

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

For

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



**Department of Media Studies
Gurugram University, Gurugram**
(A State Govt. University Established Under Haryana Act 17
Of 2017)

Background

MISSION

- The core curriculum encompasses the fundamentals of advertising and public relations, including key theories, models, and practices. Students will explore media laws and ethics, the interrelation between media and society, and the intricacies of conducting effective communication research.
- Core courses equip students with essential skills needed for careers in various media sectors, including advertising, public relations, corporate communication, and media management, laying the foundation for advanced study and specialization.
- The program emphasizes the development of strong writing skills and critical thinking necessary for creating compelling content across digital, electronic, and print media platforms, including social media, blogs, and websites.
- Internships offer hands-on experience, allowing students to gain practical insights and explore career opportunities within corporations, nonprofit organizations, educational institutions, government and non-governmental organizations, and public relations agencies.

ABOUT THE PROGRAM

- The MA in Advertising and Public Relations is a comprehensive two-year program designed to provide a thorough understanding of advertising strategies, public relations practices, and media communication. It focusses on core areas such as campaign planning, creative writing, media strategy, and research methods, equipping students with practical skills and knowledge applicable to the industry. It offers specialisation in corporate communication and strategic media planning. These tracks enable students to gain advanced expertise in their chosen areas, preparing them for specialized roles within media and communication sectors.
 - The program combines theoretical knowledge with practical application, facilitated by experienced faculty who bring industry insights into the classroom. By the end of the program, students will have developed a robust skill set and professional network, ready to excel in the dynamic fields of advertising and public relations.
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Programme Educational Objectives (PEOs)

PEO	Description
PEO-1	Students will effectively apply communication strategies in both personal and professional settings, demonstrating the ability to craft compelling messages and engage diverse audiences.
PEO-2	Graduates will exhibit a thorough understanding of the historical and contemporary trends in advertising and public relations, as well as the principles governing media and journalistic practices.
PEO-3	Students will gain a deep knowledge of corporate communication strategies, marketing principles, and advertising techniques, and will be proficient in strategic analysis and tools for effective public and media engagement.

Programme Outcomes

PO	Description
PO-1	Students will demonstrate confident and ethical communication in both group and interpersonal settings. They will apply media and communication theories in quantitative research and understand the impact of media on public policy.
PO-2	Students will understand the history of journalism, assessing its impact on freedom movements and post-independence trends. They will apply journalistic principles adeptly across diverse media platforms and comprehend legalities, editing, and content production.
PO-3	Students will have a profound understanding of governmental structures, roles, and flagship programs in the Indian political system. They will analyze and interpret administrative processes, fostering a well-informed perspective on governance and public policy.
PO-4	Students will become familiar with various broadcasting technologies and production techniques, gaining a deep understanding of media functions, objectives, and its historical evolution.
PO-5	Students will excel in corporate communication tools, PR functions, and event planning, demonstrating expertise in budgeting, design, coordination, scheduling, and execution.
PO-6	Students will master advertising theories, plan analysis, copy creation, layout principles, and campaign execution. They will become proficient in marketing, branding, and strategic success.
PO-7	Students will showcase crisis management skills, apply communication theories, and craft effective strategies. They will skillfully handle digital communication, social media planning, customer interaction, mobile advertising, and influencer marketing.
PO-8	Students will engage in advanced corporate research, audience research, and real-world skills through internships, and synthesize knowledge in a capstone project.

Programme Specific Outcomes

PSO	Description
PSO-1	Students will adeptly apply effective communication in both group and one-on-one interactions. They will utilize communication theories and models in quantitative research, excel in diverse written formats, and effectively translate between English and Hindi.
PSO-2	Students will apply journalistic principles, laws, and ethics across various media platforms. They will master editing, audio-video production, and gain profound insights into Indian governmental structures, administrative processes, and public policy.
PSO-3	Students will acquire in-depth knowledge of contemporary Indian society, including economic principles, political dynamics, and the administrative framework essential for understanding media.
PSO-4	Students will develop a deep understanding of moral and Indian values and their role in corporate contexts. They will effectively navigate ethical dilemmas and possess business etiquette skills for various professional scenarios.
PSO-5	Students will master corporate communication tools such as sponsorship and lobbying. They will excel in PR functions, ethical considerations, event planning, and client management, demonstrating comprehensive understanding and practical skills.

Postgraduate Attributes

- **Disciplinary Knowledge:** An ability to define the meaning, purpose of communication and demonstrate the theoretical knowledge in the field of mass communication.
 - **Creative, problem solving and Critical Thinking:** Gain conceptual and theoretical knowledge and learn to critically think and analyze the dynamics and contemporary phenomenon of mass communication. Develop logical and creative thinking for the solutions in Print media, Electronic media and Communication for development. An ability to test and analyse research findings by demonstrating critical thinking and problem-solving skills.
 - **Communication Skills:** Develop the communication skills, theoretical and practical knowledge among the students in print, digital and development communication. Elicit views of others, mediate disagreements and help reach conclusions in group settings. Apply communication skills and practices in context of social and cultural milieu of the North-eastern region.
 - **Research Skills:** Conducting research is key to fully understand how to gain the attention of an audience when building a communications campaign. The last thing people want with a communications campaign is to find themselves screaming out into the void, because they've failed to engage or interest people. Research brings objectivity and accuracy in news reporting. A good story is always the outcome of research and
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investigation. Media Research is also used in conducting surveys, public opinion polls, advertising and public relation campaigns.

- **Moral and Ethical Values:** Recognize different value systems including your own, understand the moral dimensions of your decisions, and accept responsibility for them. Demonstrate empathetic social concern and equity centred national development, and the ability to act with an informed awareness of issues and participate in civic life through service learning and social commitment.
- **Life skills and Life-long Learning:** Engage in higher studies, research and professional work and be a life- long learner in context of media studies.
- **Global Competence:** Global Competence is a multi-dimensional construct that that gave students combination of knowledge, skills, attitudes and values successfully applied to global issues Global competency demands effective communication skills that will be provided to student through linguistic and intercultural knowledge in order to make them engage in open, appropriate, and effective interactions with people all around the world (from different backgrounds) and will help students to move from learning about the world to making a difference in it.

Qualification descriptors

Eligibility

The candidate should have Bachelor's degree in any discipline with at least 50% marks in aggregate (47.5% in case of SC/ST/Divyang candidates of Haryana only).

Semester 1

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
CC-A01	Media Language: Structure & Style	241/APR/CC-1A01	3	-	2	3	-	1	4	25	50	5	20	100
CC-A02	Advertising : Principles & Concepts	241/APR/CC-1A02	3	-	2	3	-	1	4	25	50	5	20	100
CC-A03	Public Relations: Principles & Concepts	241/APR/CC-1A03	3	1	-	3	1	-	4	30	70	-	-	100
Discipline Specific Elective Courses														
DSE-01	Copy Writing	241/APR/DS-101	-	-	6	-	-	3	3	-	-	25	50	75
Multidisciplinary Course(s)														
MDC-01	One from Pool								3					75
Ability Enhancement Course(s)														
AEC-01	One from Pool								2					50
Value-added Course(s)														
VAC-01	Indian Dialogue Tradition	241/APR/VA-101	2			2			2	15	35			50
Total Credits									22					550

Semester 2

Course Code	Course Title	Course ID	L	T	P	L	T	P	Total Credits	MARKS				
			(Hrs)			Credits				TI	TE	PI	PE	Total
Core Course(s)														
CC-A04	Consumer Behavior and Brand Management	241/APR/C C-2A04	3	1	-	3	1	-	4	30	70	-	-	100
CC-A05	Techniques of PR & Crisis Communication	241/APR/C C-2A05	3	-	2	3	-	-	4	25	50	5	20	100
CC-A06	Corporate Communication Strategies	241/APR/C C-2A06	2	-	4	2	2	-	4	15	35	15	35	100
Discipline Specific Elective Courses														
DSE-02	Media and Corporate Laws	241/APR/D S-202	2	1	-	2	1	-	3	25	50	-	-	75
Multidisciplinary Course(s)														
MDC-02	One from Pool								3					75
Ability Enhancement Course(s)														
AEC-02	One from Pool								2					50
Skill Enhancement Course(s)														
SEC-01	Photoshop and Illustrator	241/APR/SE -201	1		2	1		1	2			15	35	50
Total Credits									22					550

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/C C-3A07	3	-	2	3	-	1	4	25	50	5	20	100
CC-A08	Advertising and Social Media Management	241/APR/C C-3A08	2	-	4	2	-	2	4	15	35	15	35	100
CC-A09	Digital Marketing Fundamentals	241/APR/C C-3A09	3	-	2	3	-	1	4	25	50	5	20	100
Discipline Specific Elective Courses														
DSE-03	Event Management and Advertising Campaign	241/APR/D S-303	-	-	6	-	-	3	3	-	-	25	50	75
Multidisciplinary Course(s)														
MDC-03	One from Pool								3					75
Skill Enhancement Course(s)														
SEC-02	Graphic Designing	241/APR/S E-302			4			2	2			15	35	50
Value-added Course(s)														
VAC-02	Culture & Cinema	241/APR/V A-302	2			2			2	15	35			50
Seminar														
Seminar									2					50
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 3rd 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

**MA Advertising and Public Relations
SEMESTER - 1**

Name of Subject: Media Language: Structure & Style		Maximum Theory Marks: 75 (25+ 50)
Subject Code: CC-A01	Course ID: 241/APR/CC-1A01	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 an understanding of the structural and stylistic elements of media language, focusing on the nuances of different genres of media writing and style.

Course Outcomes:

Students will be able to:

1. Understand the foundational elements of media language.
2. Analyse the structure and style of various media texts.
3. Develop skills to create effective media messages.
4. Apply media language principles in advertising and public relations.

COURSE CONTENTS:

Unit 1: Introduction to Media Language
1.1 Definition and Significance of Media Language 1.2 Elements of Media Language: Text, Images, Sounds 1.3 Media Language Theories 1.4 Semiotics and its Applications in Media
Unit 2: Structure of Media Texts
2.1 Narrative Structure in Media 2.2 Genres and Formats in Media 2.3 Structural Analysis of Print, Electronic, and Digital Media 2.4 Case Studies of Media Structures in Advertising and PR
Unit 3: Style in Media Communication
3.1 Stylistic Devices in Media Language 3.2 Tone, Voice, and Style in Media 3.3 Visual and Auditory Style Elements 3.4 Comparative Study of Styles in Advertising and PR Campaigns
Unit 4: Media Language in Advertising and Public Relations
4.1 Crafting Messages for Advertising 4.2 Public Relations Writing and Media Kits 4.3 Style and Structure in Social-Media and Digital PR 4.4 Evaluating Effectiveness of Media Messages in Advertising and PR

Suggested Readings:

1. "Style: Lessons in Clarity and Grace" Author: Joseph M. Williams
 2. "The Elements of Style" Authors: William Strunk Jr. and E.B. White
 3. "On Writing Well: The Classic Guide to Writing Nonfiction" Author: William Zinsser
 4. "Writing Tools: 55 Essential Strategies for Every Writer" Author: Roy Peter Clark
 5. "The Associated Press Stylebook and Briefing on Media Law" Authors: Associated Press
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MA Advertising and Public Relations

SEMESTER -1

Name of Subject: Advertising: Principles & Concepts		Maximum Theory Marks: 75 (25+ 50)
Subject Code: CCA02	Course ID: 241/APR/CC-1A02	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 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. Analyse the role and impact of advertising in society.
3. Develop skills to create compelling advertising messages.
4. Apply advertising concepts to various media platforms.

COURSE CONTENTS:

Unit 1: Introduction to Advertising
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
Unit 2: Advertising Theories and Models
2.1 AIDA Model and Hierarchy of Effects 2.2 DAGMAR Approach 2.3 Consumer Behavior and Advertising 2.4 Theories of Persuasion in Advertising
Unit 3: Creative Strategy and Execution
3.1 Creative Process in Advertising 3.2 Developing the Idea 3.3 Copywriting for Print, Electronic, and Digital Media 3.4 Visual Elements in Advertising
Unit 4: Advertising Media and Evaluation
4.1 Media Planning and Selection 4.2 Digital Advertising and Social-Media Advertising 4.3 Advertising Research and Effectiveness Measurement 4.4 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 & Kirkpatrik C.A.: Advertising: Mass Communication in Marketing; Vakils, Feffer & Simons Pvt. Ltd., Bombay
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MA Advertising and Public Relations

SEMESTER -1

Name of Subject: Public Relations: Principles and Practices	Maximum Theory marks: 100 (30+ 70)
Subject Code: CCA03	Course ID: 241/APR/CC-1A03

Instructions for External Examiner: 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. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

Objective: To provide students with a thorough understanding of the principles and concepts of public relations, enabling them to develop effective PR strategies and manage organizational communication. The course aims to equip students with the skills needed to create and implement PR campaigns, handle media relations, and manage crises effectively.

Course Outcomes:

Students will be able to:

1. Understand the foundational principles of public relations.
2. Analyse the role and impact of public relations in various contexts.
3. Develop skills to create and implement PR campaigns.
4. Apply PR concepts to manage organizational communication.

COURSE CONTENTS:

Unit 1: Introduction to Public Relations
1.1 Definition and Evolution of Public Relations 1.2 Role and Functions of Public Relations 1.3 PR Ethics and Legal Considerations 1.4 Differences Between PR, Advertising, and Marketing
Unit 2: Public Relations Theories and Models
2.1 Models of PR 2.2 Systems Theory and PR 2.3 Situational Theory of Publics 2.4 Excellence Theory in PR
Unit 3: PR Campaign Planning and Management
3.1 Research in PR: Methods and Applications 3.2 Strategic Planning in PR 3.3 Developing PR Messages and Tactics 3.4 Media Relations and Press Release Writing
Unit 4: Digital PR and Crisis Communication
4.1 Digital and Social-Media in PR 4.2 Online Reputation Management 4.3 Crisis Communication Strategies 4.4 Case Studies of PR in Crisis Situations

Suggested Readings

1. Black Sam & Melvin L. Sharpe Practical Public Relations, Universal Book Stall, New Delhi
 2. JR Henry and A. Rene Marketing Public Relations, Surjeet Publications, New Delhi
 3. Jefkins Frank Public Relations Techniques, Butterworth- Heinmann Ltd., Oxford
 4. Cutlip S.M and Center A.H. Effective Public Relations, Prentice Hall
 5. Kaul J.M. Public Relation in India, Noya Prakash, Calcutta Pvt. Ltd.
 6. Heath Robert L Handbook of Public Relations, Sage Publications, New Delhi
 7. K.R. Balan Applied Public Relations and Communications, Sultan Chand and Sons
 8. Philip Hens lowe Public Relations: A Practical Guide to the Basics, Crest Publishing House
 9. Dennis L. Wilcose & Glen T Public Relations, Pearson, New Delhi Cameron
 10. Bruce E Skinner Event Sponsorship, Publisher Vladimir Rukavina Wiley 2002, ISBN 0471126012
 11. Anton Shene, Bryn Parry Successful Event Management Thomson Learning ISBN 1844800768, 2004
 12. Judy Alley Event Planning, John Wiley and Sons ISBN 0471644129, 2000
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**MA Advertising and Public Relations
SEMESTER -1.**

Name of Subject: Copy Writing for Advertising		
Subject Code: DSE01	Course ID: 241/APR/DS-101	Maximum Practical Marks: 75 (25+ 50)

Objective: To provide students with the knowledge and skills required to create compelling and effective copy for various media. The course aims to enhance students' writing abilities, creativity, and understanding of the principles of persuasive communication.

Course Outcomes:

Students will be able to:

1. Understand the principles and techniques of effective copywriting.
2. Develop skills to write persuasive and engaging copy for different media.
3. Develop a professional portfolio of copywriting work.

COURSE CONTENTS:

Unit 1: Introduction to Copywriting
1.1 Definition and Importance of Copywriting 1.2 Role of a Copywriter in Advertising and PR 1.3 Types of Copy: Print, Broadcast, Digital 1.4 Understanding the Target Audience
Unit 2: Copywriting Techniques and Strategies
2.1 Writing Headlines and Taglines 2.2 Crafting Body Copy 2.3 Use of Storytelling in Copywriting 2.4 Emotional Appeal and Persuasive Techniques
Unit 3: Advanced Copywriting Skills
3.1 SEO and Copywriting 3.2 Legal and Ethical Considerations in Copywriting 3.3 Editing and Proofreading Copy 3.4 Case Studies of Successful Copywriting Campaigns

Suggested Reading

1. White Roderick Advertising: What it is and How to do it: McGrawHill Book Company,
London
 3. Bulmore Jeremy Behind the scenes in Advertising; NTC Publishers, Henley
 4. Douglas Torin The Complete Guide to Advertising: MacMilan, London
 5. Jethwaney Jaishri Advertising: Phoenix Publishing House Pvt. Ltd., New Delhi
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**MA Advertising and Public Relations
SEMESTER -2**

Name of Subject: Consumer Behaviour and Brand Management		Maximum Theory marks: 100 (30+ 70)
Subject Code: CCA04	Course ID: 241/APR/CC-2A04	

Instructions for External Examiner: 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. The students will be required to attempt one question from each unit. All questions from each unit will carry equal marks.

Objective: To provide students with a comprehensive understanding of consumer behavior and its implications for brand management. 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 of consumer behaviour.
2. Develop strategies to influence consumer behaviour.
3. Understand the principles of brand management and brand equity.
4. Apply consumer behaviour insights to brand management practices.

COURSE CONTENTS:

Unit 1: Introduction to Consumer Behavior
1.1 Definition and Scope of Consumer Behaviour 1.2 Importance of Studying Consumer Behaviour 1.3 Consumer Research Methods 1.4 The Consumer Decision-Making Process
Unit 2: Psychological and Social Influences on Consumer Behavior
2.1 Motivation, Perception, and Learning 2.2 Attitudes, Beliefs, and Personality 2.3 Social and Cultural Influences 2.4 Group Dynamics and Consumer Behaviour
Unit 3: Brand Management Fundamentals
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
Unit 4: Strategies in Brand Management
4.1 Developing and Managing Brand Portfolios 4.2 Brand Extension and Co-branding Strategies 4.3 Measuring and Managing Brand Equity 4.4 Case Studies of Successful and Unsuccessful Brand Strategies

Suggested Reading:

1. "Consumer Behavior: Buying, Having, and Being" by Michael R. Solomon
 2. "Consumer Behavior: Building Marketing Strategy" by Del I. Hawkins, David L. Mothersbaugh, and Roger J. Best
 3. "Building Strong Brands" by David A. Aaker
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**MA Advertising and Public Relations
SEMESTER-2**

Name of Subject: Techniques of PR & Crisis Communication		Maximum Theory Marks: 75 (25+ 50)
Subject Code: CCA05	Course ID: 241/APR/CC-2A05	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 the knowledge and skills required for effective public relations techniques and crisis communication. The course aims to equip students with practical tools for managing PR activities and handling communication during crises.

Course Outcomes:

Students will be able to:

1. Understand the fundamental techniques of public relations.
2. Develop skills to plan and execute PR campaigns.
3. Understand the principles and practices of crisis communication.
4. Develop skills to manage and mitigate communication during crises.

COURSE CONTENTS:

Unit 1: Public Relations Techniques
1.1 Media Relations and Press Release Writing 1.2 Event Planning and Management 1.3 Public Speaking and Presentations 1.4 Social Media and Digital PR Techniques
Unit 2: Planning and Executing PR Campaigns
2.1 Research and Analysis in PR 2.2 Strategic PR Planning 2.3 Developing PR Messages and Tactics 2.4 Evaluating PR Campaign Effectiveness
Unit 3: Crisis Communication Fundamentals
3.1 Definition and Types of Crises 3.2 Crisis Communication Theories 3.3 Role of PR in Crisis Management 3.4 Stakeholder Communication During Crises
Unit 4: Crisis Communication Strategies
4.1 Developing a Crisis Communication Plan 4.2 Media Management During a Crisis 4.3 Case Studies of Crisis Communication 4.4 Post-crisis Evaluation and Recovery

Suggested Readings:

1. Crisis Communication: Practical PR Strategies for Reputation Management and Company Survival" by Patrick Jackson
 2. "Effective Crisis Communication: Moving From Crisis to Opportunity" by Robert R. Ulmer, Timothy L. Sellnow, and Matthew W. Seeger
 3. "Crisis Communication: Theory and Practice" by Alan Jay Zaremba
 4. "Crisis Communication: A Casebook Approach" by Kathleen Fearn-Banks
 5. "Crisis Management and Communication" by W. Timothy Coombs
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MA Advertising and Public Relations

SEMESTER -2

Name of Subject: Corporate Communication Strategies		Maximum Theory Marks: 50 (15+ 35)
Subject Code: CCA06	Course ID: 241/APR/CC-2A06	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 a comprehensive understanding of corporate communication strategies, including the planning, implementation, and evaluation of communication practices within organizations. The course aims to equip students with the skills to develop effective communication strategies that align with organizational goals.

Course Outcomes:

Students will be able to:

1. Understand the fundamental principles of corporate communication.
2. Analyse the role of corporate communication in achieving organizational objectives.
3. Develop strategic communication plans for corporations.
4. Implement effective communication practices across various platforms.

COURSE CONTENTS:

Unit 1: Introduction to Corporate Communication
1.1 Definition and Scope of Corporate Communication 1.2 Importance of Corporate Communication in Organizations 1.3 Key Components of Corporate Communication 1.4 Evolution and Trends in Corporate Communication
Unit 2: Strategic Planning in Corporate Communication
2.1 Research and Analysis in Corporate Communication 2.2 Developing Communication Objectives and Strategies 2.3 Stakeholder Analysis and Management 2.4 Integrated Communication Planning
Unit 3: Implementing Corporate Communication Strategies
3.1 Media Relations and Corporate Publicity 3.2 Internal Communication Strategies 3.3 Digital Communication and Social Media 3.4 Crisis Communication in Corporate Settings
Unit 4: Evaluating Corporate Communication
4.1 Measurement and Evaluation Techniques 4.2 Assessing Communication Effectiveness 4.3 Corporate Communication Audits 4.4 Case Studies of Successful Corporate Communication Strategies

Suggested Reading:

1. "Corporate Communication: A Guide to Theory and Practice" by Joep Cornelissen
 2. "Corporate Communication: A 21st Century Primer" by Sunaina Khetarpal
 3. "Corporate Communication: Challenges, Strategies and Solutions" by Ritu Wadhwa
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MA Advertising and Public Relations

SEMESTER -2

Name of Subject: Media Laws and Advertising	Maximum Theory marks: 75 (25+ 50)
Subject Code: DSE-02	Course ID: 241/APR/DS-202

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.

Objective: To provide students with a comprehensive understanding of the legal frameworks governing media and corporate environments. The course aims to equip students with knowledge of media laws, corporate regulations, and ethical considerations in the context of advertising and public relations.

Course Outcomes:

Students will be able to:

1. Understand the fundamental principles of media laws.
2. Analyse the legal and ethical issues in media and corporate communication.
3. Apply legal knowledge to real-world media and corporate scenarios.

COURSE CONTENTS:

Unit 1: Introduction to Media Laws
1.1 Overview of Media Laws and Regulations 1.2 Freedom of the Press and Expression 1.3 Defamation, Libel, and Slander 1.4 Privacy Laws and Media Ethics
Unit 2: Broadcasting, Digital Media, and Advertising Laws
2.1 Laws Governing Broadcasting (Radio and Television) 2.2 Digital Media Regulations and Cyber Laws 2.3 Intellectual Property Rights (Media and Social Media Advertising) 2.4 Truth, Transparency, and Social Responsibility in Advertising
Unit 3: Ethical and Regulatory Issues in Advertising
3.1 Consumer Protection, Deception, and Ethical Considerations 3.2 Cultural Sensitivity, Stereotyping, and Media Ethics 3.3 Laws and Regulations on AI-Generated Content 3.4 Data Protection, Privacy, and Legal Challenges in Digital Media

Suggested Readings:

- 1 "Media Ethics" by Paranjoy Guha Thakurta
 - 2 "Media Ethics" by Barry McDonald and Michelle Petheran
 - 3 "Where Law Meets Popular Culture" by Austin Sarat
 - 4 "Communication Law in India" by Vikram Raghvan
 - 5 "Mass Media Laws And Regulations in India" by Venkat Iyer
 - 6 "Sensorium: Cinema and The Open Edge of Mass Publicity" by William Mazzarel
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**MA Advertising and Public Relations
SEMESTER-3**

Name of Subject: Media Research		Maximum Theory Marks: 75 (25+ 50)
Subject Code: CCA07	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:

Unit 1: Introduction to Media Research
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
Unit 2: Research Methodologies and Design
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
Unit 3: Data Analysis and Interpretation
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
Unit 4: Applications of Media Research in Advertising and PR
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

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: Social Media Advertising		Maximum Theory Marks: 50 (15+ 35)
Subject Code: CCA08	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:

Unit 1: Introduction to Social Media Advertising
1.1 Definition, Importance, and Evolution 1.2 Overview of Major Platforms (Facebook, Instagram, Twitter, LinkedIn, You Tube, Snapchat) 1.3 Differences Between Traditional Advertising and Social Media Advertising 1.4 Ethical Considerations and Platform Specific Regulations
Unit 2: Social Media Advertising Strategies
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
Unit 3: Planning and Executing Social Media Advertising Campaigns
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
Unit 4: Analytics and Evaluation in Social Media Advertising
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: Digital Marketing Fundamentals		Maximum Theory Marks: 75 (25+ 50)
Subject Code: CCA09	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:

Unit 1: Introduction to Digital Marketing
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
Unit 2: Consumer Behavior in the Digital Age
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
Unit 3: Digital Marketing Strategies and Tools
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
Unit 4: Measurement and Analytics in Digital Marketing
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: Event Management and Advertising Campaign		
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.

Unit 1: Event Planning and Coordination
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
Unit 2: Event Planning and Promotion
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
Unit 3: Integrating Advertising Campaigns with Events
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
Unit 4: Evaluating Event Success
4.1 Key Performance Indicators (KPIs) for Event Success 4.2 Collecting and Analyzing Event Feedback 4.3 Measuring ROI of Events in Advertising and PR Campaigns 4.4 Post-event Evaluation and Reporting

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 Allen
 5. "Event Planning: The Ultimate Guide to Successful Meetings, Corporate Events, Fundraising Galas, Conferences, Conventions, Incentives, and Other Special Events" by Judy Allen
 6. "Strategic Planning for Event Professionals" by Julia Rutherford Silvers
 7. "Events and Sustainability" by Meegan Jones
 8. "Event Planning: The Art of Planning Your Next Successful Event" by James Taylor
 9. "Event Planning: Management & Marketing for Successful Events" by Jeff Gulleson
 10. "Professional Event Coordination" by Julia Rutherford Silvers
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**MA Advertising and Public Relations
SEMESTER-4**

Name of Subject: Dissertation	
	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
