

**Curriculum and Credit Framework  
As per NEP 2020**

**For**

**MA (Advertising and Public Relations)  
(To be effective from the Academic Session 2024-25)**



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1 to 2 H.D.C.  
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**Department of Media Studies  
Gurugram University, Gurugram**  
(A State Govt. University Established Under Haryana Act 17  
Of 2017)

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## Semester 3

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				T	T	P	P	Total
Core Course(s)														
CC-A07	Media Research	241/APR/CC-3A07	3	-	2	3	-	1	4	25	50	5	20	100
CC-A08	Social Media Advertising	241/APR/CC-3A08	2	-	4	2	-	2	4	15	35	15	35	100
CC-A09	Digital Marketing Fundamentals	241/APR/CC-3A09	3	-	2	3	-	1	4	25	50	5	20	100
Discipline Specific Elective Courses														
DSE-03	Event Management and Advertising Campaign	241/APR/DS-303	-	-	6	-	-	3	3	-	-	25	50	75
Multidisciplinary Course(s)														
MDC-03	One from Pool								3					75
Skill Enhancement Course(s)														
SEC-02									2					50
Value-added Course(s)														
VAC-02									2					50
Seminar														
Seminar									2					50
Internship/Field Activity#														
Internship/Field Activity									4					100
Total Credits									28					700

#Four credits of internship earned by a student during summer internship after 2nd semester will be counted in 3<sup>rd</sup> semester of a student who pursue 2-year PG Programme without taking exit option.

Semester 4

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
Ability Enhancement Course(s)														
AEC-03	One from Pool								2					50
Dissertation/Project Work														
Dissertation									20					500
Total Credits									22					550

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**MA Advertising and Public Relations  
SEMESTER-3**

Name of Subject: <b>Media Research</b>		Maximum Theory Marks: 75 (25+ 50)
Subject Code: CC-A07	Course ID: 241/APR/CC-3A07	Maximum Practical Marks: 25 (5+ 20)

**Instructions for External Examiner:** This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 10 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

**Note:** The Practical will be conducted on the basis of theory.

**Objective:** To equip students with the knowledge and skills necessary to conduct and analyse research in the field of media. The course aims to provide an understanding of various research methodologies, tools, and techniques used in media research, as well as their applications in advertising and public relations.

**Course Outcomes:**

Students will be able to:

1. Understand the fundamental concepts of media research.
2. Develop skills to design and conduct media research studies.
3. Analyse and interpret media research data.
4. Apply research findings to media planning and strategy.

**COURSE CONTENTS:**

<b>Unit 1: Introduction to Media Research</b>
1.1 Definition and Scope of Media Research
1.2 Importance of Media Research
1.3 Types of Research
1.4 Ethical Considerations in Research
<b>Unit 2: Research Methodologies and Design</b>
2.1 Research Design and Sampling Techniques
2.2 Data Collection Methods: Surveys, Interviews, Focus Groups, Semiotic Textual * Content Analysis, Textual Analysis
2.3 Experimental and Non-experimental Research
2.4 Measurement and Scaling Techniques
<b>Unit 3: Data Analysis and Interpretation</b>
3.1 Statistical Tools and Techniques for Advertising and PR Research
3.2 Type of Data and Errors
3.3 Descriptive and Inferential Statistics
3.4 Interpreting and Reporting Research Findings
<b>Unit 4: Applications of Media Research in Advertising and PR</b>
4.1 Audience Research and Media Consumption Patterns
4.2 Advertising Effectiveness and Campaign Evaluation
4.3 Public Opinion and Market Research
4.4 Case Studies of Media Research Applications in Advertising and PR

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**Suggested Readings:**

1. C.R. Kothari Research Methodology: Methods and Techniques, Wishwa Parkashan, New Delhi
2. S.R. Sharma & Anil Chaturvedi Research in Mass Media, Radha Publications, New Delhi
3. G.R. Basotia & K.K. Sharma Research Methodology, Mangal Deep Publications
4. Sadhu Singh Research Methodology in Social Science, Himalaya Publishing House, Mumbai
5. Dr. S. Munjal Research Methodology, Raj Publishing House, Jaipur

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## MA Advertising and Public Relations

### SEMESTER-3

Name of Subject: <b>Social Media Advertising</b>		Maximum Theory Marks: 50 (15+ 35)
Subject Code: CC-A08	Course ID: 241/APR/CC-3A08	Maximum Practical Marks: 50 (15+ 35)

**Instructions for External Examiner:** This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 7 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

**Note:** The Practical will be conducted on the basis of theory.

**Objective:** To provide students with comprehensive knowledge and skills in utilizing social media for advertising purposes. The course aims to enable students to understand the strategic use of social media platforms, develop effective advertising campaigns, and analyze their impact on target audiences.

#### Course Outcomes:

Students will be able to:

1. Understand the role of social media in modern advertising strategies.
2. Develop skills to plan, execute, and manage advertising campaigns on social media platforms.
3. Analyse social media metrics and evaluate campaign effectiveness.
4. Apply creative and strategic approaches to engage audiences through social media advertising.

#### COURSE CONTENTS:

<b>Unit 1: Introduction to Social Media Advertising</b>
1.1 Definition, Importance, and Evolution
1.2 Overview of Major Platforms (Facebook, Instagram, Twitter, LinkedIn, YouTube, Snapchat)
1.3 Differences Between Traditional Advertising and Social Media Advertising
1.4 Ethical Considerations and Platform Specific Regulations
<b>Unit 2: Social Media Advertising Strategies</b>
2.1 Planning and Designing
2.2 Snapchat: Targeting Options and Advertising Formats
2.3 Paid, Earned and Organic Reach Strategies
2.4 Influence Marketing
<b>Unit 3: Planning and Executing Social Media Advertising Campaigns</b>
3.1 Setting Campaign Objectives and Goals
3.2 Content Creation and Storytelling
3.3 Budgeting and Scheduling Advertisements
3.4 Monitoring and Optimizing Campaigns in Real-time
<b>Unit 4: Analytics and Evaluation in Social Media Advertising</b>
4.1 Campaign Management: Setting up, Launching, Monitoring and Adjusting Campaign
4.2 Performance Metrics and KPI's: CTR, CPC, CPA and ROAS
4.3 A/B Testing: Implementing and Analyzing A/B Tests
4.4 Case Studies of Successful Social Media Advertising Campaigns



### **Suggested Readings:**

1. "Jab, Jab, Jab, Right Hook: How to Tell Your Story in a Noisy Social World"  
Author: Gary Vaynerchuk
2. "The Art of Social Media: Power Tips for Power Users"  
Authors: Guy Kawasaki and Peg Fitzpatrick
3. "Social Media Marketing: A Strategic Approach"  
Authors: Melissa S. Barker, Donald I. Barker, Nicholas F. Bormann, and Krista E. Neher
4. "Contagious: How to Build Word of Mouth in the Digital Age"  
Author: Jonah Berger
5. "Social Media ROI: Managing and Measuring Social Media Efforts in Your Organization"  
Author: Olivier Blanchard

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**MA Advertising and Public Relations  
SEMESTER-3**

Name of Subject: <b>Digital Marketing Fundamentals</b>		Maximum Theory Marks: 75 (25+ 50)
Subject Code: CC-A09	Course ID: 241/APR/CC-3A09	Maximum Practical Marks: 25 (5+ 20)

**Instructions for External Examiner:** This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 10 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

**Note:** The Practical will be conducted on the basis of theory.

**Objective:** To provide students with a foundational understanding of digital marketing principles and practices. The course aims to equip students with skills in leveraging digital channels for advertising and PR purposes, understanding consumer behavior online, and developing effective digital marketing strategies.

**Course Outcomes:**

Students will be able to:

1. Understand the fundamental concepts and scope of digital marketing.
2. Analyse consumer behaviour in the digital landscape.
3. Develop skills to plan and implement digital marketing campaigns.
4. Apply digital marketing tools and techniques to achieve advertising and PR objectives.

**COURSE CONTENTS:**

<b>Unit 1: Introduction to Digital Marketing</b>
1.1 Definition and Scope of Digital Marketing
1.2 Evolution and Importance of Digital Channels in Marketing
1.3 Digital Marketing vs. Traditional Marketing
1.4 Ethical Considerations in Digital Marketing
<b>Unit 2: Consumer Behavior in the Digital Age</b>
2.1 Understanding Online Consumer Behavior
2.2 Decision-making Processes in Digital Environments
2.3 Personalization and Customization in Digital Marketing
2.4 Impact of Digital Technologies on Consumer Expectations
<b>Unit 3: Digital Marketing Strategies and Tools</b>
3.1 Developing Digital Marketing Objectives and Goals
3.2 Content Marketing and Storytelling in Digital Campaigns
3.3 Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
3.4 Social Media Marketing Strategies and Platforms
<b>Unit 4: Measurement and Analytics in Digital Marketing</b>
4.1 Key Performance Indicators (KPIs) in Digital Marketing
4.2 Tools for Measuring and Analyzing Digital Marketing Performance
4.3 Conversion Tracking and Optimization Techniques
4.4 Case Studies of Successful Digital Marketing Campaigns





**Suggested Reading:**

1. "Marketing Management" by Philip Kotler
2. "Zen Garden: Conversations with Pathmakers" by Subroto Bagchi
3. "For God's Sake: An Adman on the Business of Religion" by Ambi M.G. Parameswaran
4. "Get To The Top: The Ten Rules for Social Success" by Suhel Seth

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**MA Advertising and Public Relations**  
**SEMESTER-3**

Name of Subject: <b>Event Management and Advertising Campaign</b>		
Subject Code: DSE-03	Course ID: 241/APR/DS-303	Maximum Practical Marks: 75 (25+ 50)

**Objective:** To provide students with comprehensive knowledge and skills in planning, executing, and evaluating events as part of advertising and public relations campaigns. The course aims to equip students with the ability to integrate event management strategies with advertising tactics to achieve communication objectives effectively.

**Course Outcomes:**

Students will be able to:

1. Understand the principles and processes of event management in the context of advertising and PR.
2. Develop skills to plan, organize, and manage events tailored to advertising campaigns.
3. Analyse the role of events in enhancing brand visibility and consumer engagement.
4. Apply advertising strategies to promote and leverage events effectively.

<b>Unit 1: Event Planning and Coordination</b>
1.1 Definition and Types of Events
1.2 Client Acquisition and Proposal Development
1.3 Vendor Management: Registration and Administration Procedures
1.4 Budgeting, Designing, and Resource Arrangement
<b>Unit 2: Event Planning and Promotion</b>
2.1 Selection and Planning of Event
2.2 Budgeting, Designing, and Resource Arrangement
2.3 Scheduling, Execution, and Audience Management
2.4 Sponsorship Strategy and Event Invitations
<b>Unit 3: Integrating Advertising Campaigns with Events</b>
3.1 Role of Advertising in Event Promotion
3.2 Campaigns for Brands, Products, Internal and External Campaigns
3.3 Designing Advertising Campaigns for Events
3.4 Digital Campaigns for Event

**Suggested Readings:**

1. "The Art of Event Planning: Pro Tips from an Industry Insider" by Joumana Rizk
2. "Events Management: An International Approach" by Glenn Bowdin, Johnny Allen, William O'Toole, Ian McDonnell, and Robert Harris
3. "Into the Heart of Meetings: Basic Principles of Meeting Design" by Eric de Groot and Mike van der Vijver
4. "The Business of Event Planning: Behind-the-Scenes Secrets of Successful Special Events" by Judy Alle



**MA Advertising and Public Relations  
SEMESTER-4**

Name of Subject: <b>Dissertation</b>	
	Maximum Marks: 500

**Objectives:** This Dissertation aims to facilitate the integration of acquired knowledge and skills by guiding students through the independent conception, planning, and execution of a project aligned with their major option. Emphasis is placed on developing a comprehensive project proposal, executing the project, and delivering a refined presentation.

**Course Outcomes:** Upon completion, students will demonstrate the ability to independently conceive, plan, and execute a project aligned with their major. They will effectively integrate concepts from their specialization, navigate challenges during execution, produce a well-structured project report with proper citation, and deliver a polished project presentation. Comprehensive assessment ensures a holistic evaluation of their capabilities.

**Dissertation:** The Dissertation is designed as the culmination of the student's specialised learning, requiring the application of acquired knowledge and skills. Over the course, students will independently conceive, plan, and execute a research project aligned with their major option, incorporating concepts from the diverse range of courses completed in their specialization. The initial weeks focus on developing a comprehensive project research proposal, emphasising the definition of scope, objectives, and research questions, along with an extensive literature review and selection of appropriate methodologies. Subsequently, students transition to the project execution phase, navigating challenges and adapting plans as necessary. The following weeks are dedicated to drafting the project report, ensuring a well-structured document that integrates methodology, findings, and a theoretical framework; all while emphasising proper citation and referencing. The final weeks concentrate on refining the project through review, revision, and preparation for the ultimate stage: the project presentation. Students will showcase their work, receive peer evaluations, and submit the final project report, culminating in a comprehensive assessment that evaluates the entire project development process, from proposal to presentation. The grading criteria encompass different milestones, ensuring a holistic evaluation of the student's capabilities and accomplishments.

**Structure of Dissertation:**

Introduction  
Review of Literature  
Methodology  
Interpretation and Analyses  
Conclusion  
References



**MA (APR)**

**Multidisciplinary Course from the department for pool of the  
Courses in the University**

**(These courses are to be offered to students of different  
discipline/Subject)**

**Semester 4**

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
MDC-04	Digital Marketing and Branding	241/APR/MD-404	2	1		2	1		3	25	50			75

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## MA Advertising and Public Relations

### SEMESTER -4

Name of Subject: <b>Digital Marketing and Branding</b>	Maximum Theory marks: 75 (25+50)
Subject Code: MDC-04	Course ID: 241/APR/MD-404

**Instructions for Paper Setter:** This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 14 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit; these questions will be of 12 marks each. The students will be required to attempt one question from each unit.

**Objective:** To provide students with a foundational understanding of digital marketing principles and practices. The course aims to equip students with skills in leveraging digital channels for advertising and PR purposes, understanding consumer behavior online, and developing effective digital marketing strategies. The course aims to equip students with the skills to analyze consumer behavior, develop branding strategies, and manage brand equity effectively.

#### Course Outcomes:

Students will be able to:

1. Understand the fundamental concepts and scope of digital marketing.
2. Analyse consumer behaviour in the digital landscape.
3. Understand the principles of brand management and brand equity.

#### COURSE CONTENTS:

<b>Unit 1: Introduction to Digital Marketing</b>
1.1 Definition and Scope of Digital Marketing
1.2 Evolution and Importance of Digital Channels in Marketing
1.3 Digital Marketing vs. Traditional Marketing
1.4 Ethical Considerations in Digital Marketing
<b>Unit 2: Consumer Behavior in the Digital Age</b>
2.1 Understanding Online Consumer Behavior
2.2 Decision-making Processes in Digital Environments
2.3 Personalization and Customization in Digital Marketing
2.4 Impact of Digital Technologies on Consumer Expectations
<b>Unit 3: Brand Management Fundamentals</b>
3.1 Definition and Importance of Brand Management
3.2 Brand Identity and Positioning
3.3 Brand Equity and Brand Value
3.4 Brand Loyalty and Brand Relationships

#### Suggested Reading:

1. "Marketing Management" by Philip Kotler
2. "Zen Garden: Conversations with Pathmakers" by Subroto Bagchi
3. "For God's Sake: An Adman on the Business of Religion" by Ambi M.G. Parameswaran
4. "Get To The Top: The Ten Rules for Social Success" by Suhel Seth
5. "Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon

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**MA (APR)**

**Multidisciplinary Course from the department for pool of the  
Courses in the University**

**(These courses are to be offered to students of different  
discipline/Subject)**

**Semester 3**

Course Code	Course Title	Course ID	L	T	P	L	T	P	Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
MDC-03	Basics of Advertisement Designing	241/APR/MD-303	2	1		2	1		3	25	50			75

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## MA Advertising and Public Relations

### SEMESTER -3

Name of Subject: <b>Basics of Advertisement Designing</b>	Maximum Theory marks: 75 (25+50)
Subject Code: MDC-03	Course ID: 241/APR/MD-303

**Instructions for Paper Setter:** This question paper shall be divided in two sections. Examiner is requested to set section A as compulsory question containing 14 marks and from the entire syllabus (can be either objective or subjective). Section B will be in choice from two of the questions from each unit; these questions will be of 12 marks each. The students will be required to attempt one question from each unit.

**Objective:** To provide students with a thorough understanding of the principles and concepts of advertising, enabling them to develop effective advertising strategies and manage successful advertising campaigns.

#### Course Outcomes:

Students will be able to:

1. Understand the foundational principles of advertising.
2. Develop skills to create compelling advertising messages.
3. Apply advertising concepts to various media platforms.

#### COURSE CONTENTS:

<b>Unit 1: Introduction to Advertising</b>
1.1 Definition and Evolution of Advertising
1.2 Types and Classifications of Advertising
1.3 Role and Functions of Advertising
1.4 Ethical and Legal Issues in Advertising
<b>Unit 2: Creative Strategy and Execution</b>
2.1 Creative Process in Advertising
2.2 Developing the Idea
2.3 Copywriting for Print, Electronic, and Digital Media
2.4 Visual Elements in Advertising
<b>Unit 3: Advertising Media and Evaluation</b>
3.1 Media Planning and Selection
3.2 Digital Advertising and Social-Media Advertising
3.3 Advertising Research and Effectiveness Measurement
3.4 Case Studies of Successful Advertising Campaigns

#### Suggested Readings

1. Sandage C H, Fryburger Vernon Advertising Theory and Practice: A.I.T.B.S. & Rotzoll Kim Publishers & Distributors, Delhi
2. Mohan Mahender Advertising Management: Concepts & Cases; Tata McGraw Hill Publishers
3. Ogilvy David Ogilvy on Advertising; Prion Books Ltd.
4. Lewis Herschell Gordion The Complete Advertising and Marketing Handbook: East West Books (Madras) Pvt. Ltd., Chennai
5. Little Field James E & Kirkpatrick C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay