

# Syllabus

2<sup>nd</sup> Semester

**M.A. (Advertising and Public Relations)**

**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)**

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## Semester 2

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

*Ali*

24/APR/CC201

MA Advertising and Public Relations  
SEMESTER -2

|   |                                    |
|---|------------------------------------|
| Name of Subject: <b>Consumer Behaviour and Brand Management</b> | Maximum Theory marks: 100 (30+ 70) |
| Subject Code: CC- . . . . .                                     | Course ID:                         |

**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. 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:**

|  |
|--|
| <b>Unit 1: Introduction to Consumer Behavior</b>   |
| 1.1 Definition and Scope of Consumer Behaviour<br>1.2 Importance of Studying Consumer Behaviour<br>1.3 Consumer Research Methods<br>1.4 The Consumer Decision-Making Process |
| <b>Unit 2: Psychological and Social Influences on Consumer Behavior</b>  |
| 2.1 Motivation, Perception, and Learning<br>2.2 Attitudes, Beliefs, and Personality<br>2.3 Social and Cultural Influences<br>2.4 Group Dynamics and Consumer Behaviour       |
| <b>Unit 3: Brand Management Fundamentals</b>   |
| 3.1 Definition and Importance of Brand Management<br>3.2 Brand Identity and Positioning<br>3.3 Brand Equity and Brand Value<br>3.4 Brand Loyalty and Brand Relationships     |
| <b>Unit 4: Strategies in Brand Management</b>  |
| 4.1 Developing and Managing Brand Portfolios<br>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

241/APR/CC202

MA Advertising and Public Relations  
SEMESTER-2

|   |            |                                     |
|---|------------|-------------------------------------|
| Name of Subject: <b>Techniques of PR &amp; Crisis Communication</b> |            | Maximum Theory Marks: 75 (25+ 50)   |
| Subject Code: CC-   | Course ID: | Maximum Practical Marks: 25 (5+ 20) |

**Instructions for paper setter:** 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:**

|  |
|--|
| <b>Unit 1: Public Relations Techniques</b>         |
| 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         |
| <b>Unit 2: Planning and Executing PR Campaigns</b> |
| 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           |
| <b>Unit 3: Crisis Communication Fundamentals</b>   |
| 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        |
| <b>Unit 4: Crisis Communication Strategies</b>     |
| 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. Secger
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

241/APR/CC203

**MA Advertising and Public Relations  
SEMESTER -2**

|  |                                      |
|--|--------------------------------------|
| Name of Subject: <b>Corporate Communication Strategies</b> | Maximum Theory Marks: 50 (15+ 35)    |
| Subject Code: CC-203 Course ID:                            | Maximum Practical Marks: 50 (15+ 35) |

**Instructions for paper setter: 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:**

|  |
|--|
| <b>Unit 1: Introduction to Corporate Communication</b>         |
| 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            |
| <b>Unit 2: Strategic Planning in Corporate Communication</b>   |
| 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                          |
| <b>Unit 3: Implementing Corporate Communication Strategies</b> |
| 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                 |
| <b>Unit 4: Evaluating Corporate Communication</b>              |
| 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

241/APR/DS204

**MA Advertising and Public Relations  
SEMESTER -2**

|  |                                   |
|--|-----------------------------------|
| Name of Subject: <b>Media and Corporate Laws</b> | Maximum Theory marks: 75 (25+ 50) |
| Subject Code: DSE-02                             | Course ID:                        |

**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 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:**

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