by Government for Community welfare
- Study of success stories/failure stories of brands in India.

SUGGESTED READINGS:

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

E-RESOURCES:

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

14MA: APR - III

CCC-8: TOOLS AND TECHNIQUES OF PR Total Marks: Theory-30 Practical-50 Internal-20 Credit-6

COURSE OBJECTIVES

1. Understanding Extensively the status and utilization of Print and Traditional tools of Public Relations & their utility for the Media.
2. To practice developing and applying strategy based on Electronic Media as a Public Relations tool.
3. To Encourage students to think Strategically about how to select and employ Public Relations tactics for New Media.
4. To develop skills in Planning and Conducting PR Events and making it a part of students' professional portfolios.
5. To apply the Knowledge and Understanding gained in this course to the Development of Campaign and Execution.

LEARNING OUTCOMES

1. Get acquainted with various PR tools to strengthen the PR Practice.
2. Understand the current dominant tools and the Traditional tool of PR, as well as how and why PR tools relates to PR Practice.
3. Why and how PR campaigns are evaluated and why this Evaluation is important.
4. Realize how different forms of Media are changing the nature of PR Practice.
5. Strategical Clarity of Developing a successful PR Campaign.

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	1	2	1	-	-	-	-	-	-	2	-	-	2	2
C02	3	1	2	-	2	1	1	1	-	-	3	-	-	1	2
C03	3	2	1	1	2	2	1	2	1	-	2	-	-	-	2
C04	3	2	2	1	3	1	1	1	1	2	2	-	1	1	-
C05	1	3	3	2	3	1	2	-	-	-	1	-	-	1	1

3- High, 2-Significant, 1-Low

Unit-1	Print & Traditional tools for PR Communication	L	T	P
1.1	Print: Introduction to Press Release, Writing Techniques for Press Release, Types of Release, Structure of Press release, Press Kit (Lecture, Class Activity)	3	-	1
1.2	House Journal, Annual Reports, Flyers or Brochures, Embargo,	2	-	1

	Speeches for different occasions; Professional Interviews and Preparation, Press Tour (Lecture, Class Activity, Individual Assignment)			
1.3	Business Letter: Types of Business letter: Formal & Informal; Letter to Editor, Fact sheet, Back grounders, Advertorial, Press handout (Interactive Lecture, Class Activity)	2	-	1
1.4	Outdoor: Hoardings, Hot air balloons, Transit, Road shows, Rallies, Street furniture (Interactive Lecture, Class Discussion)	2	-	1
1.5	Traditional Media: Drama, Word of Mouth, Theatre, Storytelling, Paintings, Music, Songs, Symbols, Dance (Lecture using PowerPoint Presentation)	1	-	

Unit-2	Electronic tools for PR	L	T	P
2.1	Photos: Use and Importance, Caption writing, Role in image building, Photo editing, Photo placement (Lecture, Class Discussion)	2	-	-
2.2	Television Programmes: News, Talks, Panel discussion, Studio Interviews, Documentary films, Infotainment, Public Service Announcements, Specialised Audience Programmes (Business, Farming, Women) (Interactive Lecture)	2	1	1
2.3	Radio Programmes: News Bulletins, Current Affairs, Talks, Panel Discussions, Audio News Releases, Sponsored Serials, Studio Interviews, Newsreels, Public Service Announcements (Lecture from Industry Expert)	2	-	1
2.4	Films: Film as a tool of PR, Corporate films, Promotional films, News Magazine, Short Feature film, Animation film, Product film, Film Strips, Biographical, Educational film (Lecture, PowerPoint Presentation)	2	-	-
2.5	Documentary: Meaning and Use, Types: Expository, Observational, Participatory, Reflexive, Performative (Interactive Lecture, Class Discussion)	2	-	-

Unit-3	New Media for PR	L	T	P
3.1	Websites: Writing for Web, News on Web, Videos on Web, Weblogs (Interactive Lecture, Individual Assignment)	2	1	1
3.2	Social Media: Facebook, Twitter, Instagram, LinkedIn, YouTube, Google Plus, Pinterest (Class Discussion)	2	1	1
3.3	Search Engine Optimization & Search Engine Marketing: Key words generation (Interactive Lecture)	1	-	-
3.4	E-Journal, Video Conference, Video News Release, E-Brochure, Displays (Lecture using PowerPoint Presentation)	2	1	1
3.5	Direct Mail, Message designing, Advantage and disadvantage; Intranet (Class Discussion)	2	1	1

Unit-4	Events & Sponsorships	L	T	P
4.1	Events: Definition, Importance, Purpose, Role of Event in Public Relations, Types of Events: Brand Activation, Product Launch, Press Preview, Media Tasting, Meetings, Award Ceremonies, Open Houses, Sponsored Community Events(Class Discussions)	3	-	-
4.2	Sponsorship: Definition, Concept, Purpose, Benefits, Types: Financial Sponsors, Media Sponsors, Barter Deal, In-Kind Sponsors, Promotional sponsors(Interactive Lectures)	2	1	1
4.3	Exhibition: Local, Regional, National, International; Types: Art Exhibition, Commercial or Trade Fairs, Informative exhibition, Rural exhibition, Mobile or Travelling exhibition, Agricultural, Industrial (Interactive Lectures)	1	2	1
4.4	Conference: Meaning, Organizing a Conference; Types: Product or Services, Financial Results, Mergers & Acquisitions, Strategy Announcement, Opening New Branches, Annual Performance Report, Corporate Achievement (Brief Lecture, Class Discussion)	2	1	1
4.5	Planning & Conducting an Event: Awareness Event for Social Cause, Exhibition for Product Promotion (Class Discussion and Group Assignment)	2	1	1

Unit-5	Campaign Development	L	T	P
5.1	Campaign: Definition, Public Relations Campaign, Public Awareness Campaign, Public Information Campaign, Public Education Campaign (Interactive Lecture, Class Discussion)	1	1	-
5.2	Media: Print: Newspaper, Magazines, Pamphlets; Electronic: TV, Radio, New Media: Website, Blogs, Social Networking Sites, Viral Messages (Lecture, Study Material for Self-study)	1	1	-
5.3	Multimedia PR Campaign: Media Relations, Employee Relations, Investors Relations, Customer Relations, Dealer & Supplier Relations, Stakeholders Relations, Advocacy Campaign: Family Planning, Election Campaign, Aids Control, No Smoking, Pulse Polio Immunization, National Saving Campaign (Interactive Lecture)	1	-	1
5.4	Components: Research, Identification of Problem, Setting Objectives, Target audience, Action plan, PR programme and messages, Communication or Media strategy, Budgeting, Implementation, Evaluation (PowerPoint lecture, Study Material for Self-study)	1	1	-
5.5	Campaign Planning and Execution: Public Awareness Campaign, Brand Image Campaign(Brief Lecture, Group Assignment)	1	-	1

PRACTICALS:

- Public relations best practices for going viral and generating word of mouth.
- Public relations best practices for creating content and gaining followers.
- Public relations best practices for starting conversations and encouraging participation.
- Public relations best practices for launching products or ideas.

SUGGESTED READINGS:

- Banik, G. C.(2006) .PR & Media Relations. Mumbai. Jaico Publishing House.
- Butterick, Keith.(2012).Introducing Public Relations. New Delhi. Sage Publications India Pvt Ltd.
- Center, Allen H. Jackson, Patrick. Smith, Stacey. Stansberry, Frank R.(2008).Public Relations Practices. Delhi. PHI Learning Pvt. Ltd.
- Dhar, Neemo. (2014). Public Relations and Corporate Communication. Bhopal. Makhanlal Chaturvedi National University of Journalism & Communication.
- Kaul, J.M. (1992). Public Relations in India. Kolkata. Naya Prakash.
- Lesly, Philip. (2002). Handbook of Public Relations and Communication. Delhi. Jaico Publishing House.
- Nayyar, Deepak. (2006). Public Relations Communication. Jaipur. ABD Publishers
- Pathak, Ajit. (2008). Public Relations Management. New Delhi. Ocean Books Pvt. Ltd.
- Reddi,C V Narasimha(2009).Effective Public Relations and Media Strategy. New Delhi. PHI Learning Pvt. Ltd.
- Sahai, Baldeo. (1985). Public Relations-A Scientific Approach. New Delhi. 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/>

15MA: APR - III

CCC-9: RESEARCH METHODOLOGY

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

COURSE OBJECTIVES

1. Understand concepts of Research and its Methodologies
2. Develop an understanding of Professional Ethical principles and work Ethically.
3. Encouraging students to think Independently for the development of skills required for Research.
4. Compare and contrast Quantitative and Qualitative Research.
5. Describe the diverse marketplaces and demonstrate how Research can bring deeper understanding and meaning to diverse groups.

LEARNING OUTCOMES

1. Identify appropriate Research topics.
2. Perform Literature reviews using Print and Online databases.
3. 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	-	-
CO2	3	-	1	1	3	3	-	-	1	-	-	-	2	-	-
CO3	3	1	2	2	2	3	-	1	2	-	3	-	2	-	-
CO4	3	1	3	1	1	3	-	2	2	-	2	-	2	-	-
CO5	3	-	3	3	2	3	3	2	2	1	2	-	2	-	-

3- High, 2-Significant, 1-Low

Unit-1	Foundations of Research	L	T	P
1.1	Meaning, Definition, Nature and Importance of Research. (Lecture with Group Discussion)	3	-	-
1.2	Origin of Research in Communication; What is Scientific Research? The source and modes of Knowledge: Pre-Scientific sources and modes of knowledge vs the Scientific method. (PowerPoint Lecture with Case Studies)	2	1	1
1.3	Areas of Communication Research (Source analysis, Channel analysis, Message analysis, Audience analysis), New trends in Communication Research, Status of Communication Research in India. (Lecture with Tutorial along with Class Activity)	3	1	1
1.4	Overview of Research Problem and Objective; Deduction, Induction,	1	1	1

	Experiment and Generalization; Universal and Immutable laws of nature. (Lecture with Demonstration)			
1.5	Steps of Research process; Characterises and requirements: The operational steps for carrying out Research (Interactive Lecture with Demonstration and Workshop)	3	2	-

Unit-2	Framework of Research	L	T	P
2.1	Review of Literature; Functions of the Literature Review in Research, Develop Theoretical and Conceptual Frameworks, Searching for the Existing Literature. (Lecture along with Discussion and Individual Assignment)	2	1	1
2.2	Hypothesis: Concept; Function of Hypothesis and Types: Hypothesis formulation: The logic of Hypothesis testing. (Lecture with Demonstration)	2	-	1
2.3	Concepts, Constructs and Variables: Independent vs Dependent variables, Extraneous variables, Intervening variables; Scales and measurement; Nominal, Ordinal, Interval and Ratio; Attitude measurement, Likert, Semantic differential scales. (Lecture with Tutorial along with Class Activity)	2	-	-
2.4	Types of Research(Longitudinal studies, Action, Panel, Cohort, Pre-Poll, Exit Poll, Quasi- Experimental studies, Trend studies etc) (Lecture with Demonstration and field work Assignment)	3	1	1
2.5	Research Design (Descriptive, Exploratory, Experimental). (Lecture with Group Assignment and Presentation in Class)	3	1	1

Unit -3	Techniques of Research	L	T	P
3.1	Definition of Sampling terminology, Sampling techniques and its types: Probability versus Non- Probability Sampling, Sampling error. (Interactive Lecture with Demonstration with Self Assignment)	3	1	1
3.2	Research Methods; Survey; Types of Surveys: Steps of Survey: (Lecture with Tutorial)	2	1	-
3.3	Content Analysis, Methods of Content Analysis, Limitations of Content Analysis(Lecture with Self Assignment)	2	-	2
3.4	Other Methods: Focus Group Study, Feedback – Feed Forward, Impact study, Effect Study, Case Study. (Lecture with Demonstration with Self Assignment)	3	-	2
3.5	Types of Data : Primary and Secondary data Data collection tools: Observation, Interview, Questionnaire and Schedules. Reliability and Validity of tools: Concepts and its types. (Lecture with Demonstration with Self Assignment)	4	-	2

Unit-4	Application of Research	L	T	P
4.1	Pre &Post Research methods and Application in Advertising Research (Copy Research, Media Research and Campaign Assessment Research) (Lecture with Group Discussion)	1	-	-
4.2	Audience Research; Online Research (Lecture with Power Point Presentation)	3	1	-
4.3	Qualitative Techniques in Advertising Research. (Lecture with Demonstration)	3	-	1
4.4	Pre &Post Research methods and Application in Public Relation Research (Environmental Monitoring Program, Public Relation Audits)	2	-	-

	(Lecture with Demonstration)			
4.5	Discourse Analysis. (Lecture with Demonstration)	2	-	-

Unit-5	Application of Statistics in Communication Research & Report Writing	L	T	P
5.1	Descriptive Statistics (Measures of Central Tendency and Measures of Dispersion) (Lecture along with Self Assignment)	3	-	1
5.2	Graphical Representation of Data; Tabulation of Data; Data Interpretation. (Lecture with Demonstration)	1	-	2
5.3	SPSS and its application in Research (Lecture combined with laboratory work and workshop)	1	-	2
5.4	Methodology of Report writing: Indexing, Citation and Bibliography. (Lecture with demonstration)	2	-	2
5.5	Ethical issues in Research (Lecture with Group Discussion)	1	-	-

PRACTICAL/PROJECTS/ASSIGNMENTS:

The course will require the students to participate in practical Research, attend Workshops and make presentations. In nutshell students will

- Prepare a Schedule on any topic assigned by the teacher.
- Perform Literature Review.
- Collect Data from 30 students on any given topic of Research.
- On the basis of collection of Data Interpret and Analyze Data.
- Prepare Report of your Research study.

SUGGESTED READINGS:

- Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.
- Kothari, C. R. (1990). Research Methodology: Methods and Techniques: New Delhi: New Age International (P) Limited .
- Kumar, Ranjit.(2009). Research Methodology, A step by step guide for Beginners: Australia: Pearson Education.
- Kumar, Ranjit.(2017). SodhKaryaPranali: New Delhi: Sage Publication.
- Mukherjee, N.R & Agarwal, B. (2016). SamajikAnusandhankipradhtiya : Agra: SBPD Publication.
- Wimmer, R.D. and Dominick, J.R. (2005).Mass Media Research: London: Wadsworth Publishing.

E-RESOURCES:

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

16MA: APR - III

CCE - 5: DIGITAL PR AND ADVERTISING

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

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 develop an understanding of Adobe Dreamweaver and its usage.

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

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Digital PR	L	T	P
1.1	PR in the age of Digital media: Definitions, Importance, Scope, Recent trends in PR activities (Lecture and Class Discussion)	2	1	-
1.2	PR tools on the Internet, Tools for Internal Publics- Internal online newsletters, Internet mails, Compiling an internal e-mail list (Lecture using PowerPoint Presentation along with Class Activity)	3	-	1
1.3	PR tools on the Internet, Tools for External Publics- E-mail newsletters, Social Media, Blogs, Vlogs, Podcasts, Video conferencing, Website casting, Discussion groups(PowerPoint Lecture and Class Activity)	3	-	1

1.4	Online PR campaigns: Steps of planning an Online PR campaign, Difference between online PR campaigns and classic PR campaigns (Lecture and Group Assignment, Case studies)	3	1	1
1.5	Case Study: Crisis management on Digital Media- Maggi, Uber (Class Discussion)	2	1	-

Unit-2	Introduction to Digital Advertising	L	T	P
2.1	Digital Advertising- Definitions, Scope, Importance, Measuring effectiveness of Digital Advertising (Lecture with Class Discussion)	2	1	
2.2	Tools of Digital Advertising- Email ads, Banner ads, Interstitial ads, Pop-up ads, Floating ads, Paid search terms (Lecture with Individual Assignment)	3	1	1
2.3	SEO, SMO and SEM: Concept, Difference and Functioning (Lecture from Industry Expert)	2	1	
2.4	Developing content for Advertising on the Internet- Make your website sticky, Role of user generated content on the Internet (Brief lecture along with Individual Class Assignment)	2	1	1
2.5	Case Study of Successful Digital Ad campaigns: Flipkart, Vicks-Generation of care	2	1	

Unit -3	Social Media and Search Engines	L	T	P
3.1	Social Media: Introducing Social and Digital media, Fundamentals of working on the Social Media (Class Discussion)	1	1	-
3.2	Tools of Social Media for Marketing: Facebook, Twitter, Instagram, LinkedIn, Google+ (Lecture with Group Assignment)	3	-	1
3.3	Use of Social Media in Public Relation and Advertising: Why is Social Media an important tool of Digital PR and Advertising (Lecture through Class Discussion)	3	1	-
3.4	Search Engines- Concept, Types; Crawler based and Human power directories, Different search engines available (Lecture and Class Discussion)	3	1	-
3.5	Search Engine as a Tool of Digital PR and Advertising; (Lecture using PowerPoint Presentation)	2	-	-

Unit-4	Web Designing with Adobe Dreamweaver - I	L	T	P
4.1	Fundamentals of Website Design, Introduction to Dreamweaver, The Dreamweaver Workspace, Switching and Splitting Views, Working with Panels, Selecting a workspace Layout, Adjusting Toolbars, Personalizing Preferences, Creating Custom Keyboard Shortcuts, Using the Property Inspector(Interactive Tutorials, Class Activity, Small Project)	-	2	2
4.2	What Is CSS? HTML vs. CSS Formatting, CSS Box Model, HTML Defaults Formatting Text, Formatting Objects, Multiples, Classes and IDs. (Interactive Tutorial, Use of Exhibits and Displays by Instructor)	-	1	2
4a.3	Creating Websites in Dreamweaver, Adding Texts, Working with Text, Lists, and Tables, Importing text, Creating headings, Creating lists, Creating text indents, Creating and styling tables, Spell checking web pages, Finding and replacing text.(Interactive Tutorials, Use of Exhibits and Displays by Instructor)	-	1	3
4.4	Adding Images and Graphics. Web Image Basics, Inserting an image, Adjusting Image Positions with CSS Classes, Working with the Insert Panel, Using Adobe Bridge, Inserting Incompatible File Types, Working with Photoshop Smart Objects, Copying and pasting images from Photoshop, Inserting Images by Drag and Drop, Optimizing images with the properties inspector.(Interactive Tutorials, Class Activity, Small Project)	-	1	3
4.5	Working with Navigation, Hyperlink Basics, Creating internal hyperlinks, Creating an Image-based link, Creating an external link, Setting up email links, Targeting page elements, Inserting Spry menu bars, Inserting Spry menus as Library Items, Checking your page. (Interactive Tutorials, Class Activity, Demonstration)	-	1	3

Unit-5	Web Designing with Adobe Dreamweaver - II	L	T	P
5.1	What are frames? Creating Frames, Selecting Frames and Framesets, Adding Text, Saving Frames and Framesets, Naming Frames, Using Links in a Frame.(Interactive Tutorials, Displays by Instructor)	-	1	3
5.2	Learning about forms, Adding a form to a page, Inserting text form elements, Inserting checkboxes, Creating radio buttons, Working with lists, Adding a submit button, Specifying a form action, Emailing form data, Styling forms, Adding Online Forms to Web Pages. (Interactive Tutorials and Class Activity)	-	1	3
5.3	Web Designing Using Dreamweaver Templates, Creating a template from an existing layout, Inserting editable regions, Producing child pages, Updating a template, Using Library items, Using server-side includes. (Interactive Tutorials and a Small Project)	-	1	3
5.4	Understanding Web compatible Animation and Video, Adding web animation to a page, Adding web video to a page. (Lecture-demonstration and Small Project)	-	1	2
5.5	Managing and Publishing Your Sites.(Interactive tutorials, Assignment)	-	2	1

PRACTICALS:

- Elaboration of tools for Internal and External PR using examples.
- Assignment on planning for PR campaign digitally.
- Analysis of various types of Advertisements on the Social Media.
- Develop content for the assigned brand for its website and Social Media handles.

REFERENCES:

- Haig, Matt(2000): Essential Guide to PR on the Internet, Kogan Page
- Maivald, Jim(2017): Dreamweaver CCC, Adobe Press
- McStay, Andrews (2009): Digital Advertising, Palgrave Macmillan

E-RESOURCE:

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

17MA: APR - III

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

COURSE OBJECTIVE

1. To create conceptual understanding about Media laws, its role and functioning.
2. To ensure Media practicing under the constitution with social responsibility
3. To 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 it leads Media persons and Media establishments to the path of professional rectitude.
6. To comprehend how Media Law and Ethics empower Media practitioners to perform their Public duties with greater sense of confidence and commitment.

LEARNING OUTCOMES

1. 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
C01	3	-	-	-	-	-	-	-	-	-	-	-	3	-	2
C02	2	2	2	-	-	-	-	-	2	-	2	-	-	-	2
C03	2	-	2	-	2	2	-	-	2	-	-	-	2	-	2
C04	3	-	2	-	2	-	-	-	-	-	-	2	3	-	2
C05	3	-	2	-	2	-	-	-	-	-	-	-	3	-	3

3- High, 2-Significant, 1-Low

Unit-1	Constitution and Media	L	T	P
1.1	Media Laws: Concept, Nature, Scope and Significance (Lecture , Case Discussion)	2	-	-
1.2	A brief History of Media Laws with special reference statutory regulations, Gagging Act, Vernacular Press Act and other laws. (Lecture , Case Discussion, Expert Session)		-	-
1.3	Freedom of Speech and Expression: Concept, Historical development of the Freedom of Press, Constitutional Provisions, Right to Freedom, All the	3	-	-

	provisions relating to the Media, New Dimensions of the Freedom of Speech and Expression, Reasonable Restrictions, Freedom of the Press as Business, Immunity for Reporting Legislature, Universal declarations of Human Rights, International covenant on Civil and Political rights, American convention on Human Rights, European convention on Human Rights. (Lecture , Case Discussion, Expert Session)			
1.4	Right to Privacy: Concept, Significance of Right to Privacy, Is it absolute Right?, Purely interruption on the part of Right to Phone taping related to privacy. (Lecture , Case Discussion, Expert Session)	2	-	-
1.5	Press & Privilege of Parliament and state Legislature, Relation between Legislature & the Press, Constitutional provisions, What are the privileges, Press vis-a-vis Parliament Privileges, Question of codification of privilege, Procedure to deal with case of privilege, What precaution should be take to avoid breach of privilege or contempt of a house? Landmark case on breach of parliamentary privilege, Leading case. (Lecture , Case Discussion, Expert Session)	3	-	-

Unit-2	Various Acts Related To Media	L	T	P
2.1	Why Contempt of Court Law? Brief history, Meaning : Civil Contempt of Court Criminal Contempt of Court, What does scandalizing the court mean, Innocent publication constitute contempt, Journalistic defenses to contempt of court, Fair and accurate report of judicial proceeding, Fair Criticism of judicial act, Complaint in good faith against judge of a subordinate court, Report of judicial proceeding held in camera, Other important provision, contempt in the face of the supreme court or a High Court, Cognizance of criminal contempt, Punishment of the Contempt of Court: Apology, Appeals. (Lecture , Case Discussion)	3	-	-
2.2	Copy Right Act 1957: Concept, No copyright in News, Ideas, Information, Terms of Copyright, Licenses, Infringement of copyright, International copyright, Civil remedies for infringement of copyright, penalties.	3	-	-
2.3	Working Journalist Act 1955: Need & Significance of Working Journalist Act, Meaning of Working Journalist Act, Special Benefit, Working Hour, Leave, Wage Board, and Implementation of Wage Board. (Lecture , Case Discussion)	3	-	-
2.4	Right to Information Act 2005: Background and Significance, What does the RTI act provide? Definition, Right to information, Exemptions, Information which is exempted from disclosure. Through whom the information can be got? PIO's Duty & Function, Appeals, Central & State information Commission: Constitute Function, & Power, Penalties. (Lecture , Case Discussion)	3	-	-
2.5	Information Technology Act 2000: Objective, Definition Authentication of electronic record, Legal recognition of digital signature, Penalty for damage to computer, computer system, computer Network etc, Offences of hacking etc. (Lecture , Case Discussion, Expert Session)	3	-	-

Unit-	Main provision IPC & CrPC for Media	L	T	P
3.1	124(A) Sedition, 153(A) Promoting Enmity Between different groups on grounds of religion, race, Place of Birth, Residence, Language etc. 153(B) Imputation assertions prejudicial to national integration. (Lecture , Case Discussion, Expert Session)	3	-	-
3.2	171(G) False statement in connection with an election, 292 Sale, etc, of	3	-	-

	obscene books etc. 293 Sale etc, of obscene object to young person, 294 (A) The publication of any advertisement relating to an unauthorized lottery, 295(A) Deliberate and malicious acts intended to outrage religious feeling of any class by insulting its religion or religious belief. (Lecture , Case Discussion)			
3.3	Article 499 –504, Defamation: Concept, Civil and criminal law of Defamation, Defamation, Slander and libel, difference between Defamation and Insult, The exceptions of Defamation, Difference between Civil and Criminal Defamation, Journalistic Defenses to Defamation, Filing of complaints for Defamation, Punishment. (Lecture , Case Discussion)	3	-	-
3.4	CRPC: Section 95 - Declaration to seize the publication. Section 96: Application against confiscation. Section 144: Order against nuisance or dreaded offence. Section 108: Bond for good behavior. (Lecture , Case Discussion)	3	-	-
3.5	Section 196: Permission of state government against crime. Section 327: Court open for public. Section 91: Summon to present a document. Section 93: Search Warrant.(Lecture , Case Discussion)	3	-	-

Unit-	Acts related to Media	L	T	P
4.1	Official Secret Act: Significance of Official Secret Act, Section 5, Brief History of the Act, Review of the Law & a recent Case. (Lecture, Case Discussion)	3	-	-
4.2	Press & Registration of Book Act: Procedure for commencing and carrying news paper, Cancellation of Declaration, Appeal, Registration of newspaper, Annual Report of Press Registrar, Ownership of the title. (Lecture, Case Discussion)	3	-	-
4.3	Press Council Act: Concept and Background, Object of Indian Press council, Constitute, Function and power of press council, various committee of press council, How the complaints are heard by the council?, Suo moto action, Debate on power, The Press & Registration Appellate Board. (Lecture , Case Discussion)	3	-	-
4.4	Cinematography Act: Background, Constitute of Film censor board Advisory Panel, Certification of Film, Appeal, Penalty of contraventions, Guideline to Board of film certification. (Lecture , Case Discussion)	3	-	-
4.5	Prasar Bharti Act: Background, Composition of Prasar Bharti, Appointment of Chairman and other member, Term of office, Function & Power of Corporation, Own fund, Power of central government to give directions. (Lecture , Case Discussion)	3	-	-

Unit-5	Media Code & Ethics	L	T	P
5.1	Concept & Significance of Media Ethics, Ethics and The Law. (Lecture , Case Discussion)	2	-	-
5.2	Ethical Values for media person, Values and ethics of journalism (Objectivity, Truth and impartiality, Balance and independence), (Lecture , Case Discussion)	3	-	-
5.3	Code of Ethics, Meta Ethics, Normative Ethics. Issues in Applied Ethics, Code and Guidelines of Media Ethics, Ethical code of Press Council and others committees.(Lecture , Case Discussion)	2	-	-

5.4	5.4 All India Radio (AIR) code for election coverage Doordarshan commercial code(Lecture , Case Discussion)	2	-	-
5.5	ASCI commercial code, Editor Guild. (Lecture , Case Discussion)	1	-	-

ASSIGNMENT:

(a) Study Of Following leading cases and presentation in class/seminar–

- Indian Express Newspapers vs The Union of India 1958 (Regarding violation of working Journalist act)
- Eenadu Editor Ramoji Rao case, 1984) (Regarding breach of Parliamentary/Legislative privileges)
- Blitz editor RK Karanjia case (JB Kripalani, Loksabha) 1961. (Regarding breach of Parliamentary/Legislative privileges)
- Rajagopal v/s State of Tamil Nadu (Auto Shankar Case) Supreme Court 1994. (regarding balance between the freedom of the press and the Right to privacy,)
- Mr. 'X' vs Hospital 'Z' on 21 September, 1998. (regarding violence of Right to privacy)

(B)

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

SUGGESTED READINGS:

- Aiyer, V. Mass media law and Regulation in India. AMIC publication
- Bandopadhyay,P.K. & Arora, K. Journalistic Ethics
- Basu, D.D. Press law. New Delhi: Prentice hall publication.
- K.M. Shrivastava, Media Ethics, Veda to Gandhi & Beyond, New Delhi: Publication Division, MIB.
- Kumar .S & Prabhakar, Manas. Bharat mein Praveshvidhi.
- Trikha, N.K. Press Vidhi, Varanasi.:Vishwavidyalaya Prakashan.
- Marilyn ,JM .TV news ethics. New Delhi: Focal press.
- Singh,S..Janmadhyam Kanoon evamuttardayitva
- Venkateswaran, K.S. Mass Media law and Regulations in India, Published by AMIC.
- Mass media Law and Regulation in India AMIC publication.

18MA: APR - III

OE - 3: INTEGRATED MARKETING COMMUNICATION

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

COURSE OBJECTIVE

- To introduce key Terms, Definitions, Concepts, Current theories and practices used in Integrated Marketing Communications (IMC).
- To help students understand the Principles and Practices of Marketing Communications, involving tools used by Marketers to inform Consumers and to provide a managerial framework for Integrated Marketing Communications Planning.
- To explore the use of main promotional tools of Advertising, Public Relations, Sales Promotion, Direct Marketing, Event Marketing, and Online Marketing.
- To clear the concepts of Planning IMC campaign successfully.
- To produce professionals who have clear concepts of writing and developing Advertisements in different Medium.

LEARNING OUTCOME

- Clarity in applying key Theories, Concepts and Models in IMC.
- Apply the Key terms, Definitions and Concepts used in IMC.
- Demonstrate knowledge of how these Marketing Communications tools should be utilized to their best effect
- Develop critical reasoning regarding theories, models and practices in IMC.
- Execute the knowledge gained in planning an IMC campaign.

Course Mapping															
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	P013	P014	P015
CO1	3	2	2	-	2	2	-	-	2	1	2	-	-	-	-
CO2	2	2	3	1	3	2	-	2	-	-	2	-	-	2	2
CO3	3	2	3	2	2	3	2	1	-	-	2	-	2	1	1
CO4	2	1	3	-	3	-	-	-	-	-	-	-	-	-	2
CO5	2	2	3	2	3	2	2	-	1	-	2	-	1	2	2

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Integrated Marketing Communication	L	T	P
1.1	IMC: Understanding Concepts, Current Scenario (Lecture and Group Discussion)	1	1	-
1.2	IMC Planning Process: Situational analysis, Marketing objectives, Marketing strategies, Budget determination, Developing IMC strategies, Implementation and Evaluation (PowerPoint Lectures, Case Studies)	1	-	1
1.3	IMC Elements: Advertising, Direct Marketing, Sales Promotion, Publicity, Public Relations, Personal selling, Internet marketing (Brief lecture and PowerPoint presentation by students on a single assigned tool)	1	-	1
1.4	Marketing Strategies: Market Segmentation, Targeting and Positioning, 4P's of Marketing (Product, Price, Place, Promotion), Product positioning strategies, Product life cycle (Introduction, Growth, Maturity, Decline) (Lecture, Session by Industry Specialist)	1	-	-
1.5	Advertising tools, Promotional tools and Integration tools. (Lecture and Tutorial along with a Class Activity)	1	-	1

Unit-2	Consumer Behaviour	L	T	P
2.1	Understanding consumer: Types of consumers; Rural, Urban, Female, Children, Role of Consumers in Marketing (Lecture using PowerPoint Presentation)	1	-	-
2.2	Factors affecting Buying behaviour: Cultural Factors, Social Factors, Personal Factors, Psychological Factors, Maslow's Hierarchy model (Lecture, Study Material will be provided for Self-study)	1	1	-
2.3	Buying Decision Process: Basic model of Consumer Decision Making; Stages in Decision Making and Internal Psychological process (Lecture, Class Discussion)	1	-	-
2.4	Consumer Segmentation and its Importance in IMC (Lecture and Study Material will be provided)	1	1	-
2.5	Understanding Online Consumer Behaviour, Culture, Spotting, Challenges and Opportunities (Lecture using PowerPoint Presentation)	1	-	-

Unit-3	Communication Process	L	T	P
3.1	Communication: Introduction, Communication process; Sender, Message, Channel and Receiver (Interactive Lecture, Demonstration)	1	1	-
3.2	Integrating Marketing and Communication: Nature and Scope, Branding and Corporate Image Communication (Lecture using PowerPoint Presentation)	1	-	-
3.3	IMC in Global Era: Recent trends, Use of Digital Media in making a local brand Internationally known. (PowerPoint Lecture and Class Discussion)	1	-	-
3.4	Communication Models for Marketing: Transactional Model of	2	1	-

	Communication, AIDA Model, Hierarchy of Effects Model. (Lecture and study material will be provided)			
3.5	Communication Models for Marketing: Elaboration Likelihood Model, Footnote Belonging Model. (Lecture and Study Material will be provided)	2	1	-

Unit-4	Objectives and Budget Determination	L	T	P
4.1	Objectives: Importance and types of Objectives; Sales-oriented objectives and Communication objectives (Lecture, Class Activity)	2	-	1
4.2	Budget: Methods of determining budget, Factors affecting budget (Lecture, Study Material will be provided for Self-study)	2	1	-
4.3	4C's of Integrated Communication: Collaboration, Coherence, Consistency and Congruence (Lecture and Class Discussion)	1	-	1
4.4	Advertising and IMC: Objectives, Role and Types (PowerPoint Lecture)	1	-	-
4.5	Event Management, Direct Marketing, Personal Selling, Corporate ads: Concept and Use (Lecture and individual Assignment by Students)	1	-	1

Unit-5	IMC Campaign Planning	L	T	P
5.1	Situational Analysis: SWOT Analysis, PEST Analysis, Segmentation of target audience (Lecture, Group Assignment, Practical and Presentation in Class)	1	-	1
5.2	Marketing Objectives (Lecture, Group Assignment, Practical and Presentation in Class)	1	-	1
5.3	Budget Determination (Lecture, Group Assignment, Practical and presentation in class)	1	-	1
5.4	Marketing Strategies; Implementation and Evaluation; (Group Assignment, Practical and Presentation in Class)	-	-	1
5.5	Campaign Development; Study the effectiveness of the campaign (Group Assignment, Practical and Presentation in Class)	-	-	1

PRACTICALS:

- Study the IMC plans of famous brands like Cadbury/Nestle/P&G/Unilever/Infosys and alike.
- Find the examples of advertisements using different appeals.
- Develop an IMC campaign.

SUGGESTED READINGS:

- Belch, George E and Belch, Michael A (2001): Advertising and Promotion, McGraw Hill Irwin, New York
- Chunawallah, S.A. and K.C. Sethia (2000): Foundations of Advertising Theory and Practice, Himalaya Publishing House, Mumbai.
- Duncan, Tom. (2009): Principles of Advertising & Integrated Marketing Communication, Tata McGraw Hill.
- Kotler Philip & Armstrong, G. Principles of Marketing. New Delhi: Prentice hall of India.

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- Kotler Philip & Keller(2015). Marketing Management. New Delhi: Pearson
 - Shah, Kruti. And D'Souza, Alan (2009): Advertising and Promotions, Tata McGraw Hill Education, New Delhi

E-RESOURCES:

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

Fourth Semester Marks Distribution

No.	Name of Subject	Credits	Total
CCC-10	Core Course (Compulsory)	6	100
CCC-11	Core Course (Compulsory)	6	100
CCC-12	Core Course (Compulsory)	6	100
CCE	Core Course (Elective) :(CCE) (Any One)	6	100
OE	Open Elective (Any One)	3	50
	Total	27	450

MA: APR

	S.No	Core Course (Compulsory) (CCC) 6 Credit- All	Core Course (Elective) :(CCE) 6 Credit- Any One	Open Elective (OE) 3 Credit- Any One in Each Semester
SEM IV	CCC-10	Account Management & Media Planning	CCE-7 Graphic Designing or CCE-8 Brand Management	OE-4 Production for Advertisement & Public Relations
	CCC-11	Corporate Communication		
	CCC-12	Creative Communication		

19MA: APR– IV

CCC-10: ACCOUNT MANAGEMENT & MEDIA PLANNING

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

OBJECTIVES

1. Develop a thorough understanding of various Media vehicles.
2. Perform Media calculations and be able to convert and interpret mathematical measurements.
3. Create awareness to new Innovations, Discussions, Controversies and Trends occurring in the Media world.
4. Understand the role of Media and how it relates to Account Management, Creative Development and Media Planning.
5. Create a Sophisticated, Integrated Media Plan inclusive of Situation Analysis, Media Objectives, Strategies, Recommendations, Evaluation methods and Budgetary.

LEARNING OUTCOMES

1. Identify the role of Account Management, Research, Creative, and the Media department play in a full-service Advertising agency and the skills required to pursue a successful career in the Advertising industry.
2. Create and defend the Strategy and Execution of an Ad campaign for a client(s).
3. Complete all work in a Professional, Ethical and Disciplined manner.
4. Proper understanding of the tools and software that are commonly used in the Media industry.
5. Able to do Market Analysis and plan Media Strategies.

Course Mapping															
	P01	P02	P03	P04	P05	P06	P07	P08	P09	P010	P011	P012	P013	P014	P015
C01	3	2	2	2	2	2	2	-	-	1	2	-	2	-	1
C02	2	3	3	2	3	2	1	2	1	1	2	-	-	2	2
C03	3	2	-	2	-	-	3	-	-	-	2	-	-	-	-
C04	3	-	-	-	-	-	-	-	2	3	2	-	-	-	2
C05	3	-	3	-	3	3	2	-	-	2	2	-	-	3	2

3- High, 2-Significant, 1-Low

Unit-1	Account Management	L	T	P
1.1	Account Management: Definition, Scope and concept, Skills & Responsibilities and Implementation (Lecture, Study Material for Self-study)	2	1	-
1.2	Agency Operation: Organizations in Advertising, Role of Advertising, Agency-Media Interface, Agency Revenue Process (Lecture using PowerPoint Presentation)	2	2	-
1.3	Client Related Issues and Process: Client – Agency Relationship, Factors affecting Client-Agency Relationship, Pitching Mechanism-Simulation (Lecture using PowerPoint Presentation, Class Discussion)	1	1	-
1.4	Advertising Planning: Strategic Planning, Marketing Plan, Advertising Plan, Situation Analysis, Marketing Objectives, Target Audience, Positioning-Brand, Image, Personality (Lecture, Class Discussion, Individual Assignment)	2	1	1
1.5	Developing Ad brief; Media & Creative brief creative Strategy, Message Strategy, Media Strategy, Advertising Budget, Implementation and Evaluation (Lecture using PowerPoint Presentation)	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 (Interactive Lecture, Class Activity)	2	1	1
2.2	Market analysis: Research, Market size, Market growth rate, Market profitability, Industry cost structure, Distribution channels, Market trends, Key success factors(Brief Lecture, Group Assignment)	1	1	1
2.3	Media objectives: Target audience, Media habits, Reach, Frequency, Message weight, Message distribution (Interactive Lecture, Class Discussion)	2	1	1
2.4	Media strategies: Factors affecting Media Strategy, Situation analysis, Target selection, Geographic selectivity, Media selection, Reach and frequency, Scheduling, Cost efficiency of the media (Lecture, Class Discussion, Individual Class Activity)	2	1	-
2.5	Media Mix: Media vehicle, Media class, Media unit, Factors for selecting media mix, Digital Media(PowerPoint Lecture, Group Assignment)	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 (Interactive Lecture using PowerPoint Presentation)	1	1	-
3.2	Media Buying: Media cost, Media buying problems, Print media, Electronic media, Digital media, Out of home (OOH) (Lecture by Industry Expert)	1	1	-
3.3	Buying and Selling Tactics: Types of buying-Long term, Short term, Opportunistic buy, Negotiation, Network, Packaging (Interactive Lecture)	2	1	1
3.4	Monitoring: Market testing, Experimenting, Personal judgment, Media testing: Complete media plan, Alternative schedules, Alternative media	2	1	1

	Mix, Alternative ad size. (PowerPoint Lecture, Class Assignment)			
3.5	Evaluation: Pre Plan Analysis, Post buy analysis, Media audit, Financial audit, Return of rebates and discounts, Return on Investment, Check list. (Lecture, Case Study)	2	1	1

Unit-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. (Interactive Lecture using Illustrations)	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) (Interactive Lecture using Examples)	1	1	2
4.3	Brand Development Index (BDI), Category Development Index (CDI), Cost Per Thousand (CPM), Cost Per Point (CPP) (Lecture using PowerPoint Presentation)	2	1	1
4.4	Nielsen Television Rating, Audit Bureau of Circulation, Arbitron Radio Ratings, Traffic Audit Bureau, ComScore, Media mark Research and Intelligence (MRI), Research and Analysis of Media (RAM), Broadcast Audience Research Council (BARC). (Lecture by Industry Expert)	2	1	1
4.5	Media Planning Software: Centro, Nielsen, Google Double Click, Comscore. (Interactive Practical Lecture, Group Assignment)	2	1	1

Unit-5	Designing Media Plan	L	T	P
5.1	Construct a Advertising Brief (Class Discussion, Group Assignment)	-	-	2
5.2	Construct a Media Brief (Class Discussion, Group Assignment)	-	-	2
5.3	Construct a Media Plan (Brief Lecture, Group Assignment)	-	-	2
5.4	Media Proposal & Presentation (Brief Lecture, Group Assignment)	-	-	3
5.5	Discussion & Evaluation (Group Assignment)	-	-	2

ASSIGNMENT/PRACTICAL:

- Developing Media plans for FMCGs and Consumer durables.
- Case studies of leading Advertising agencies.
- Group discussion on Socio-Economic and Cultural impact of Advertising.

SUGGESTED READINGS:

- Ephron, Erwin. (2006). Media Planning - From Recency to Engagement. DGM ICFAI Books
- Geskey, Ronald D. (2011). Media Planning and Buying in 21st Century. Createspace. Surmanek,
- Jim. (1995). Media Planning- A Practical Guide. McGraw- Hill Education
- Kelley, Larry. (2015). Advertising Media Planning. Routledge.
- Menon, Arpita. (2009). Media Planning and Buying. Tata-Mc Graw Hill Education
- Rossiter, John R. Danaher, Peter J.(1998).Advanced Media Planning. Springer.
- Sissors, Jack J.(2010).Advertising Media Planning. McGraw-Hill Education

E-RESOURCES:

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

20MA: APR– IV

CCC-11: CORPORATE COMMUNICATION Total Marks: Theory-50 Practical-30 Internal-20 Credit-6

COURSE OBJECTIVES

1. To develop understanding of the need of Corporate PR and the role of Corporate Communication.
2. Imparting knowledge and skills of Corporate Communication tools and their dimensions and their Field Application.
3. To provide students with the skill-set required to be able to construct Communications Planning tools and understand their relevance.
4. To broaden an understanding of the business world by exposing them to selected Case studies, through both Readings and Presentations by reputed Senior Public Relations Practitioners.
5. To form a basic comprehension of Corporate Communications, how it operates, where it originated, how it has evolved and where it is applicable today.

LEARNING OUTCOMES

1. Identify various Communications roles within an organization.
2. Develop key messages according to a specific context and set of objectives.
3. Understand and use effectively certain Communications and Public Relations processes.
4. Construct a realistic Communications Plan.
5. Appreciate how Communications affects an organization.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	1	2	1	-	-	-	-	-	-	2	-	-	2	2
C02	3	1	2	-	2	1	-	1	-	-	3	-	-	1	2
C03	3	2	1	1	2	2	-	2	1	-	2	-	-	-	2
C04	3	2	2	1	3	1	-	1	1	2	2	-	1	2	-
C05	1	3	3	2	3	1	2	2	3	-	1	-	-	1	1

3-High, 2-Significant, 1-Low

Unit -1	Understanding Corporate Communication	L	T	P
1.1	Corporate Communication: Definition, Role, Scope, Function, Difference between PR and Corporate Communication (Lecture, Discussion on corporate behavior taking examples from the Industry)	1	1	1
1.2	Image & Reputation: Imperatives, Image Repair theory: Spin doctoring, Lobbying (Lecture, Discussion on corporate behavior taking examples from the Industry)	1	1	-
1.3	Corporate Identity: Vision, Mission, Importance and maintenance (Lecture, Discussion on corporate behavior taking examples from the Industry)	1	1	-
1.4	Identity & Image used by business entities and industry (Lecture, Discussion on corporate behavior taking examples from the Industry)	1	1	1
1.5	Role of Corporate Communicator and skills required (Lecture, Discussion on corporate behavior taking examples from the Industry, Expert Session)	1	1	1

Unit - 2	Internal Communications-I	L	T	P
2.1	Employee Relations: Concept and Definition; Developing and Maintaining Relations. (Lecture, Discussion on corporate behavior taking examples from the Industry)	2	1	-
2.2	Employee Communications: Strategies and Implementation (Lecture, Case Studies and Discussion)	1	1	-
2.3	Managing Conflicts: Understanding and Resolving, Contingency Management (Lecture, Discussion on corporate behavior taking examples from the Industry)	2	1	-
2.4	Corporate Communication tools for Internal Communication: Roles and Functions (Lecture, Discussion on corporate behavior taking examples from the Industry)	2	1	1
2.5	House Journals (print/e- version), Annual Reports, Communication through Mobile app. and other tools: Design & benefits (Lecture, Demonstration)	2	1	1

Unit -3	External Communication	L	T	P
3.1	Corporate Literature: Importance and Types (Lecture, Demonstration)	2	1	1
3.2	Various Publications of Organizations: Brochures, Magazines, Corporate Literature, Coffee table book (Lecture, Demonstration)	2	1	1
3.3	Corporate Films & Videos: Formats, Dos and don'ts (Lecture, Discussion taking examples from the Industry)	2	1	1
3.4	Using Mass Media for Image building and Reputation Management (Lecture, Discussion taking examples from the Industry)	1	1	2
3.5	Corporate Advertising, Social Advertisements & Advertorials/ Infomercials (Lecture, Discussion of examples from the Industry)	2	1	1

Unit -4	Crisis Communications & Management	L	T	P
4.1	Crisis: Definition, Various types of Crises (Lecture, Discussion on Corporate Behavior taking examples from the Industry)	1	1	2
4.2	Crisis Management & Planning, Contingency Planning for Crisis. (Lecture, Discussion on corporate behavior taking examples from the Industry)	3	1	1
4.3	Crisis Communication and Media handling (Lecture, Discussion on corporate behavior taking examples from the Industry)	2	1	2
4.4	Crisis Management Programme: Measurement, Evaluation and Review(Lecture, Discussion on corporate behavior taking examples from the Industry)	1	1	-
4.5	Case Studies of PSUs/ Corporates/Government Crises Management. (Case Reading and Discussion, Analysis and Presentation)	1	1	1

Unit -5	Events, Exhibitions, CSR	L	T	P
5.1	Events: Types & Importance, Role in Corporate Communication (Lecture, Discussion on Corporate events; taking examples from the Industry)	2	1	-
5.2	Exhibition: Types & Importance; Benefits and limitations in relation to CC. (Lecture and Case Studies, visit to local exhibition to understand)	1	1	-
5.3	Sponsorships to build Corporate Image (Lecture, Discussion on Corporate Behavior taking examples from the Industry)	2	1	1
5.4	Corporate Social Responsibility: Program Design and Planning (Lecture, Discussion on Corporate Behavior taking examples from the Industry)	2	1	1
5.5	Corporate Citizenship; Sustainability Issues and challenges; Social Entrepreneurship (Lecture, Discussion on Corporate Behavior taking examples from the Industry Expert Session)	1	1	-

PRACTICAL ASSIGNMENTS:

- Study of Corporate Communication tools used by some eminent business houses
- Presentation on Perception Management
- CSR presentations
- Planning for a dummy Crisis Management and its presentation.
- Media tracking of current Corporate Issues/Crises

REFERENCE BOOKS:

- Banik,G.C.(2006). PR & Media Relations. Mumbai, India: Jaico Publishing House.
- Butterick,Keith.(2012). Introducing Public Relations .New Delhi, India: .Sage Publications India Pvt Ltd.
- Center,AllenH.Jackson,Patrick. Smith,Stacey. Stansberry, Frank R (2008).Public Relations Practices. Delhi, India : PHI Learning Pvt.Ltd.
- Dhar,Neemo (2014).Public Relations and Corporate Communication. Bhopal, India: Makhanlal Chaturvedi National University of Journalism & Communication.
- Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly,Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.
- Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: ABD Publishers
- Pathak,Ajit.(2008).Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd.
- Reddi,C V Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.
- Sahai,Baldeo.(1985).Public Relations-A Scientific Approach. New Delhi.India: Scope Publication.

E-RESOURCES:

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

21MA: APR– IV

CCC-12: CREATIVE COMMUNICATION

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

COURSE OBJECTIVES

1. To make the students well versed with the Creative aspects of Advertising and PR.
2. To draft excellent copies for various Advertising Media.
3. To follow the principles of Copy Writing.
4. To develop the Vocabulary, Visualization skills and intricacies of Copywriting.
5. Learn the virtual application of Creatives.

LEARNING OUTCOMES

1. Analyse Ad creatives
2. Crafted skills of Advertising Creatives.
3. Clear understanding of Creative Strategies of the leading brands across the globe.
4. Design Advertisement for various mediums.
5. Design promotional material for Marketing.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	-	2	-	-	1	-	-	-	1	1	-	2	-	2
C02	2	3	2	2	2	1	-	-	3	-	3	2	-	-	3
C03	-	3	3	2	3	-	-	1	3	-	2	-	2	-	-
C04	-	3	3	3	3	2	1	2	3	-	3	1	2	-	-
C05	-	3	3	3	3	2	2	-	3	-	2	3	-	-	-

3- High, 2-Significant, 1-Low

Unit -1	Indian Advertising	L	T	P
1.1	Advertising in India: Trends and Challenges of different Mediums (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	1	-
1.2	Indian Languages in Advertising- An Imperative challenges and opportunities (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	1	1	-
1.3	Concept of Hybrid Language; Persuasive written & visual communication (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	1	-	-
1.4	Linguistic & Semiotics Aspect; Semantics and their use in Advertising Creatives	2	1	1

	(Lecture through PPT, Case Study Reading and Discussion, Expert Session)			
1.5	Usage in Advertising visual and Verbal language (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	1	1	1

Unit-2	Visual Communication	L	T	P
2.1	Visualization- Concept and Techniques of Idea Visualization (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	1	-
2.2	Perception & Persuasion, Metaphors and Narratives (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	3	1	-
2.3	Psychological and Emotional aspects of Color, Shapes, Sign, Symbol & forms (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	1	1
2.4	Use of Visuals across media: Appeals, Culture and society (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	1	1	2
2.5	Visual Manipulation & Ethics (Photoshop, Image crafting, duplication) (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	1	1	-

Unit -3	Art & Design	L	T	P
3.1	Concept & Role of Graphics in Communication/ Advertising and Photography (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	1	1	-
3.2	Components of Graphics & their functions- Typology & visuals. (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	1	1	2
3.3	Layout: Components and stages of Layout, Balancing a Layout. (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	1	1	1
3.4	Design Applications- Advertising, Brochures, Posters, Pamphlets, Leaflets, Magazine, Digital outdoor, Packaging design. (Practical Class, Computer aided teaching of Graphic Designing)	2	1	1
3.5	Corporate Identity/House colour and Image Building through creative ideas and execution(Lecture and Case Discussion)	2	1	1

Unit -4	Creative Strategies	L	T	P
4.1	Creative Thought Process: Ideation to Execution (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	1	1
4.2	Creative Thought Process- Osborn, Taylor, Wells (Lecture through PPT, Case Study Reading and Discussion, Expert Session)			
4.3	Creative Strategies: Risk taking, Divergent, Sense of Humor (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	1	-

4.4	Concept of Big Idea;Its Importance in Advertising and other Communication (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	1	-
4.5	Creative PR Programmes: Innovative use of PR tools and techniques (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	1	1

Unit-5	Developing Copy	L	T	P
5.1	Developing Copy for Print Advertisement (Expert Session and Developing through Workshop)	2	1	1
5.2	Scriptwriting for Radio & Television (Learning and doing with Discussion, Expert Session)	2	1	1
5.3	Content development for Digital Media, Digital Advertising (Learning by Doing, Expert Session)	2	1	1
5.4	Copy writing for Outdoor & other media Advertisements: Billboards, Street furniture and Transit media; Direct mail and Pamphlets, Leaflets (Learning by Doing)	1	1	1
5.5	Designing Sales Literature: Leaflets/ Sales promo pamphlets (Learning by Doing)	1	1	2

PRACTICALS:

- Screening of Award-winning Campaigns (Both contemporary and classics).
- Screening of top twenty Creative Indian and International Advertisements.
- Developing Slogans and Logos for Products and Services.
- Developing print ad for a FMCG product.
- Creative skill development exercises.
- Developing a Radio Script of thirty seconds for any Social issues.
- Developing a Storyboard for any Product/Service.
- Designing Billboards and Posters.

SUGGESTED READINGS:

- Berman Margo, (2012). The Copywriter's Toolkit, UK: Blackwell Publishing West Sussex.
- Bonnie L Drewniany (2011). Creative Strategy InAdvertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, et.al (2006). The Fundamentals of Creative Advertising. Switzerland: An AVA Publishing.
- Carroll Brian (2010). Writing for Digital Media.UK: Routledge Publications.
- Felton George (1994).Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.
- Fennis Bob. M and Stroebe Wolfgang (2010), The Psychology of Advertising. UK: Psychology Press.
- George Lios (2008).What'sThe Big Idea. New Delhi, India: Atlantic Publishers and Distributors
- Ind, Nicholal AS (1993). Great Advertising Campaigns. London: Kogan Page
- Jim Aitchison/ Neil French (2004).Cutting Edge Advertising: How to Create the World's Best Brands in the 21st Century. India: Pearson Education
- Valladares (2000).The Craft of Copy Writing. New Delhi, India: Sage Publications.

E-RESOURCES:

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

- www.brandchannel.com

22MA: APR– IV

CCE - 7: GRAPHIC DESIGNING

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

COURSE OBJECTIVES

1. To understand Graphic Designing basics and its terminology and apply those traits in the field of Advertisement.
2. To explore basic knowledge on Computers and Vector art form from the practical to the painterly artistic and to understand how Corel Draw will help you create your own successful images in your desired work area.
3. This course will demonstrate the various tools that assist in formatting text importing images and creating page layouts with the help of Corel Draw required for Advertising and PR industry.
4. Familiarize with Corel Draw from the beginning stages of Laying out print documents to learning how to create interactive projects all within one program.
5. Identify and utilize design theory and criticism from a variety of perspectives, including: Art, Communication/Information theory and the Social/Cultural use of design objects in Advertising and Public Relations Industry.

LEARNING OUTCOMES

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

Course Mapping															
	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	-	-	-	-	-	-	-	-	3	-	-	-	-	2
C02	3	2	-	-	-	-	-	-	-	3	-	-	-	-	2
C03	-	-	-	-	-	-	-	-	-	3	2	-	-	-	3
C04	2	3		3	-	-	3	-	-	3	-	-	-	3	
C05	3	3	3	3	3	3	2	-	-	3	-	-	-	2	-

3- High, 2-Significant, 1-Low

Unit-1	Introduction to Graphic Design	L	T	P
1.1	Graphic design: History, Origin. Graphic Design and Communication relationship: Heraldry, Logos and Trademark, Signage of Culture and peace. Graphic design and Advertising relationship: Advertising in 19 th century, 20 th century and current era of Advertising. (Lecture by Teacher)	3	-	-
1.2	Basic Elements of Graphic Design: Lines, Shapes, Texture, Color, Value and Size. (Lecture-demonstration by Instructor)	2	1	1
1.3	Basic Principles of Graphic Design: Balance, Proximity, Alignment, Emphasis, Gestalt, Harmony, Movement, Proportion, Rhythm, Unity, White Space, Negative space, Visual Hierarchy, Repetition, Contrast, Typography and Rules. (Lecture-demonstration by Teacher)	2	1	1
1.4	Image & Graphics File Formats- Raster formats: JPEG/JFIF, JPEG 2000, Exif, TIFF, GIF, BMP, PNG, PPM, PGM, PBM, and PNM, WebP, HDR raster formats, HEIF BAT, BPG, etc. Vector Formats: CGM, Gerber Format (RS-27X), SVG, AI, CDR, MA, MB, OBJ, EPS, DWG, XPS, etc. (Lecture-demonstration by Teacher)	2	1	1
1.5	Resolution, Frame rate, Compression, File size Ratio, Aspect Ratio, etc. (Lecture-demonstration by Instructor)	1	1	1

Unit-2	Corel draw and Adobe Illustrator: Introduction	L	T	P
2.1	Workspace tour, Corel draw terminology and concepts, Corel draw application window, Corel draw workspace tools, Getting started in Corel draw, Starting and opening drawings, Finding and inserting drawing content.(Lecture-demonstration by Teacher, Class Activity)	1	1	2
2.2	Exploring the basic features of Corel draw, Working with templates Undoing, redoing, and repeating actions, Accessing drawing information, Zooming and panning, Previewing a drawing, Backing up and recovering files; Saving drawings; Closing drawings and quitting coreldraw (Interactive Tutorials, Class Activity, Small Project)	-	2	2
2.3	Workspace tour, Adobe illustrator terminology and concepts, Adobe Illustrator application window Adobe Illustrator workspace tools, Getting started in Adobe Illustrator, Starting and opening drawings, Finding and inserting drawing content. (Interactive Tutorials, Use of exhibits and displays by Instructor)	-	2	2
2.4	Exploring the basic features of Adobe Illustrator, Working with templates Undoing, redoing, and repeating actions, Accessing drawing information, Zooming and panning, (Lecture-demonstration by Teacher, Class Activity)	-	1	2
2.5	Previewing a drawing, Backing up and recovering files, Saving drawings, Closing drawings and quitting Adobe Illustrator. (Lecture-demonstration by Teacher, Interactive Tutorials, Use of exhibits and displays by Instructor.)	-	1	2

Unit -3	Working with Line, Shapes and Objects	L	T	P
3.1	Working with lines, outlines, and brush strokes, Drawing lines ,Formatting lines and outlines, (Lecture-demonstration by Teacher, Use of exhibits and displays by Instructor)	-	2	2
3.2	Closing multiple line segments, Applying brush strokes, Spraying objects along a line, Drawing flow and dimension lines (Lecture-demonstration by Teacher, Class Activity)	-	2	2
3.3	Drawing shapes, Drawing rectangles and squares, Drawing ellipses, circles, arcs, and wedges, Drawing polygons and stars, Drawing spirals, Drawing grids, Drawing predefined shapes, Drawing using shape recognition(Lecture-demonstration by Teacher, Class Activity)	-	2	2
3.4	Working with objects, Selecting objects, Copying, duplicating, and deleting objects, Copying object properties, transformations, and effects, Positioning objects, Aligning and distributing objects, (Lecture-demonstration by Teacher)	-	1	2
3.5	Snapping objects, Using dynamic guides, Changing the order of objects, Sizing and scaling objects, Rotating and mirroring objects, Grouping objects, Combining objects(Lecture-demonstration by Teacher, Interactive Tutorials, Use of exhibits and displays by Instructor.)	-	1	2

Unit-4	Objects and Color Management	L	T	P
4.1	Shaping objects, Working with curve objects, Skewing and stretching objects, Smudging objects, Roughening objects Applying distortion effects, (Lecture-demonstration by Teacher, Interactive Tutorials, Individual Activity.)	1	1	2
4.2	Shaping objects using envelopes, Splitting and erasing portions of objects, Trimming objects, Welding and intersecting objects, Blending objects, (Lecture-demonstration by Teacher, Use of exhibits and displays by Instructor.)	-	2	2
4.3	Working with symbols, Creating, editing, and deleting symbols, Using symbols in drawings, Managing collections and libraries, Sharing symbols between drawings, Filling objects, Applying uniform fills (Lecture-demonstration by Teacher, Lecture related task)	-	2	2
4.4	Applying fountain fills, Applying pattern fills, Applying texture fills, and Applying mesh fills, Working with fills, Working with color, Choosing colors, Creating custom color palettes.(Lecture-demonstration by Teacher, Use of exhibits and displays by Instructor. Class Activity)	-	1	2
4.5	Managing color for display, input, and output Understanding the Color management dialog box, Working with color profiles, Choosing advanced color management settings, Correcting colors for display.(Lecture-demonstration by Teacher)	-	1	2

Unit-5	Layer, 3D Effect, Page layout	L	T	P
5.1	Adding three-dimensional effects to objects, Contouring objects, Applying perspective to objects, Creating vector extrusions, Creating drop shadows, Changing the transparency of objects, Applying transparencies, and Applying merge modes.(Lecture-demonstration by Teacher, PowerPoint	-	2	2

	presentation showing some ideal projects)			
5.2	Using lenses with objects, Applying lenses, Editing lenses, Working with pages and layout tools, Specifying the page layout, Choosing a page background (Lecture-demonstration by Teacher, Use of exhibits and displays by Instructor. Class Activity)	-	2	3
5.3	Adding, renaming, and deleting pages, Using the rulers Calibrating the rulers, Setting up the grid, Setting up guidelines, Setting the drawing scale, Working with layers Creating layers, Changing layer properties and stacking order, (Lecture-demonstration by Teacher, Use of exhibits and displays by Instructor. Class Activity)	-	2	3
5.4	Moving and copying objects between layers, Printing layers, Adding and formatting text, Adding and selecting text, Encoding text, Changing the appearance of text, Finding, editing, and converting text, Aligning and spacing text, Shifting and rotating text.(Lecture-demonstration by Teacher, Class Activity)	-	1	1
5.5	Working with bitmaps, Converting vector graphics to bitmaps Creating Web-compatible text, Publishing to the Web, Publishing to PDF, Importing and exporting files(Lecture-demonstration by Teacher, Class Activity)	-	1	1

PRACTICALS:

- Designing personalized Resume/Business card using the Text Layout features in Corel Draw.
- Brochure project: About an Event that will be held in near future with the help of Corel Draw.
- Billboard project: To prepare a Billboard for an event organized by the university.
- Graphic design album using the functionality in Corel Draw which showcase the work of students in the field of Graphic Design.

SUGGESTIVE READINGS:

- Bierut, Michael. (2015). How to...: A monograph, manual and manifesto by one of the world's leading graphic designers. Harper Design
- Bouton, David Gary. (2017). Corel Draw X8. McGraw-Hill Education.
- Dayton, Linnea. (1999). The CorelDraw Wow! Book. Peachpit Pr.
- Harrison, Timothy. (2016). Photoshop: From Beginner to Expert - The Ultimate Guide to Learning the Basics and Mastering Photoshop. CreateSpace Independent Publishing Platform.
- Huss, David and Priester, Gary W. (1998). Coreldraw Studio Techniques. McGraw-Hill Osborne Media.
- Judkins, Rod. (2015). The Art of Creative Thinking. Sceptre.
- Muller, Jens. (2015). Logo Modernism. Taschen GmbH.
- Schiessl, Peter. (2016). CorelDRAW 2017 & Home and Student Suite X8 - Training Book. Independently published.

E-RESOURCES:

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

23MA: APR– IV

CCE-8: BRAND MANAGEMENT

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

COURSE OBJECTIVES

1. To develop understanding of the complex world of brands.
2. It aims to keep the students abreast with the emerging concepts of Branding, Marketing & Advertising.
3. Helps to build clear vision of Branding to establish Corporate Image and henceforth creation of an identity in different marketplaces.
4. To provide hands-on-training for Planning and Production of Brands for today's markets.
5. To sensitize the value of brands in different Communities and Societies.

LEARNING OUTCOME

1. Clarity of concepts related to Branding and Brand Management.
2. Compare the different Brands available through various platforms.
3. Develop Branding Strategies independently through Strategic Research.
4. Capable of identifying and establishing Brand Positioning and values.
5. Competent to Plan and Implement Brand Marketing programs.

Course Mapping															
CO	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PO13	PO14	PO15
C01	3	-	2	1	1	1	-	-	1	-	2	-	-		2
C02	3	-	2	-	3	2	-	1	1	-	3	-	-	1	2
C03	-	2	1	1	2	3	-	2	1	-	2	2	2	-	2
C04	-	2	2	1	3	1	-	1	1	2	2	2	2	2	1
C05	1	3	3	2	3	1	3	-	-	-	1	-	1	2	1

3- High, 2-Significant, 1-Low

Unit -1	Principles of Branding	L	T	P
1.1	What Branding really means; Understanding the Importance of Brands in the Market place (Lecture through PPT, Visuals of Brands Logo)	1	1	1
1.2	Brand Importance and Evolution of Brands. (Lecture and Discussion through Case Studies)	1	-	1
1.3	Anatomy of a Brand: Name, URL, Logo and Symbols, Characters, Slogans, Jingles, Packaging (Lecture through PPT, Visuals of Brands)	1		1
1.4	Concept of Brand Potential, Brand Contract Requirements, Brand Recognition & Awareness. (Lecture through PPT, Discussion)	2	1	-
1.5	Branding challenges & Opportunities at the National and Global levels (Case Study Discussion and Presentation)	-	1	2

Unit-2	Language of Branding	L	T	P
2.1	Brand Architecture (Matrix), Brand Image & Brand Personality: Similarities and differences (Lecture through PPT, Visuals of Brands Logo and Communication)	1	-	1
2.2	Brand Identity, Brand association & Brand Power (Lecture through PPT, Case Study reading and Discussion)	2	1	1
2.3	Brand Positioning, Brand Awareness & Brand Loyalty: Strategies, Advantages & limitations (Lecture through PPT, Case Study reading and Discussion)	1	-	1
2.4	Brand Essence: What does it constitute, Benefits; Brand promise (commitments) & Brand Portfolio (Strategy & Roles). (Lecture through PPT, Case Study reading and Discussion)	1	-	2
2.5	Corporate Brand (framework & advantages), Co-Branding & Brand Repositioning (Strategies & roles). (Lecture through PPT, Case Study reading and Discussion)	2	1	-

Unit-3	Brand Planning Strategies	L	T	P
3.1	Launching New Brands; Managing Brand over time(reinforcing, revitalizing, adjustments to brand portfolio); Brand extensions (Advantages, Disadvantages, Evaluating opportunities) (Lecture through PPT, Case Study Reading and Discussion)	1	-	-
3.2	Strategic Brand Management Process; Brand Positioning, Brand Performance, Brand Equity (Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	-	1
3.3	Defining Brand Platform (Brand Prism Model, Perceptual Mapping), Global Branding (Customer Based Brand Equity, Brand Positioning). (Lecture through PPT, Case Study Reading and Discussion)	2	1	1
3.4	Retailer Branding Strategies: Indian and Global brands (Lecture through PPT, Case Study Reading and Discussion)	2	1	-
3.5	Digital Brand Building: The FLIRT model (Lecture through PPT, Case Study Reading and Discussion)	2	1	-

Unit-4	Brand Equity	L	T	P
4.1	Understanding Brand Equity: Measurement & Management system, its relevance (Lecture through PPT, Case Study Reading and Discussion)	2	1	1
4.2	Brand Equity Vs Customer Equity: Measurement and interpretation of brand performance (Lecture through PPT, Case Study Reading and Discussion)	2	-	-
4.3	Developing Brand Equity: Elements & steps, Brand leveraging: Importance & role, Types, Merits and demerits (Lecture through PPT, Case Study Reading and Discussion)	2	1	2
4.4	Specific Brand Equity Activities: Awareness, Associations, Loyalty, Perception. Proprietary brand assets (Lecture through PPT, Case Study Reading and Discussion)	2	1	-
4.5	Measuring methods of Brand Equity; Qualitative and Quantitative techniques	2	1	1

	(Lecture through PPT, Case Study Reading and Discussion)			
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Unit-5	Integrated Brand Marketing	L	T	P
5.1	Understanding IBM: Branding Ecosystem and integration of various channels(Lecture through PPT, Case Study Reading and Discussion, Expert Session)	2	1	1
5.2	Tools of IBM: Advertising, Public Relations, Personal Selling, Direct Marketing, Digital Marketing, Sales Promotion. (Lecture through PPT, Case Study Reading and Discussion)	2	1	1
5.3	Branding through culture, Segments, Systems and markets. (Lecture through PPT, Case Study Reading and Discussion)	2	-	1
5.4	Building Brands on Internet: Challenges and opportunities (Lecture through PPT, Seminar by Experts)	1	-	1
5.5	Case studies of successful brands in media industry. (Case Discussion and Practical/Presentations)	-	1	1

PRACTICALS/ ASSIGNMENTS:

- Study of a Brand since inception.
- Comparative study of brands in the same product category.
- Comparative study of brand promotion for a product category.
- Positioning a new brand in a new market.
- Study Top 10 Brand - Find out what makes brands differentiated & valued
- Conduct a survey and find out the source of Mahendra Singh Dhoni's / any other celebrity's Brand Equity.
- Suggest extension opportunities for following brand FastTrack, Gillette MRF, Bournvita, Parachute.

SUGGESTED READINGS:

- Clifton Rita & John Simmons (2011). Brands and Branding. UK: Profile Books Ltd.
- Gelder Sicco Van (2004). Global Brand Strategy. UK: Kogan Page.
- Ghosal, Subhash (2002). Making of Advertising, Noida, India: McMillan.
- Haig, Matt (2008). Brand Failures. India: Kogan Page.
- Halve Anand (2012): Darwin's Brands: Adapting for Success. New Delhi: Sage Publications India Pvt. Ltd.
- Jethwaney Jaishri & Jain Shruti (2011). Advertising Management, Second Edition. New Delhi: Oxford University Press
- Kevin Lane Keller (2009): Strategic Brand Management - 3rd Edition (Prentice Hall Financial Times
- Kapferer J.N & Bastien V (2012). The Luxury Strategy (2 Edition). London: Kogan Page.
- Leppla, Joseph F (2002). Integrated Branding. London: Kogan Page

E-RESOURCES:

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

24MA: APR– IV

OE-4: PRODUCTION FOR ADVERTISEMENT & PUBLIC RELATIONS

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

COURSE OBJECTIVES

1. To understand the Production process of an Advertisement and its pipeline.
2. To understand the Production process of PR tools with the right techniques.
3. To learn the essence of creating action demanding stories required in Ad and PR.
4. To understand the various elements of producing Advertisement and PR tools.
5. To understand the various elements of Post-Production for Advertisement and PR tools.

LEARNING OUTCOMES

1. Students should be able to apply creative skills for Advertisement.
2. Students should be able to apply creative skills for Public Relations.
3. Students should have the ability to create Pre-Production for APR.
4. Students should have the ability to create Production for APR.
5. Students should have the ability to create Post- production for APR.

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

3- High, 2-Significant, 1-Low

Unit-1	Public Relations tools and techniques	L	T	P
1.1	Definition of PR: Concept, Scope, Purpose, Growth, How PR is different from Advertising, Changing PR landscape.(Lecture through Demonstration and Practical)	2	1	-
1.2	Print & Traditional tools for PR with the help of supporting software – House Journal, Annual Reports, Flyers or Brochures, Hoardings, Street Furniture etc.(Lecture through Demonstration and Practical)	2	1	-
1.3	Electronics tools for PR – Photos, Television Programmes, Radio Programmes, Films, and Documentary etc.(Lecture through Demonstration and Practical)	2	1	-
1.4	New Media for PR- Websites, Social media, Search Engine Optimization & Search Engine Marketing, E-Journal, Direct mail. (Lecture through Demonstration and Practical)	2	1	-

1.5	Campaign development for Print Ad, Commercial, Web Campaign and Outdoor campaign etc. (Lecture through Demonstration and Practical)	2	1	-
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Unit-2	Print Advertising Production	L	T	P
2.1	The need for Advertising- In perspectives of Social Scenario. (Lecture with PPT)	4	-	-
2.2	Understanding the Customer/Consumer Behaviour and Client Behaviour. (Lecture with PPT)	4	-	-
2.3	Principles of Copy writing and Advertising design (Lecture and Demonstration of Script)	2	1	
2.4	Writing for Visuals - How to use words effectively and precisely. Balance between Words, Visuals and power of silence. (Lecture, Group Discussion and Practical)	2	1	1
2.5	Making of Print Ad (Display Ad) using latest tools like Photoshop. (Lecture, Demonstration and Print Ad Production)	2	-	2

Unit -3	Pre – Production for Advertisement & PR	L	T	P
3.1	Idea Generation – Significance of topic, Societal welfare, Public Interest, Visualization, Treatment and structure for documentary. (Lecture through PPT and Practical)	1	-	3
3.2	Research – Content analysis, Location research, Collection of content from authentic source and subject expert. (Lecture through PPT and Practical)	1	-	3
3.3	Drafting script – Target audience, Time, First draft, Treatment and synopsis. (Lecture through PPT and Practical)	1	-	3
3.4	Layout story boarding of documentary. (Lecture through PPT and Practical)	1	-	3
3.5	Planning and Budgeting – Team building, Location finalising, Schedule finalising, Funding sources. (Lecture through PPT and Practical)	1	-	3

Unit-4	Production for Advertisement & PR	L	T	P
4.1	Shooting for documentary – Basics of camera and visual grammar. (Lecture through PPT and Practical)	1	-	3
4.2	Light techniques- Key light, Fill Light, Back Light. (Lecture through PPT and Practical)	1	-	3
4.3	Sound for documentary- Background Score, Voice over, Sound effect, International track for sound. (Lecture through PPT and Practical)	1	-	3
4.4	Production crew and their responsibilities for documentary production. (Lecture through PPT and Practical)	3	-	
4.5	Do's and Don'ts in documentary production. (Lecture through PPT and Practical)	3	-	

Unit-5	Post-production for Advertisement & PR	L	T	P
5.1	Post- Production- Types of editing software's, Adobe premiere and final cut pro.(Lecture through PPT and Practical)	1	-	3
5.2	Editing Techniques - Match cut, Smash cut, Invisible cut, 3 point editing, L cut, J cut.(Lecture through PPT and Practical)	1	-	3
5.3	Stage s of Editing - Logging to system, Rough cut, Final cut. (Lecture through PPT and Practical)	1	-	3
5.4	Music in Documentary - Use of narration, Importance of background score, Sound effects.(Lecture through PPT and Practical)	1	-	3
5.5	Titling, Importance of Supers, Advantages and need of sub-titling and export & DVD authoring.(Lecture through PPT and Practical)	1	-	3

PRACTICAL/PROJECTS/ASSIGNMENTS:

- Shoot a complete ad film of any Brand with duration of minimum 30 sec.
- Individual assignment for Script Writing of a Corporate Ad film.
- Make a Print Ad Campaign with various format of a product of minimum 3 ads.
- (Poster, pamphlet, Billboard)
- Develop a Radio Advertisement i.e. of Jingle based.

SUGGESTED READINGS:

- Altstiel, Tom & Grow, Jean . Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Chunawala & Sethia. Foundations of Advertising ,8th edition .India: Himalaya Publishing.
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico.
- Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books
- Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage
- Millerson, Gerald. (2009) Television Production. Burlington, MA: Focal Press.
- Sharma, Sangeeta and Singh, Raghuvir (2009): Advertising Planning and Implementation, PHI Learning Private Limited, New Delhi
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Wells, Burnett, Moriarty. Advertising Principles & Practices -5th edition. India: Prentice Hall

E-RESOURCES:

- www.afaqs.com
- www.exchange4media.com
- www.ourmedia.org
- www.brandchannel.com
- www.campaignindia.in
- www.brandrepublic.com
- www.adsoftheworld.com
- www.pitchonnet.com
- <https://www.mediacollege.com/>