



BANGALORE UNIVERSITY DEPARTMENT OF COMMUNICATION

**RULES AND REGULATIONS FOR TWO-YEAR MA PROGRAM IN
PUBLIC RELATIONS & ADVERTISING**

PROGRAMME UNDER SEMESTER SCHEME WITH EFFECT FROM – 2019 - 2020

General Objectives of the Programme

MA Public Relations & Advertising is tailored to impart Strategic learning of Public Relations and Advertising. The programme is focused on understanding private and public sector organizations, and the management of corporate identity and reputation through while creating multi-channel communication plans. The course helps in transforming PR and advertising principles for brand recognition and matching tactics with audiences' preferred media channels.

The course will help students to become Social media coordinator, Event planner, Publicist, Media relations officer, Public relations officer, Digital content specialist, Ad Producer & Planner, Communications Consultant and public relations consultant

I. Eligibility for Admission

- a. The Department shall admit a maximum of 40 students out of which 30 seats shall be for Journalism Graduates and another 10 seats shall be reserved for Non-Journalism Graduates in addition to six seats to be filled up under payment quota as decided by the University and approximately 07 supernumerary seats subject to the following conditions.
- b. Journalism Candidates: Candidates who have passed the Bachelor's degree with 50 percent of marks in the aggregate of all the examinations of the degree in the optional subjects of Journalism shall be eligible for admission with 50% of marks.
- c. Non-Journalism Graduates: Candidates who have passed the Bachelor's degree examination of Bangalore University or any other University recognized as equivalent to 50 percent of marks in the aggregate of all the subjects including the languages are eligible as per the Bangalore University rules. The preference in admission will be given to those students who have passed degree examination at the First attempt in case of Non-Journalism students.
- d. In case of SC/ST, Cat I categories of students the minimum percentage of marks required shall be 10 percent less and as per the admission rules of Bangalore University.
- e. While admitting students under supernumerary quota, preference will be given to students who have studied Journalism as an Optional Paper at Under Graduate level.

II. Admission Procedure

- a. Admission to the **MA PUBLIC RELATIONS & ADVERTISING** course shall be made in order of merit of the candidates subject to the statutory provisions of the reservations based on the following criteria.
- b. Half of the percentage of average of marks obtained by the candidate in all the examinations of 3 years bachelor's degree course including languages will be considered for Non-Journalism graduates (50 percent of marks).
- c. For journalism graduates only half of the percentage of marks obtained by the candidate in the optional subjects of Journalism in the entire 3 years bachelor's degree course (50 percent of marks).
- d. An applicant who is a full time employee or student studying in another course simultaneously shall not be eligible for admission.
- e. Any candidate found to have given false information at the time of admission regarding eligibility shall forfeit the admission even after getting selected and admitted to the course.

III. Duration of the course

The course of study for the **MA PUBLIC RELATIONS & ADVERTISING** degree shall be of two academic years comprising of four semesters. The course commencement, programme, Examination, Scheme of Instruction, Terms and vacations shall be as prescribed by the University from time to time.

IV. Course of Study and Scheme of Instructions MA

PUBLIC RELATIONS & ADVERTISING

MA PROGRAM IN PUBLIC RELATIONS & ADVERTISING

Sem/ Code		Paper Title	Week/ hour	Duration of Examination	IA Marks	Exam Marks	Total	Credits
I sem	1.1	Introduction to Contemporary Public Relations & Corporate Communication	04	3hrs	30	70	100	04
I sem	1.2	Advertising Concept & Practices	04	3hrs	30	70	100	04
I sem	1.3	Effective Writing for P. R. & Advertising	04	3hrs	30	70	100	04
I sem	1.4	New Media: Concepts and Applications	04	3hrs	30	70	100	04
I sem	1.5	Advanced Communication & Personality Development	04	3hrs	30	70	100	04
I sem	1.6a	Practical Media Writing (Submission of Practical Record) (2 News Stories, 2 Editorial Writings, 2 Features, 2 Articles)	02	-	15	35	50	01
I sem	1.6b	Practical PR Tools (Submission of Practical Record) (2 Press releases, One House journal production two page, Two Corporate Profile writing, Design a Brochures)	02	-	15	35	50	01
II Sem	2.1	Event Planning & Management	04	3hrs	30	70	100	04
II Sem	2.2	Brand Communication	04	3hrs	30	70	100	04
II Sem	2.3	Advertising & Brand Management	04	3hrs	30	70	100	04
II Sem	2.4	Marketing for radio, print, TV or new media	04	3hrs	30	70	100	04
II Sem	2.5	Media Planning	04	3hrs	30	70	100	04
II Sem	2.6a	Conduct an Event in the department (submit a practical record and evidence with detailed description of your role)	02	-	50	-	50	01
II Sem	2.6b	Produce an Ad for TV & Radio: Submit a DVD with Written Description of the Ad	02	-	15	35	50	01
III Sem	3.1	Advertising, Marketing and PR Research	04	3hrs	30	70	100	04
III Sem	3.2	Communication Theories	04	3hrs	30	70	100	04
III Sem	3.3	Communication Research Methods	04	3hrs	30	70	100	04
III Sem	3.4	Creativity, Campaign Planning & Production	04	3hrs	30	70	100	04
III Sem	3.5	Graphics Design Principles & Software Learning	04	3hrs	30	70	100	04
III Sem	3.6a	Publish One Research paper in a Journal/Conference Proceedings	02	-	-	50	50	01
III Sem	OE: 3.1	Open Elective New Trends in PR & Advertising	04	3hrs	30	70	100	04
IV Sem	4.1	Crisis Communication	04	3hrs	30	70	100	04
IV Sem	4.2	Marketing Content and Copywriting	04	3hrs	30	70	100	04
IV Sem	4.3	Digital Media for Marketing	04	3hrs	30	70	100	04
IV Sem	4.4	Dissertation & Viva-Voce	04	3hrs	30	70	100	04
IV Sem	4.5	Internship (Two Months)					100	04

Syllabus for I Semester MA PUBLIC RELATIONS & ADVERTISING

Introduction to Contemporary Public relations & Corporate Communication

Theory: 4 Hours/week
54 hrs/Sem

Unit - 1

Public Relations: Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR role in the Indian Setting - Developing economy.

Unit –2

PR as distinct forms & other forms of Communication: PR and Publicity, Lobbying, Propaganda, Sales Promotion, and Advertising, PR and Corporate Marketing Services

Unit – 3

Historical Perspective-Industrial revolution-the beginnings of PR: Pioneers-Ivy Lee in America, Technological and media revolution in the Society, PR during First and Second World Wars, The Development of Indian PR, Early Phase, Professionalism, Genesis and Growth of PRSI, Present status and Future of PR in India.

Unit – 4

Public Opinion – Meaning and Definition: Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes ,Role of PR in opinion formation-persuasion, The Ethics of PR, Social Responsibility Code of Professional Standards for the practice of PR ,Code of Ethics

Unit - 5

Introductions & perspectives on Corporate Communication: Importance and functions Elements of corporate communication, Corporate philosophy, culture corporate identity, citizenship and philanthropy.

Suggested Books:

- Argenti, P. (2007). *Corporate communication* (4th ed.). Boston: McGraw-Hill/Irwin.
- Aakar, D.A. & Biel, A.L. 1993. *Brand equity and advertising*. Hillside, NJ: Lawrence Erlbaum.
- Argenti, P.A. 2003. *Corporate communication*. Boston: McGraw-Hill Irwin.
- Duncan, T. 2001. *IMC. Using advertising and promotion to build brands*. New York: McGraw-Hill.
- Freeman, R.E. 1984. *Strategic management: A stakeholder approach*. Boston: Pitman.
- Kutlip, S., Center, A., & Broom, G. (2006). *Effective Public Relations* (9th ed.). Upper Saddle, NJ: Pearson Prentice Hall.

Syllabus for I Semester MA PUBLIC RELATIONS & ADVERTISING

Advertising Concept & Practices

Theory: 4 Hours/week
54 hrs/Sem

Unit - 1

Definition, Origin & development ,Growth of advertising in India, Advertising in the early 20th century, Facets of advertising As an act of commerce, as hidden persuader

Unit –2

Functions & Roles of advertising: Scope Effects on Economy/Industry, Benefits of advertising: Newspapers, Magazines, Yellow Pages, Radio, Television, Direct Mail, Telemarketing, Specialty Advertising, Digital Advertising, Types of Advertising: Informational Advertising, Non-commercial advertising, Comparative advertising, Regional Cooperative advertising, and Parts of Advertisements.

Unit – 3

Advertising as a Communication Tool: Communication Process & Advertising, Communication, Theories applied to advertising. Advertising as a Marketing Tool: Concept of Marketing & advertising, Marketing Mix - 5 P's in marketing, Advertisements and Its Effects.

Unit – 4

Ethical Advertising Standard: Code of the Advertising Standards Council Of India, Brand personality, Role, function & types of Advertising agency

Unit – 5

Role & Effects of Advertising: Negative & Positive Effects, Design, Production and the Role of External Agencies, Effects of Advertising on Society, Tips to Produce the Best Advertisement Layout, How to Create an Advertisement?

Suggested Books:

- Dictionary of Advertising and Marketing Concepts by Arthur Asa Berger; Fred S. Goldberg
- Essential Marketing and Advertising Dictionary (2009) by Jerry Rosenberg
- A Dictionary of Marketing (2016) by Charles Doyle ISBN: 0198736428
- The Advertising Age Encyclopedia of Advertising (2002) by John McDonough & Karen Egolf
- Larry R., Donald J., Gerladine E. (2002). Managerial Communication: Strategies and Applications. 2nd Edition. Tata McGraw

Syllabus for I Semester MA PUBLIC RELATIONS & ADVERTISING

Effective Writing for PR & Advertising

Theory: 4 Hours/week
54 hrs/Sem

UNIT - 1

The Art of News writing: What is News, Difference between newspapers writing and Broadcast writing, Language, content and style. Writing for Newspapers and House Journals - Reporting – How to write a press release, Press release – Its parts, headline, sub-headlines, the lead, paragraphs, essentials of writing a press release. Feature writing, Corporate features- Development-stories. Editorial Writings: House Journal's Editorials, Writing for Radio & TV.

UNIT -2

Essentials of PR Writing: Planning a Publication – Identifying the purpose, subject, Readership – Structuring the content-collection of Material – Writing the text and Principles of good writing-use of statistics Language and vocabulary.

UNIT -3

Tools and Techniques Of Writing: Writing for clarity and readability – style – Grammar, Language Vocabulary- transition into regional languages- Use of Technical words- Principle of good Writing.

UNIT -4

Public Relations Writing: Types of PR writing – style- Corporate Profiles, Folders, Brochures- Annual Reports. Writing, editing and production of corporate publications: - House journals, booklets, brochures, leaflets and folder. PR AND Ad. Campaign - Copy writing for institutional advertisements, PR Campaign and Ad Campaign.

UNIT -5

PR Writing: press releases, feature writing, corporate features, development stories, Editorial writing Organizing PR Events: - Organizing press conferences, Exhibitions, Open house, Special events. Research for PR: - Opinion Survey, Media Survey, Content analysis, Audience – research.

Suggested Books:

- Effective Writing Skills for Public Relations by John Foster; John Foster
- Primer of Public Relations Research, Second Edition by Don W. Stacks
- Risk Issues and Crisis Management in Public Relations by Michael Regester; Judy Larkin

Syllabus for I Semester MA PUBLIC RELATIONS & ADVERTISING

New Media: Concepts and Applications

Theory: 4 Hours/week
54 hrs/Sem

UNIT - 1

Concept and definition of New Media: Tools of New Media/Introduction to Web Journalism/Power of Web Journalism/Web Newspaper of India/Gathering and writing of Web news/Ethics of Web news/News and entertainment on Web Presentation of Web content, Blogging.

UNIT – 2

Introduction to the Internet and web and web publishing: overview, web site creation methodology. Logical organization and Navigation of web Sites; Basic HTML, building a web page, establishing links; Development of news web sites, Learning a web editor; Preparing images for the web; Introduction to working with Adobe Flash CS5: Flash fundamentals- Timeline, frames, symbols, the Motion Editor, Working with sound & video in Flash, creating packages for news stories.

UNIT – 3

History of Photojournalism/Concepts: Definition of Photojournalism/Ethics of Photojournalism/News Photography, Types of News Pictures/Technique and art of Photography for various kind of news photography/Preparing photo feature: Concept and making of photo feature/Equipments for News photography/New trends in Photojournalism/Stock and News Photo Agencies/Rules and art of caption writing.

UNIT – 4

Page Layout and Design Software QuarkXPress, PageMaker etc./Computer Graphic Design & Photo editing Software (CorelDraw, Illustrator, Dream Weaver etc.)/Graphic file formats for various purposes.

UNIT - 5

Introduction to Facebook, Whatsapp, Instagram, LinkedIn, and YouTube

Suggested Books:

- Digital Media: Concepts & Applications (Video Production Team) 3rd Edition
- by Susan Lake (Author), Karen Bean May (Author)
- The Layout Book Book by Gavin Ambrose and Paul Harris
- Front cover Book by Alan Powers
- Publication Design Book by Roy Nelson
- Thinking with Type Book by Ellen Lupton

Syllabus for I Semester MA PUBLIC RELATIONS & ADVERTISING

Advanced Communication & Personality Development

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Spoken English Basic Course, Improve accuracy in Grammar, Expand vocabulary, Tenses, Prepositions, Modals, Voices, Direct/Indirect Speech, Adverbs, Adjectives

UNIT -2

Interpersonal Skills, Introduction to Interpersonal Relations, Analysis of Life position. Communication Skills, Introduction to Communication, Flow of Communication, Listening, Barriers of Communication, How to overcome barriers of communication.

UNIT -3

Stress Management, Introduction to Stress Causes of Stress, Impact Management Stress, And Managing Stress. Group Dynamics & Team Building, Group Dynamics, Importance of groups in organization, Team Interactions in group, How to build a good team?

UNIT -4

Personality Development, Inner Personality Development, Role of motivation & body language, Filling the GAP- Grooming, Attitude, Personality. Professional Etiquettes: How to behave, interact and react in a Professional Environment.

UNIT -5

Professional Communication: Communicating yourself effectively and efficiently, Debate Public Speaking, Presentation Speaking, Business Writing Mock, Group Discussion, Public Speaking, Preparing CV, Personal Interview Mock, Group Discussion, Business Emails, Conference Calls

Suggested Books:

- Personality Development by John Aurther
- Personal growth and training and development by Excel Books India
- Training and Development by S.K. Bhatia
- Communication Skills and Personality Development by Nirali Prakashan

Syllabus for II Semester MA PUBLIC RELATIONS & ADVERTISING

Event Planning & Management

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Principles Of Event Management: Historical Perspective, Introduction to event Management, Size & type of event, Event Team, Code of ethics. Principles of event Management, concept & designing. Analysis of concept, Logistics of concept. Feasibility, Keys to success, SWOT Analysis

UNIT -2

Event Planning & Team Management: Aim of event, Develop a mission, Establish Objectives Preparing event proposal, Use of planning tools. Protocols, Dress codes, staging, staffing.

UNIT -3

Leadership; Traits and characteristics. Leadership skills , Managing team , Group development, Managing meetings.

UNIT -4

Event Marketing And Advertising: Nature of Marketing, Process of marketing, marketing mix, Sponsorship. Image, Branding, Advertising Publicity and Public relations.

UNIT -5

Event Production & Logistics: Concept, theme, Fabrication, light & sound, handling vendors. Logistic policy, procedures, performance standards functional areas, motivation and leadership.

Event Laws & Licenses: Relevant legislations, liquor licenses, trade acts, stake holders and official bodies, contracts

Suggested Books:

- Special Events: A New Generation and the Next Frontier (Hardcover) by Joe Goldblatt
- Marketing Your Event Planning Business: A Creative Approach to Gaining the Competitive Edge (Hardcover) by Judy Allen
- The Business of Event Planning: Behind the Scenes Secrets of Successful Special Events (Hardcover) by Judy Allen G

Syllabus for II Semester MA PUBLIC RELATIONS & ADVERTISING

Brand Communication

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Understanding Brand: Describe the characteristics of a brand, Define the main concepts of branding. Explain the purpose of branding. brand concepts in real-life setting by articulating the context of and the rationale for the application.

UNIT -2

Developing Brand : the process and methods of developing brand elements, process of developing brand associations, Identify effective marketing and marketing communication s strategies, including the use of social/digital platforms. Design marketing and marketing communi cations programs that build brand equity.

UNIT -3

Evaluating Brand: the process and methods of measuring brand performance, Interpret basic quantitative and qualitati ve brand performance data, Understand various marketing intelligence acquisition methods and Propose brand evaluation plans.

UNIT -4

Managing Brand

The main concepts and tools for managing brands over time, geographic areas, and market segment s, Formulate effective branding strategies for both consumer and business products/services, Analyze new product development and brand extension programs based on market information.

UNIT -5

Introduction to the process of Idea generation: Brainstorming/ Mind-mapping, Understanding Brand (Brandbuilding), Understanding TA 's favorite place, shows, reading (Media research/ planning), Understanding buying motives/ habits/ influences (Consumer behaviour), Understanding product/ Market (demo-psycho)/ Client/ deriving message/ Creative brief, Arriving to a Big idea/ Copy platform (Copywriting) considering all the factors above. Layout stages & final design 13. Corporate stationary & Brand manual (Logo design philosophy 14. Ad Campaign (system work) Prints & presentation

Suggested Books:

- Measuring Brand Communication ROI by Don E. Schultz and Jeffrey S. Walters, Association of National Advertisers, 1997
- Advertising and Promotion: Communicating Brands by Chris Hackley, SAGE Publications
- Strategic Brand Communication Campaigns by Don E. Schultz
- Brand and Talent by Kevin Keohane
- Marketing Communications: A Brand Narrative Approach by Micael Dahlen, Fredrik Lange, Terry Smith

Syllabus for II Semester MA PUBLIC RELATIONS & ADVERTISING

Advertising & Brand Management

Theory: 4 Hours/week

54 hrs/Sem

UNIT -1

Advertising Planning: Objectives and Budget. Advertising Research as a Supporting tool. Development of Concept, Selection of the Concept. Selection of the Advertising Message. Building an Advertising Copy. Factors Related with Copy Strategy.

UNIT -2

Campaign Planning Process: Media Planning:- Target and Media Research, Media Objectives, Media Mix Selection and Scheduling and Budgeting.

UNIT -3

Media Buying:- Media Tactics, Monitoring. Evaluation of Media Planning. Media Strategy:- Delivering on Objectives, Target Audience Strategies and Media Vehicle Selection, Allocation of Media Budget. Advertising Effectiveness. Comparative Study with Different Promotion mix.

UNIT -4

Advertising agency: Management and Survival. Top 10 Agency Performance & Growth Reorganizing Agency. Global standards of Agency Functioning

UNIT -5

Brand building exercise:- Concept, Strategy and Culture. Brand Personality and Positioning. Brand Life Cycle, Brand Identity. Branding for Commodities

Suggested Books:

- Branding and Advertising by Seema Gupta
- Product and Brand Management by U.C. Mathur
- Brand Management : A Theoretical and Practical Approach by Saurabh Aggarwal
- B2B Brand Management by Philip Kotler and Waldemer Pfoertsch
- Strategic Brand Management : New Approaches to Creating and Evaluating Brand Equity by Jean Noel Kapferer.

Syllabus for II Semester MA PUBLIC RELATIONS & ADVERTISING

Marketing for radio, print, TV or social media

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Media selection- newspapers- magazines- radio – television- new media – film- outdoor- direct mail- mail order- transit- campaign- media mix- positioning- media planning. Sales promotion, events and sponsorship.

UNIT -2

Advertisement research methods- pre test, post test, recall – effects and assessment - recognition. Ethical and legal aspects of advertising. Professional organizations- international advertising. Case studies of famous ad-campaigns. Media selection and planning and scheduling key factors influencing Electronic media types of media- TV media characteristics and recommendations, television, radio cinema, outdoor, media scheduling with media summary.

UNIT -3

Advertising Theories and Effects: Advertising Theories and Models- AIDA, DAGMAR and Maslow's Hierarchy Model. Advertising and development, Functions of advertising, positive and negative aspects of advertising. Ethical & Regulatory Aspects of Advertising - Apex Bodies in Advertising - AAI, ASCI and their codes.

UNIT -4

Situation analysis, Market Research and formulating objectives 2. Media planning, budgeting, Scheduling, Media buying and selling for a campaign

UNIT -5

Thinking audio: writing for the ears, the language, use of words structure of sentences and phonetics. Writing for radio features and documentaries: Structure and writing with special effects sound bytes. Writing for Radio news copy: Basics of writing for radio news, the style and the content, writing for dispatches. Writing to visuals: Reference writing, story board and visualization Writing TV production scripts: features, Soap operas, documentaries and commercials Writing for TV News: Structure of TV news, structure of TV report, PTC, bytes and writing for other visual inputs

Suggested Books:

- Media Promotion and Marketing for Broadcasting, Cable & the Internet edited by Susan Tyler Eastman, Douglas A. Ferguson and Robert A Klein
- Media Selling : Television, Print, Internet, Radio by Charles Warner
- Selling Time: How to Sell Small Market Radio Advertising by Dennis E Brown
- Social Media Marketing : The Next Generation of Business Management by Dave Evans with Jake McKee
- Social Media Marketing Breakthroughs in Research and Practices by Information Resources Management Association

Syllabus for II Semester MA PUBLIC RELATIONS & ADVERTISING

Media Planning

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

An Overview of Indian Media Scenario: Defining Media Planning, The shift of Media Planning function from Advertising Agencies to independent Buying Agencies – The Ramifications. " Major Media Buying Agencies and Agency Affiliations, Sources of Media Information : Population Census, Annual Economic Survey, India-Year Book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS) Handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, Data on Market Share.

UNIT -2

Media Characteristics: Media Brief, Marketing Information Checklist, Marketing Problem, Objectives, Product Category Information, Geography/Location, Seasonality/Timing, Target Audience

UNIT -3

Understanding Media Objectives, Strategy, Scheduling Strategy and Media Plan: Setting Media Objectives: Determining Media Objectives, Budget Constraints, Creative Constraints, Reach and Frequency, Choosing the Right Media/Media Options and Evaluation Techniques, Determining Media Values, Qualitative Value of Media, Ad Positions within Media, Evaluating and Selecting Media Vehicles, Developing Media Strategy: Consideration in Strategy Planning, the Competitive Strategy, Formulating Strategy when Budget is too Small. Seasonal Effect of Media Effectiveness, Scheduling Strategy and Tactics: The Media Flowchart (Schedule), Pulsing, Fighting Continuous Media Plan " Developing a Media Plan

UNIT -4

Budgeting and Evaluation Plan: Budgeting: Setting and Allocating the Budget, Different Methods of Setting Budget-Competitive Spending, Objective and Task, Expenditure per Rate, Factors Affecting the Size of the Budget, Presentation of Media Plan to a Client and Evaluation of Media Plan, Media Matrix and Measurability and Global Challenges, Differences between Brand Matrix and Media Matrix

Digital Media Planning: Concepts and Process, Understanding Google AdWords – Choosing Keywords, Setting Budgets, Payment Methods and Optimization, Social Media Ad Planning – Understanding Paid Ad Platforms, Setting Budgets, Payment Methods and Monitoring, Real time Campaign Optimization

UNIT -5

Retrieval and Interpretation of Data: Audience Audit Techniques, People Meter, Single Source Data, Geodemographic Measurement " Practical session on Media Information Retrievals et al, Learning of Relevant Software. Media Planning Software IRS, TAM, MAP, RAM, AdEx

Suggested Books:

- Media Planning: A Practical Guide, Third Edition by Jim Surmanek
- Advertising Media Planning by Roger Baron and Jack Z. Sissors
- Advertising Media Planning: A Brand Management Approach by Larry D. Kelly, Donald W. Jugenheimer, Kim Bartel Sheehan
- Advertising Campaign Strategy: A Guide to Marketing Communication Plans by Donald Parente, Kirsten Strausbaugh-Hutchinson
- Media Planning - From Recency to Engagement by Erwin Ephron

Syllabus for III Semester MA PUBLIC RELATIONS & ADVERTISING

Advertising, Marketing and PR Research

Theory: 4 Hours/week

54 hrs/Sem

UNIT -1

Marketing Research: Introduction & Overview, Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies,

UNIT -2

Introduction to Web Analytics, Overview of MR Industry, Introduction to some top Marketing and Advertising research firms, Use of Marketing Research to support Marketing Strategy, Introduction to some Statistical Concepts used in MR: Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, CoVariance, Sampling, Sampling Techniques, Preparation of Research Design, Sequential Stages of a Marketing Project. Data Collection Methods and Tools, Case Studies

UNIT -3

Advertising Research -Role, Scope and Use, The nature of advertising research, contribution of research to communication planning and other agency functions. The process of advertising research, various kinds of advertising research, positioning research, audience research /target market research/audience tracking,

UNIT -4

Ad effectiveness studies: Recall, awareness, comprehension, likeability and empathy, Ad-tests (print/audio-visual): Concept testing/ story board tests/copy testing/TVC testing, Media efficacy studies: Reach, visibility, notice ability, positioning/branding research, Audience research/audience tracking/ad-spend tracking and modelling, Advertising content analysis, The role of research in brand management

UNIT -5

PR Research and Evaluation: Role of Research in Public Relations, Research Methodology and Techniques. Various areas of Research in PR (Opinion Surveys, Benchmark Research Communication Audits etc.),AttitudeResearch/UsageResearch,SoftwareLearning,SPSSSoftwareLearning,Google Analytics

Suggested Books:

- Philip Kotler: Marketing Manageme, William Stanton and others; Fundamental
- MarketingMarketing Communication: A Critical Introduction by Richard Varey
- Primer of Public Relations Research by Don. W. Stacks
- Measuring Advertising Effectiveness edited by William D. Wells
- Advertising Research: Theory and Practice by Joel J Davis

Syllabus for III Semester MA PUBLIC RELATIONS & ADVERTISING

Communication Theories

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Introduction to Mass Communication Theory: Defining and redefining mass communication, Emergence of scientific perspective on mass communication.

UNIT -2

Normative Theories: The origin of six normative theories of Media; Four theories of press, Developmental theories and Participatory theory.

UNIT -3

Limited Effects Theories: Paradigm shift in mass communication theory; Two step flow theory, Limited effects theories; Selective process; Information flow theory; Functional analysis approach and Diffusion theory.

UNIT -4

Theories about the Role of Media in Every Day Life: Rise of Cultural theory in Europe, Marxist theories; Neo-Marxism; Political economy theory; Social construction of reality.

UNIT -5

Media And Audiences: Uses and gratification theory, Marshall McLuhan, Harold Innis; Knowledge gap; Agenda setting.

Suggested Books:

- Mass communication theory: An introduction - Denis Mcquail
- The process and effects of mass communication – Wilbur Schramm
- Mean, messages and media – Wilbur schramm
- The effects of mass communication – Joseph Klapper
- Mass communication theory – Stanley J. Baran and Dennis K. Davis

Syllabus for III Semester MA PUBLIC RELATIONS & ADVERTISING

Communication Research Methods

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Basic concepts: nature and scope of research; definition of communication research, Basics and applied research; characteristics of scientific research; element of scientific research - concepts and constructs, variables, scales and measurement.

UNIT -2

The Research process: Selection of research problem, Review of literature, Formulation of research questions/ hypothesis, determining the appropriate method of data collection, Types of sources, Analysis and interpretation of data, Presentation of results.

UNIT -3

Research approaches: Qualitative, focus group, case studies, field observation quantitative - survey research, content analysis, experimental research, longitudinal studies and population; sample and sampling techniques.

UNIT -4

Research tools and data analysis: research tools- questionnaires, interview schedules – levels of measurement – scales, description and measures of central tendency and variability; normal curve and its uses; inductive statistics - correlation – regression – measures of association – statistical inference – tests of significance and analysis variance – ANOVA- SPSS (Statistics software package used for statistical analysis)

UNIT -5

Report writing; writing research project, styles of presenting research findings – chapterization, essentials of thesis/ dissertation, ethics in research – major trends in mass communication research in India.

Suggested Books:

- Berger J. 2000 Media and Communication Research Methods: An Introduction To Qualitative And Quantitative Approaches, California Sage Publication.
- California Harper and Rachal Marcus. 2003. Research for Development, New Delhi Visitor Publication.
- Roger D. Wimmer And Joseph R. Dominick. 2000. Mass Media Research: An Introduction, Singapore Wadsworth Publishing.
- Rummel R.L, 1970. Applied Factor Analysis, North western University Press, Evanston Il
- Sarlow, C. 1994. Basic Research Methods, New Delhi, Mc Graw- Hill
- Ralph O, Natiger And D David M, White, 1999. Introduction to Mass Communication Research, Louisiana, Louisiana State University Press.

Syllabus for III Semester MA PUBLIC RELATIONS & ADVERTISING

Creativity, Campaign Planning & Production

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Introduction to Agency Departments & Role of each department. a. Basic depts.: i. Account Dept: Client handling/ Servicing/ Strategy planning/ Creative brief. ii. Media Dept: Media research/ Media planning/ Media booking, buying. iii. Creative Dept: Idea generation/ Brainstorming/ Mind-mapping/ Ad-CW duo/ Illustrator/ Graphic designer/ Storyboarding/ Webtree iv. Production Dept: Inhouse or outsource. Production 1. Print: Hoardings/ Brochures/ Packaging etc 2. Video: Storyboard/ Casting/ Location/ Costume/ Editing/ Dubbing 3. Photography: In-house or location/ Model/ Costume/ Shoot/ Editing

UNIT -2

Understanding Design: Design as a language of emotions/ Communication. (6 Lectures) a. Introducing to students to: Elements of design (as vocabulary). i. Point/ Line/ Shape/ Tone/ Colour/ Texture b. Introducing to students to: Principles of Design: (grammar of design Language) i. Proportion/ Contrast/ Harmony/ Balance/ Rhythm/ Unity c. Introducing students to the Rules: Gestalt principles i. Proximity/ Closure/ Similarity/ Continuation/ Figure & ground

UNIT -3

Introduction to Negative space & its use: Creative use/ Finding shape within/ Adding a meaning. Introduction to Optical illusions: a. Influence of surrounding shapes on shape & size b. Influence of surrounding colour/ tone on object colour & tone c. Appearance of space & depth/ form

UNIT -4

Introduction to Word expression: (Expressive words) a. How word meaning is expressed through the appearance of word/ visual impact. b. Calligraphy & graceful typography.

Logo unit: Understanding Logo as a company face/ Brand identity/ Character/ Class a. Elements of Logo: Shape/ Typeface/ Treatment/ Colours/ Symbols/ symbolism used to fulfill the impression.

UNIT -5

Introduction to Art direction for diff media: Role of an Art Director a. Diff in design for Magazine Ad & N Paper Ad (Considering Factors: paper Q/ Printing Q/ Life/ reading habits etc b. Outdoor & indoor ad: Time available for reading/ spotting frequency etc c. Transit ad: Psychology & mindset of the TA/ State of mind at the spot etc d. TVC/ Radio: Advantage of Music/ Voice modulation etc, Demonstration on TV e. Web ad: Advantage of pop up/ Key word SEO etc f. Direct mailers: Advantage of prior knowledge/ prior relation etc

Suggested Books:

- Inspiring Creativity: An Anthology of Powerful Insights and Practical Ideas edited by Rick Benzel
- Campaign Planning by Mark Wiseman
- Campaign Planning: A Doctrinal Assessment Through The Study Of The Japanese Campaign of 1942 By Major James L. Boling
- Advertising Campaign Planning: Developing an advertising based Marketing plan by Jim Avery
- Creativity and Advertising: Affect, Events and Process By Andrew McStay

Syllabus for III Semester MA PUBLIC RELATIONS & ADVERTISING

Graphics & Design Principles & Software Learning

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Story of Design : What is Design? a. Introduction to design 2. Role of Design in Society a. Impact/function of Design b. Indigenous Design Practices c. Finer Communication Techniques (Gutenberg to Digital; movable types to digitally transferable posters/works etc.) d. Printing/publishing technology e. Role of design in the changing social scenario. 3. Role and responsibility of Designers.

UNIT -2

Elements of Design : Students learn about design elements through projects such as; creating examples of color schemes using graphic software and creating an original alphabet based on a theme. Each project includes self reflection and a peer review. o Color o Line o Shape o Space o Texture o Value

UNIT -3

Principles of Design : Students learn the principles of design through projects such as; posters, creating original designs that reflect an emotion, magazine covers, product ads, cereal box prototypes, candy wrappers etc. They do a self reflection on their projects and a peer review. Some projects include a presentation to the class. o Balance o Contrast o Emphasis/Dominance o Harmony o Movement/Rhythm o Proportion o Repetition/Pattern o Unity o Variety

UNIT -4

Typography : In teams students create a business proposal and create branding for that business including a commercial and magazine ad. They present the product to the class. o Anatomy of a letter o Typefaces o Typographic Measurement o Typographic Standards o Typographic Guidelines

UNIT -5

Photoshop, CorelDraw, and Illustrator: Develop a business card, brochure, poster, capsule ads for social media.

Suggested Books:

- How to Be a Graphic Designer without Losing Your Soul by Adrian Shaughnessy
- The Elements of Graphic Design by Alex W. White
- Changing Software Development: Learning to Become Agile by Allan Kelly
- Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students by Ellen Lupton
- Digital Foundations: Intro to Media Design with the Adobe Creative Suite by xtine burrough, Michael Mandiberg

OPEN ELECTIVE

OE: 3.1 NEW TRENDS IN PR & ADVERTISING

Theory: 4 Hours/week
54 hrs/Sem

Unit -1

Public Relations: Meaning and Definitions, Basic elements of PR, Nature, role and scope, PR as a tool of modern management – PR role in the Indian Setting - Developing economy.

Unit – 2

Public Opinion – Meaning and Definition: Opinion Leaders-Individuals Institution, Roots of public attitudes – Culture, the family, religion, Economic and Social Classes, Role of PR in opinion formation- persuasion, The Ethics of PR, Social Responsibility Code of Professional Standards for the practice of PR, Code of Ethics

Unit - 3

Introductions & perspectives on Corporate Communication, Importance and functions Elements of corporate communication, Corporate philosophy, culture corporate identity, citizenship and philanthropy

Unit - 4

Definition, Origin & development of advertising, Growth of advertising in India, Advertising in the early 20th century, Facets of advertising As an act of commerce, as a hidden persuader, Functions & Roles of advertising, Scope Effects on Economy/Industry, Benefits of advertising: Newspapers, Magazines, Yellow Pages, Radio, Television, Direct Mail, Telemarketing, Specialty Advertising, Digital Advertising, Types of Advertising: Informational Advertising, Non-commercial advertising, Comparative advertising, Regional Cooperative advertising, and Parts of Advertisements.

Unit –5

Advertising as a Communication Tool: Communication Process & Advertising, Communication, Theories applied to advertising. Advertising as a Marketing Tool: Concept of Marketing & advertising, Marketing Mix - 5 P's in marketing, Advertisements and Its Effects.

Suggested Books:

- David Ogilvy (Edt) 2000. Ogilvy on advertising, London Prion Books Ltd.
- Meena Pondey, (Edt) 1989. Foundation of Advertising Theory and Practice, Bombay Himalaya Publishinghouse.
- Larry Percy (Edt). 2002. Strategic Advertisement Management. Europe Prentice Hall ISBN
- Public Relations in Asia Pacific: Communicating Effectively Across Cultures by Mary M. Devereux, Anne Peirson-Smith
- Introducing Public Relations: Theory and Practice by Keith Butterick

Syllabus for IV Semester MA PUBLIC RELATIONS & ADVERTISING

Crisis Communication

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Introduction to Organizational Crisis and Crisis Communication: Communication and Crisis, Theories of Crisis Communication, Overview of the Crisis Development Process, Crisis management today – our approach, Outline of three-stage approach, Importance of ethical conduct.

UNIT -2

The nature and types of crisis Unexpected situation-urgent Decisions- Time is short-Specific threats- Urgent demands-loss of control-Pressures build-Routine become difficult-Reputation suffers- Communications are difficult Natural disaster-Technological crises-Confrontation- Malevolence-Crisis of skewed management –value Crisis of deception -Crisis of management misconduct

UNIT -3

Crisis response strategies Impact of social media Forms of crisis response Content of crisis response, Research imperatives (primary and secondary research)

UNIT -4

Crisis planning Assess risks-Produce plans-Define roles and responsibilities-Appoint crisis management team Draw up communication plan-Promote crisis-ready culture-Publish plans and conduct training-Test, review and practice

UNIT -5

Models and theories of crisis management: Antecedent conditions-Intrinsic and Perceived crisis- Immature crisis response-Mature crisis management-Review and Feedback-Chaos theory-Decision theory- Structural & functional theory Diffusion of innovation theory

Suggested Books:

- Crisis Communications: The Definitive Guide to Managing the Message by Steven Fink
- Crisis Communication: Theory and Practice by Alan Jay Zaremba
- Crisis Communication: Practical PR Strategies for Reputation management and company survival
- Effective Crisis Communication: Moving From Crisis to Opportunity by Robert R. Ulmer, Timothy L. Sellnow, Matthew W. Seege
- Social Media and Crisis Communication edited by Lucinda L. Austin, Yan Jin

Syllabus for IV Semester MA PUBLIC RELATIONS & ADVERTISING

Marketing Content and Copywriting

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

Brand Summary, Situation Analysis & Target Market: Choose a product or service that is currently advertising in any or all media, traditional and/or non-traditional, that you believe is in need of brand revitalization. You will prepare a situation analysis and target market section from a marketing plan. The brand you will work on for the rest of the assignments.

UNIT -2

Strategy Statement & Creative Brief: You will work on the next step leading to a creative campaign: the creative statement and creative brief. The challenge is boiling down all relevant information into a single page of smart, focused, insightful information that will set up and inspire great creative ideas and executions.

UNIT -3

Print Advertisements: You will write two print ads (two magazine, newspaper, etc.) for your client's product or service. You can create awareness generating brand ads and/or include coupons or other sales promotions. You can provide a full design and layout of the ads, or the body copy, a description of the visual elements and a thumbnail sketch of the layouts.

UNIT -4

Radio Commercial + PR: This begins the broadcast phase of your bigger campaign. You will write a 60-second radio spot for your client using the provided format as a guide. This radio will tie in with a public relations live event to promote your brand's product or service. So you will also write 10-second live read audio tags for a live event that the radio DJ or announcer can read.

UNIT -5

Television Commercial: Write a 15-second and a 30-second television spot for your client's product or service using the provided format as a guide. Even if radio or television advertising doesn't fit with your strategy for your client, you will still complete these assignments to gain experience in creating broadcast/video scripts.

Suggested Books

- Epic Content Marketing: How to Tell a Different Story, break through the Clutter, and win more customers by marketing less by Joe Pulizzi
- Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses by Joe Pulizzi
- Content Marketing: Think Like a Publisher-- how to Use Content to Market online and in Social media by Rebecca Lieb
- Copywriting: Successful Writing for Design, Advertising and Marketing by Mark Shaw
- The craft of copywriting by June A. Valladares

Syllabus for IV Semester MA PUBLIC RELATIONS & ADVERTISING

Digital Media for Marketing

Theory: 4 Hours/week
54 hrs/Sem

UNIT -1

digital marketing: How is it different from traditional marketing, ROI between Digital and traditional marketing, Ecommerce new trends and current scenario of the world, Digital marketing a boon or a Bane, digital marketing be a tool of success for companies, video on importance of digital marketing, Analysis of recent info graphics released by companies about digital marketing, digital marketing help the small companies and top inc, Categorization of digital marketing for the business. Diagnosis of the present website and business, Swot analysis of business, present website and media or promotion plan. Setting up vision, mission, and goals of digital marketing.

UNIT -2

Search Engine Optimization (SEO): In this module you will learn complete about SEO (Search engine Optimization, what is On page optimization, Off page optimization, how to prepare reports like- Keywords, titles, meta tag etc.. On page optimization techniques, Off page Optimization techniques, Reports

UNIT -3

Social Media Optimization (SMO), Introduction to social Media Marketing, Advanced Facebook Marketing, WordPress blog creation, Twitter marketing, LinkedIn Marketing, Google plus marketing, Social Media Analytical Tools

UNIT -4

Search Engine Marketing: Introduction to Search Engine Marketing, Tools used for Search engine Marketing, PPC /Google AdWords Tool, Display advertising techniques, Report generation

UNIT -5

Google Analytics : Online Reputation Management, E-Mail Marketing, Affiliate Marketing, Social Media Analytics, Ad designing

Suggested Books

- Introduction to Digital Media by Adam Arvidsson, Alessandro Delfanti
- Digital Media: Transformations in Human Communication edited by Paul Messaris, Lee Humphrey
- The Poetics of Digital Media by Paul Frosh
- Digital and Social Media Marketing: A Results-Driven Approach edited by Aleksej Heinze, Tahir Rashid, Gordon Fletcher, Ana Cruz
- Transmedia Marketing: From Film and TV to Games and Digital Media by Anne Zeiser

Syllabus for IV Semester MA PUBLIC RELATIONS & ADVERTISING
DISSERTATION & VIVA-VOCE

All students of MA PUBLIC RELATIONS & ADVERTISING shall be required to submit a dissertation at the end of MA PR & Ad, fourth semester and before the commencement of M.A final examination. Unless the dissertation is submitted before the examination, the student shall not be allowed to take the final examination. The Dissertation shall be evaluated for 100 marks and followed by Viva Voce for 50 marks both evaluation and Viva Voce will be done by External examiners and Internal examiners.

Syllabus for IV Semester MA PUBLIC RELATIONS & ADVERTISING

INTERNSHIP

All students of MA PUBLIC RELATIONS & ADVERTISING shall be required to Internship at the end of MA PR & Ad, fourth semester and after completion of M.A final examination. The Internship shall be evaluated for 100 marks.

Internship shall consist of 50 marks, and shall be evaluated by the concerned unit head of the media organization based on following criteria; same should be sent to the chairman of the department which is confidential.

<input type="checkbox"/> Writing/Presenting ability	10 marks
<input type="checkbox"/> Commitment to work	10 marks
<input type="checkbox"/> Punctuality	10 marks
<input type="checkbox"/> Communication ability	10 marks
<input type="checkbox"/> Overall performance	10 marks
<hr/>	
<input type="checkbox"/> Total	50 Marks