

**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)**

Deepika *HR*

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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241/APR/DI401

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

Name of Subject: Dissertation	Maximum Marks: 500
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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

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