

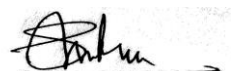
**Department of Advertising & Public Relations**

**Bachelor of Arts (Honors/Research) in  
Advertising & Public Relations  
[BA: APR (Honors/Research)]**

**UG Program for 2021-22  
(3/4 Years Scheme under National Education Policy 2020)  
(Effective From Sep. 2021)**



**Makhanlal Chaturvedi National University of  
Journalism and Communication, Bhopal  
Makhanlal Chaturvedi National University of Journalism and  
Communication, Bhopal**



विभागाध्यक्ष  
विज्ञान एवं जनसम्पर्क विभाग  
नाखनलाल खलुयेदी राष्ट्रीय पत्रकारिता  
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

**Department of Advertising & Public Relations**  
**Bachelor of Arts : Advertising & Public Relations (Honors/Research)**

[BA: APR (Honors./Research)]

(Scheme under National Education Policy 2020  
(UG Program, Effective from Sep. 2021))

<b>Programme Name</b>	:	<b>Bachelor of Arts : Advertising &amp; Public Relations (Honors/Research)</b>
<b>Seats Intake</b>	:	30
<b>Eligibility</b>	:	10+2 (any stream from recognized board)
<b>Duration</b>	:	3+1 year

1. **Completion of First Year:** Certificate in Advertising and Public Relations (36 Credits)
2. **Completion of Second Year:** Diploma in Advertising and Public Relations (80 Credits)
3. **Completion of Third Year:** BA : Advertising and Public Relations (3 Years) (120 Credits)
4. **Completion of Fourth Year:** BA : Advertising and Public Relations (Honors) (4 Years) (160 Credits)  
OR  
BA : Advertising and Public Relations (Research) (4 Years) (160 Credits)

### About the Programme

Advertising and Public Relations are interrelated. The two are much sought after career by students of media. This four year Bachelors (Honors/Research) programme (as per NEP 2020) is designed to help the student transition from tactical to more strategic and creative approach towards the industry. The Programme is perfect for students who wish to gain advanced knowledge and expertise in creating and managing persuasive communication. The curriculum is designed as per the working standards of the industry. If you are a creative, passionate, out-of-the-box thinker, have persuasive prowess and want to pursue career in the field of Advertising and Public Relations, this programme is for you.

### Programme Objectives:

- Impart knowledge about the concepts and methods of Advertising & Public Relations.
- To equip them with transitional knowledge from traditional to contemporary Advertising & Public Relations structure & research.
- To develop creative thinking and ideation for Advertising as well as Public Relations.
- Develop analytical and critical thinking skills when creating/evaluating Advertisement & Public Relations strategies.
- It aims to orient learners towards the practical aspects, tools and techniques of Advertising & Public Relations.

### Programme Outcomes:

- Good conceptual understanding of subjects including Communication, Advertising, Public Relations, Corporate Communication, Research Methodology.
- Research and Reasoning aptitude for any strategic communication planning and execution of Advertising and Public Relations programs.
- Creative and reflective thinking for ideation based on self learning & digital competency.
- Analytical and problem solving skill for challenging situations of the profession.

- Independently work with high competency and morality in the business of Advertising and Public Relations in the roles of Account Planners, Copy writers, Media Planners, PR/ CC managers, Researchers.

### Career Opportunities:

- |  |  |
|--|--|
| <input type="checkbox"/> Copywriting             | <input type="checkbox"/> Marketing Communication |
| <input type="checkbox"/> Creative Direction      | <input type="checkbox"/> Digital Media Expert    |
| <input type="checkbox"/> Corporate Communication | <input type="checkbox"/> Public Relations        |
| <input type="checkbox"/> Government PRO          | <input type="checkbox"/> Advertising             |
| <input type="checkbox"/> Media Planning          | <input type="checkbox"/> Brand Management        |
| <input type="checkbox"/> Event Management        | <input type="checkbox"/> Research                |

### B.A. : A.P.R. (Honors/Research)

Se mes ter	Discipline Specific (PRC)(5)	Core	Discipline Specific Elective (PRE) (5)	Generic Elective (5) (PRG)	Ability Enhancement Courses (ADA)(2)	Skill Enhancement Courses (PRS) (2)	Project	Total Credits
I	Introduction to Communication				Social and Emotional Learning	Fundamental of Computers		18
	Development of Media				Ethics & Culture			
					Hindi Bhasha Evam Sahitya			
II	Social Science				Environmental Science and Sustainable Development	Multimedia: Tools & Techniques		18
	Introduction to Advertising & Public Relations				English Language and Literature			
					Co Curricular-1 (A/B/C) A: Parliament: Practice & Procedure 1 B: Bhartiya Sangeet 1 C: Lalit Kala 1			

### Award of Certificate in Advertising and Public Relations (after 1 year: 36 credits)

III	Public Relations : Principles and Practices			Social Media Marketing or (GE List options)	Innovation and Entrepreneurship			22
	Advertising : Principles and Practices							
	Consumer Behavior							
IV	Strategic Marketing & Advertising			Search Engine Optimization &	Co-Curricular-2 (A/B/C)			22

			Search Engine Marketing or (GE List options)	A: Parliament: Practice & Procedure 2 B: Bhartiya Sangeet 2 C: Lalit Kala 2			
	Writing and Production for Advertising & Public Relations						
	Media Laws & Ethics						

**Award of Diploma in Advertising and Public Relations (after 2 years: 80 credits)**

V	Integrated Marketing Communication	Organisational Behaviour Or Copy Writing	Creative Communication or GE List Option				20
	Corporate Communication						
VI	Communication Research	Tools & Techniques of Public Relations Or Corporate Social Responsibility	Event & Experiential Marketing Or GE List Option				20
	Media Investments (Planning and Buying)						

**Award of BA : APR in discipline (After 3 years : 120 credits)**

For proceeding to fourth year Course there are two options. The first one is '4 Years BA : APR (Honors)' In this option only those candidate who have secured 60% in the 10+2 qualifying examination at the time of admission shall be eligible. For second option BA: APR (Research) only those candidates who has minimum CGPA 7.5 in the three years of BA : APR shall be eligible to continue.

Fourth year of BA: APR Option II 4 Years BA: APR (Research), only those candidate who have secured minimum CGPA 7.5 in the three years of BA: APR shall be eligible. Only those students who wish to pursue for PhD Research degree may continue this option II for 4<sup>th</sup> year. Other for Professions or PG Degree may Exit after Third year or go to option I.

**Choice Option – 1**

VII	Principles and Practices of Management	Crisis Management Or Account Management & Client Servicing	Digital Public Relations Or (GE List options)			Internship (5)	20
VIII	Brand Management	Design Thinking Or Perception and Online Reputation Management	Web Advertising Or (GE List options)			Dissertation (5)	20

**Award of BA : APR (Hons.) in discipline (After 4 years: 160 credits)**

**Choice Option – 2**

VII	Research Methodology	Statistics & SPSS Or Marketing Research	Digital Public Relations Or (GE List options)			Project (5)	20
VIII		Advanced Research Methodology Or Advertising Research	Web Advertising Or (GE List options)			Thesis (10)	20

**Award of BA : APR (Research) (After 4 years : 160 credits)**

**Note-**

**\* The curriculum can be modified as per the updates provided by NEP 2020 & UGC norms from time to time.**

### Abbreviations Followed

Abbreviation	Full Name
L	Lecture
T	Tutorial
P	Practical
C	Discipline Specific Core (DSC)
E	Discipline Specific Elective (DSE)
R	Stream Elective (SE)
G	Generic Elective (GE)
S	Skill Enhancement Course (SEC)
A	Ability Enhancement Courses (AEC)
AD	All Departments Common Courses
Code for Department offering the course	
ADA	All Departments
CS	Department of Computer Science and Applications (CSA)
NM	Department of New Media Technology (NM)
EM	Department of Electronic Media (EM)
PR	Department of Advertising & Public Relation (PR)
MC	Department of Mass Communication (MC)
JR	Department of Journalism (JR)
BM	Department of Media Business Management (BM)
NC	National Cadet Corps (NCC)
NS	National Service Scheme (NSS)

**Note:**

1. During the first and second semesters NCC & NSS are conducted and also examined but their evaluation is included from third semester onwards as Generic Electives. Please note that NCC and NSS chosen in first semester shall remain same during full course.
2. As per the national education policy the generic elective courses are offered from 3rd semester onwards, with wider choice of subjects indicated in each semester tables. In addition to these courses the university shall indicate permitted online courses like SWAYAM or MOOC as additional options for inclusion of credit in the respective semester. Some of them may need with additional fee like examination fee that would have to be borne by the concerned students.
3. The present course is based on NEP guidelines from UGC which is still in the process of up-gradation as it is being done for the first time. The proposed syllabus and course structure may undergo major changes and the University shall be fully authorized for the same.

As on date the university is not registered in the UGC portal for academic bank off credits hence the results shall be declared on the university website only.

## Sem- I

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 01	Introduction to Communication	5	80	-	20	100
2.	PRC 02	Development of Media	5	80	-	20	100
3.	ADA 01	Social Emotional Learning	2	30	-	10	40
4.	ADA 02	Ethics & Culture	2	30	-	10	40
5.	ADA 03	Hindi Bhasha evam Sahitya	2	30	-	10	40
6.	PRS 01	Fundamentals of Computers	2	-	30	10	40
Total credits- 18				Total marks- 360			

## Sem- II

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 03	Social Science	5	80	-	20	100
2.	PRC 04	Introduction to Advertising and Public Relations	5	50	30	20	100
3.	ADA 04	Environmental Science and Sustainable Development	2	30		10	40
4.	ADA 05	English Language and Literature	2	30		10	40
5.	ADA 06	Co curricular (Any one) I(A) Parliament : Practice and Procedure I(B) भारतीय संगीत I(C) ललित कला	2		30	10	40
6.	PRS 02	Multimedia Tools & Technique	2		30	10	40
Total credits- 18				Total marks- 360			

## Sem- III

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 05	Public Relations: Principles & Practices	5	50	30	20	100
2.	PRC 06	Advertising Principles and Practices	5	50	30	20	100
3.	PRC 07	Consumer Behavior	5	50	30	20	100
4.	PRG 01	Social Media Marketing or (GE list options)	5	50	30	20	100
5.	ADA 07	Innovation & Entrepreneurship	2	30	-	10	40
Total credits- 22				Total marks- 440			



### GE - 1 List

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG01	DTP with PageMaker & Photoshop	3/3	0	2/4	5/7	60	20	20	100
NMG01	Script Writing & Storyboarding	3/3	0	2/4	5/7	60	20	20	100
EMG01	Media Organizations	3	1	1	5	60	20	20	100
PRG01	Social Media Marketing	2	1	2	5	50	20	30	100
MCG01	Photo Journalism	4/4	0	1/2	5/6	60	20	20	100
JRG01	Entertainment Art & Cultural Journalism	3/3	1/1	1/2	5/6	60	20	20	100
NCG01	NCC-3								100
NSG01	NSS-3								100

### Sem- IV

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 08	Strategic Marketing and Advertising	5	50	30	20	100
2.	PRC 09	Writing and Production for Advertising & Public Relations	5	50	30	20	100
3.	PRC 10	Media Law and Ethics	5	80	-	20	100
4.	PRG 02	Search Engine Optimization & Search Engine Marketing	5	50	30	20	100
5.	ADA 08	Co curricular (Any one) II(A) Parliament : Practice and Procedure II(B) भारतीय संगीत II(C) ललित कला	2	-	30	10	40
Total credits- 22				Total marks- 440			

### GE - 2 List

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG02	Multimedia With Corel Draw, Premier & Sound Forge/ Audacity	3/3	0	2/4	5/7	60	20	20	100
NMG02	Animation for Gaming using Blender	3/3	0	2/4	5/7	60	20	20	100
EMG02	Media Language & content	2	1	2	5	50	20	30	100
PRG02	Search Engine Optimization & Search Engine Marketing	1	1	3	5	50	20	30	100

MCG02	Communication skills	4/4	0	1/2	5/6	60	20	20	100
JRG02	Writing for Sports	3/3	1/1	1/2	5/6	60	20	20	100
NCG02	NCC-4								100
NSG02	NSS-4								100

### Sem- V

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 11	Integrated Marketing Communication	5	50	30	20	100
2.	PRC 12	Corporate Communication	5	50	30	20	100
3.	PRE 01 or PRE 02	Organizational Behavior or Copy Writing	5	80	00	20	100
4.	PRG 03	Creative Communication or GE List options	5	50	30	20	100
Total credits- 20			Total marks- 400				

### GE - 3 List

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG03	Accounting with Tally	3/3	0	2/4	5/7	60	20	20	100
NMG03	AI and Robotics	5/5	0	0	5/5	80	20	0	100
EMG03	Development Communication	2	1	2	5	50	20	30	100
PRG03	Creative Communication	2	1	2	5	50	20	30	100
MCG03	Creative Writing	4/4	0	1/2	5/6	60	20	20	100
JRG03	Writing on Social Issues	3/3	1/1	1/2	5/6	60	20	20	100
NCG03	NCC-5								100
NSG03	NSS-5								100

### Sem- VI

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 13	Communication Research	5	50	30	20	100
2.	PRC 14	Media Investment (Planning & Buying)	5	50	30	20	100
3.	PRE 03 or PRE 04	Tools and Techniques of PR or Corporate Social Responsibility	5	50	30	20	100
4.	PRG 04	Event and Experimental Marketing Or	5	50	30	20	100

	GE List options					
Total credits- 20				Total marks- 400		

### GE - 4 List

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG04	Social Media Marketing	3/3	0	2/4	5/7	60	20	20	100
NMG04	Augmented and Virtual Reality (AR/VR)	3/3	0	2/4	5/7	60	20	20	100
EMG04	Community Radio	2	1	2	5	50	20	30	100
PRG04	Event & Experiential Marketing	2	2	1	5	50	20	30	100
MCG04	Art of Anchoring	4/4	0	1/2	5	60	20	20	100
JRG04	Feature Writing	3/3	1/1	1/2	5/6	60	20	20	100
NCG04	NCC-6								100
NSG04	NSS-6								100

### Choice Option 1

### Sem- VII

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 15	Principles and Practices of Management	5	80	00	20	100
2.	PRE 05 or PRE 06	Crisis Management or Account Management and Client Servicing	5	50	30	20	100
3.	PRG 05	Digital Public Relations	5	50	30	20	100
4.	PRP 01	Internship	5	-	80	20	100
Total credits- 20				Total marks- 400			

### GE - 5 List

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG05	Big Data	4/4	0	1/2	5/6	60	20	20	100
NMG05	Social Media Data Analytics	3/3	0	2/4	5/7	60	20	20	100
EMG05	Formative Research	2	1	2	5	50	20	30	100
PRG05	Digital PR	1	2	2	4	50	20	30	100
MCG05	Media and Gender Studies	4/4	0	1/2	5	60	20	20	100
JRG05	Crime and Court Reporting	3/3	1/1	1/2	5/6	60	20	20	100

**choice option 1**

**Sem VIII**

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 16	Brand Management	5	50	30	20	100
2.	PRE 07 or PRE 08	Design Thinking or Perception and Online Reputation Management	5	50	30	20	100
3.	PRG 08	Web Advertising	5	50	30	20	100
4.	PRP 02	Dissertation	5	-	80	20	100
Total credits- 20			Total marks- 400				

**GE - 6 List**

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG06	Analysis of Algorithm	4/4	0	1/2	5/6	60	20	20	100
NMG06	Mobile Journalism	3/3	0	2/4	5/7	60	20	20	100
EMG06	Academic Writing	2	1	2	5	50	20	30	100
PRG06	Web Advertising	1	2	2	5	50	20	30	100
MCG06	Media Business Management	4/4	1/1	0	5	80	20	0	100
JRG06	Parliamentary Reporting	3/3	1/1	1/2	5/6	60	20	20	100

**Choice Option 2**

**Sem- VII**

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 17	Research Methodology	5	50	30	20	100
2.	PRE 09 or PRE 10	Statistics & SPSS or Marketing Research	5	50	30	20	100
3.	PRG 05	Digital Public Relations	5	50	30	20	100
4.	PRP 03	Project	5	-	80	20	100
Total credits- 20			Total marks- 400				

### GE - 5 List

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG05	Big Data	4/4	0	1/2	5/6	60	20	20	100
NMG05	Social Media Data Analytics	3/3	0	2/4	5/7	60	20	20	100
EMG05	Formative Research	2	1	2	5	50	20	30	100
PRG05	Digital PR	1	2	2	4	50	20	30	100
MCG05	Media and Gender Studies	4/4	0	1/2	5	60	20	20	100
JRG05	Crime and Court Reporting	3/3	1/1	1/2	5/6	60	20	20	100

### Choice Option 2

#### Sem- VIII

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRE 11 or PRE 08	Advanced Research Methodology or Marketing Research	5	50	30	20	100
2.	PRG 08	Web Advertising	5	50	30	20	100
3.	PRP 04	Thesis	10	-	160	40	200
Total credits- 20				Total marks- 400			

### GE - 6 List

Course Code	Course Name	L	T	P	Load	Theory Marks	Internal Marks	Practical Marks	Total Marks
		Credits/Hours							
CSG06	Analysis of Algorithm	4/4	0	1/2	5/6	60	20	20	100
NMG06	Mobile Journalism	3/3	0	2/4	5/7	60	20	20	100
EMG06	Academic Writing	2	1	2	5	50	20	30	100
PRG06	Web Advertising	1	2	2	5	50	20	30	100
MCG06	Media Business Management	4/4	1/1	0	5	80	20	0	100
JRG06	Parliamentary Reporting	3/3	1/1	1/2	5/6	60	20	20	100

## Sem- I

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 01	Introduction to Communication	5	80	-	20	100
2.	PRC 02	Development of Media	5	80	-	20	100
3.	ADA 01	Social Emotional Learning	2	30	-	10	40
4.	ADA 02	Ethics & Culture	2	30	-	10	40
5.	ADA 03	Hindi Bhasha evam Sahitya	2	30	-	10	40
6.	PRS 01	Fundamentals of Computers	2	-	30	10	40
Total credits- 18			Total marks- 360				

**Semester I**  
**PRC 01: INTRODUCTION TO COMMUNICATION**

**Total Marks: 100, Theory- 80, Practical- 00, Internal- 20, Credit-05**

**Course Objectives**

- To understand the concept of communication practice and relevance.
- To develop critical understanding about communication process.
- To introduce students to Models and Theories of Communication.
- To develop an insight on the scenario of media technology, audience and content.
- To impart knowledge about Indian Perspective of Communication.

**Learning Outcomes**

- Student will be capable to analyze and evaluate the process of Communication and Mass Communication.
- Capable to plan and execute effective Communication Strategies.
- Ability to identify and apply Communication Models and Theories.
- Able to develop and demonstrate critical thinking about communicated content.
- Students will be able to acquire and apply the knowledge about issues related to communication in current scenario.

Unit-1	<b>BASICS OF COMMUNICATION</b> (Total Hours- L+T+P= 15 Hrs)	L	T	P
1.1	Essentiality of Communication in Society (Lectures, Class room Discussion)	2	-	-
1.2	Communication :Concept, Definition, Scope, Process and Elements (Lectures, Class room Discussion)	3	-	-
1.3	Functions of Communication and Mass Communication , Characteristics of Mass and Mass Society (Lectures, Class room Discussion)	3	-	-
1.4	Types of Communication: Intra- Personal, Inter-Personal, Group and Mass Communication (Lectures, Class room Discussion)	5	-	-
1.5	Barriers of communication (Lectures, Class room Discussion)	2	-	-

Unit-2	<b>MEDIA AND AUDIENCE</b> (Total Hours- L+T+P= 15 Hrs)	L	T	P
2.1	Traditional Media: Folk Lore, Art, Song, Dance and other Traditional forms. Traditional Culture and Popular Culture (Lecture, Class Room Discussion Group Activity)	2	1	-
2.2	Mass Media-Characteristics, Strengths and Limitations Print: Newspaper and Magazine, Electronic: Radio, Television and Cinema (Lecture, Class Room Discussion Group Activity)	2	-	-
2.3	New Media: Social Media platforms, Applications and Digital Media. Global Communication and Media: Concept and Issues (Lecture, Class Room Discussion Group Activity)	3	1	-
2.4	Audience in Communication, Classification: Age, Gender, Education, Occupation, Socio Cultural Background (Lecture, Class Room Discussion Group Activity)	2	1	-

2.5	Audience Characteristics: Audiences Public, as Market, Media Effects and Audience, Media Content and Audience (Lecture, Class Room Discussion Group Activity)	2	1	-
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<b>Unit-3</b>	<b>COMMUNICATION MODELS</b> (Total Hours- L+T+P= 15 Hrs)	L	T	P
3.1	Aristotle's Model, Harold D Lasswell's Model, Berlo's SMCR Model (Lecture, Class Room Discussion)	3	1	-
3.2	Charles E Osgood Model, Wilbur Schramm Model (Lecture, Class Room Discussion)	2	-	-
3.3	Shannon and Weaver's Model (Lecture, Class Room Discussion)	3	-	-
3.4	Newcomb's Model, Westley and MacLean's Model (Lecture, Class Room Discussion)	3	-	-
3.5	George Gerbner's Model (Lecture, Class Room Discussion)	2	1	-

<b>Unit-4</b>	<b>COMMUNICATION THEORIES</b> (Total Hours- L+T+P= 15 Hrs)	L	T	P
4.1	Indian Perspective of Communication, Concept of Sadharanikaran (Lecture, Analysis of Theories)	2	1	-
4.2	One-Step/Hypodermic Needle Theory , Two-Step Theory, Multi-Step Theory, Agenda Setting Theory (Lecture, Analysis of Theories)	2	-	-
4.3	Normative Theories of Media-I : Authoritarian theory , Libertarian Theory, Social Responsibility theory (Lecture, Analysis of Theories)	3	1	-
4.4	Normative Theories of Media-II :Soviet Media Theory, Democratic Participant Theory, Development Media Theory (Lecture, Analysis of Theories)	3	1	-
4.5	Marshal McLuhan's Approach: Medium is the Message, Concept of Global Village and role of Media (Lecture, Classroom Discussion)	2	-	-

<b>Unit-5</b>	<b>NEW INFORMATIONTECHONLOGY AND COMMUNICATION</b> (Total Hours- L+T+P= 15 Hrs)	L	T	P
5.1	Role of Information Technology in Communication, ICT in Rural Development and Good Governance (Lecture, Classroom Discussion)	2	1	-
5.2	Convergence Technology, Media convergence, Digital Divide (Lecture, Classroom Discussion)	2	1	-
5.3	Media Imperialism and Cultural Imperialism (Lecture, Classroom Discussion)	2	1	-
5.4	Public Opinion, Public Sphere, Propaganda (Lecture, Classroom Discussion)	2	1	-
5.5	Future of Communication with Changing Information Technology (Lecture, Classroom Discussion)	2	1	-



### Practical/Project/Assignments:

- Identifying symbols in non-verbal communication and prepare a hand-written report
- Write an essay/article on Communication and society (800-1000 words.)
- Write an essay/article feature/or write a report on any one Traditional Folk form of communication (800-1000 words.)
- PPT Presentation on the strengths and limitations of different mass media.
- Any assignment given by the concerned faculty.

### Suggested Readings:

- Keval J. Kumar (1994) Mass Communication In India. Jaico Publishing House, Mumbai, India. (New Ed.)
- Larry L. Barker (1978) Communication Prentice-Hall, USA.
- James Lull (2000) Media, Communication, Culture. Blackwell Publishers, UK.
- Kamlesh Mahajan (1990) Communication and Society-The Emerging Human Concerns. Classical Publishing Company, Delhi, India.
- Denis Mcquail (2010). Macquail's Mass Communication Theory. Thousand Oaks, United States: Sage.
- James W. Tankard Jr. and Werner J Severin (2003) Communication Theories: Origin, Methods, Uses in the Mass Media. New York: Longman.
- Wilbur Schramm (1973). Men, Message, and Media. New York, Harper and Row.
- Jessamy Perriam and Simon Carter (2021) Understanding Digital Societies. Sage Publishing.
- Uma Narula, Mass Communication: Theory and Practice. HAR-ANAND Publications.
- केवल जे. कुमार : भारत में संचार, जयको पब्लिशिंग हाउस, मुंबई।
- डॉ. गोविन्द प्रसाद एवं पाण्डेय अनुपम : समाचार एवं जनसंचार, डिस्कवरी प्रकाशन हाउस, प्रा. लि. नई दिल्ली।
- नन्द भारद्वाज : संस्कृति, जनसंचार और बाजार, सामयिक प्रकाशन, नई दिल्ली।
- डॉ. श्रीकांत सिंह : सम्प्रेषण, प्रतिरूप एवं सिद्धांत, भारती प्रकाशक एवं वितरक, फैजाबाद, उत्तरप्रदेश।

**Semester I**  
**PRC 02: DEVELOPMENT OF MEDIA**

**Total Marks: 100, Theory- 80, Practical- 00, Internal- 20, Credit-05**

**Course Objectives:**

1. To help students develop skill in primary resources about Indian Media.
2. To provide students with knowledge of rich and diverse history of Indian press, television and radio.
3. To make students able to recognize the great contribution of press in the freedom movement.
4. To provide students with knowledge of Doordarshan as public broadcaster.
5. To make students able to recognize Cinema is Medium of Communication.

**Learning Outcome:**

1. Students will able to explain birth and growth of Indian Press.
2. They will get thorough understanding or contribution of Indian press in the freedom struggle and able to share it.
3. Students will be able to understand Indian News Agencies.
4. Student will be able to understand objectives of Doordarshan.
5. Student will be able to understand characteristics of Film and Social Media

Unit1	Early History of Press In India 1780-1915	L	T	P
1.1	Origin of Indian press in colonial period, newspaper, characteristics and their effect in the society	2	1	0
1.2	Hickey's Bengal Gazette	2	1	0
1.3	Brief history of prominent newspapers: The Hindu, Hindustan Times, Times of India, Amrit Bazar Patrika	2	1	0
1.4	Brief introduction and contribution of eminent journalist Raja Ram Mohan Roy, Jugal Kishore Shukla, Bhartendu Harish Chandra	2	1	0
1.5	Contribution of Indian media in social awakening (renaissance) social reforms	2	1	0

Unit2	Press and Freedom Movement	L	T	P
2.1	Role of press in freedom movement	2	1	0
2.2	Contribution of eminent journalist Lokmanya Bal Gangadhar Tilak, Mahatma Gandhi, Baburao Vishnu	2	1	0

	paradkar, Ganesh Shankar Vidyarthi, Makhanlal Chaturvedi, Madhav Rao Sapre,			
2.3	Introduction to Press council and Press Commission	2	1	0
2.4	Brief History of language press -Urdu, Bangla, Malayalam, Tamil, Marathi	2	1	0
2.5	Eminent journalist of post-independence period Prabhas Joshi, Rajendra Mathur, Dharmveer Bharti, Rahul Barpute Press During Emergency Present scenario of Indian Press	2	1	0

<b>Unit 3</b>	<b>Introduction to News Agencies and Radio</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Brief history of AIR- Pre Independence Period, Post -Independence Period	2	1	0
3.2	Commission and Committees- Joshi Committee, Varghese Committee & Chanda Committee	2	1	0
3.3	FM Broadcasting, Local Broadcasting, Interactive Radio Satellite Broadcast (Sky Radio)	2	1	0
3.4	Organization of AIR - News service division, external service division, Public Service and Commercial Radio, familiarization with studio and equipment	2	1	0
3.5	Introduction to News Agencies-PTI, UNI, Hindustan Samachar, Samachar Bharti,ANI	2	1	0

<b>Unit 4</b>	<b>Introduction to Doordarshan</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Objectives of Doordarshan Role of DD in National Development (SITE project and Educational TV)	2	1	0
4.2	Growth and development of Doordarshan in India Three tier service system of DD- National, Regional and Local, Commercial Service and Special Audience Program	2	1	0
4.3	Characteristics of television as a medium of Communication	2	1	0
4.4	Difference and comparison of television with other media	2	1	0
4.5	Prasar Bharti Nigam – Objective, Structure and Function	2	1	0

Unit 5	Introduction to Film and Social Media	L	T	P
5.1	Cinema-Definition and scope, Introduction to Indian Cinema,	2	1	0
5.2	Types of Indian Cinema- Popular& Parallel, Importance of Cinema in Indian Society.	2	1	0
5.3	Cinema as a medium of communication	2	1	0
5.4	Introduction to Social Media, Types of Social Media, Indian Social Media Platforms.	2	1	0
5.5	Social Media as an effective medium of communication. Importance of Social Media Contemporary Society	2	1	0

### Assignments:

- Prepare a Assignment on Historical topic of media
- Visit any media house and prepare a report
- Write an essay on contribution and relevance of any one freedom fighter journalist
- Prepare chart/poster on timeline of origin and growth of Indian Press/television and Radio Broadcast media
- Prepare an Assignment on History of Film in India
- Prepare an Assignment on Origin and Growth of Social Media

### Suggestive Readings:

- Natrajan J, The Publication Division, History of Indian Journalism
- Gupta V S & Veer Bala Agrawal, Concept Publishing Company, New Delhi, Hand Book of Journalism & Mass Communication
- Fang E. Erving, Focal Press, History of Mass Communication: Six Information Revolutions
- Keavl J Kumar, Jaico Publication, New Delhi, Mass Communication and India
- Villanilam J V, NBT, New Delhi, Growth and Development of Mass Communication India
- अम्बिका प्रसाद बाजपेयी, ज्ञान मण्डल लिमिटेड, सन्त कबीर मार्ग, समाचार पत्रों का इतिहास
- कृष्ण बिहारी मिश्र, हिन्दी पत्रकारिता का इतिहास
- डॉ श्रीकांत सिंह, टेलीविजन पत्रकारिता

**Semester I**  
**ADA 01 हिन्दी भाषा एवं साहित्य**  
**Hindi Bhasha Evam Sahitya**

**Total Marks: 40, Theory- 30, Practical- 00, Internal- 10, Credit-02**

पाठ्यक्रम के उद्देश्य:

- हिन्दी भाषा का सामान्य परिचय और उसके संचार के पक्षों का ज्ञान कराना।
- हिन्दी भाषा और साहित्य के प्रचलित स्वरूपों का संचार की दृष्टि से संचार कराना।
- हिन्दी भाषा का अन्य भाषाओं के साथ संबंधों का ज्ञान कराना।
- हिन्दी के प्रयोजनमूलक स्वरूप का प्रशिक्षण प्रदान करना।
- व्यावहारिक हिन्दी के वाचन और लेखन का कौशल विकसित करना।

अधिगम के परिणाम :

- हिन्दी भाषा की वाक्य संरचना के निर्माण व उसके प्रयोग में निपुणता।
- हिन्दी भाषा और साहित्य के प्रचलित स्वरूपों की संचार की दृष्टि से समझ और प्रायोगिक कुशलता।
- हिन्दी भाषा के अन्य भाषाओं के साथ संबंधों के ज्ञान से भाषा दक्षता में विकास।
- विद्यार्थी शब्द, अर्थ एवं व्याकरण के साथ भाषा के सामाजिक संदर्भ पर अपना दृष्टिकोण विकसित कर पाएंगे।
- विद्यार्थी संपादकीय, टिप्पणी, प्रारूपण और पत्राचार का प्रयोग कर पाएंगे।

इकाई-1	हिन्दी भाषा के तत्व और उनका बोध	L	T	P
1.1	भाषा और संप्रेषण, हिन्दी की लिपि, वर्तनी	1	1	-
1.2	हिन्दी की ध्वनियाँ, हिन्दी रूप रचना,	2	-	-
1.3	देवनागरी लिपि और उसकी विशेषताएँ,	1	-	-
1.4	हिन्दी की उपभाषाएँ	1	-	-

इकाई-2	हिन्दी भाषा और साहित्य की संरचना	L	T	P
2.1	हिन्दी की शब्दावली, हिन्दी का मानक: व्याकरण (सामान्य परिचय)	2	-	-
2.2	हिन्दी भाषा और साहित्य का संक्षिप्त इतिहास सामान्य परिचय	1	-	-
2.3	हिन्दी में विभिन्न विषयों का बोधन	1	-	-
2.4	हिन्दी पद्य के विकास का सामान्य परिचय	2	-	-

इकाई-3	व्यावहारिक हिन्दी और लेखन	L	T	P
3.1	मुहावरे, लोकोक्तियाँ और कहावतें	2	-	-
3.2	हिन्दी का सामाजिक संदर्भ, संवाद शैली	1	-	-
3.3	सरकारी पत्राचार तथा टिप्पण और प्रारूपण	1	1	-
3.4	अनुवाद करने का व्यावहारिक ज्ञान	1	-	-

इकाई-4	हिन्दी का प्रयोजनमूलक स्वरूप	L	T	P
4.1	प्रयोजनमूलक भाषा और हिन्दी के विविध रूप	1	-	-
4.2	प्रयोजनमूलक हिन्दी, सामान्य हिन्दी और पारिभाषिक शब्दावली	2	-	-

4.3	हिन्दी भाषा का अन्य भाषाओं के संबंध, हिन्दी भाषा में प्रयुक्त अन्य भाषाओं के शब्दों का ज्ञान	2	-	-
4.4	सम्पर्क भाषा हिन्दी, हिन्दी का अन्तर्राष्ट्रीय संदर्भ	1	-	-

इकाई-5	हिन्दी गद्य	L	T	P
5.1	हिन्दी गद्य का विकास, हिन्दी गद्य की विविध विधाएं	2	-	-
5.2	हिन्दी कहानी और उपन्यास :स्वरूप और विकास	1	-	-
5.3	समकालीन हिन्दी लेखन	1	-	-
5.4	हिन्दी एकांकी और नाटक : एक सामान्य परिचय	2	-	-

### सत्रीय कार्य:

1. कम से कम 20 ऐसे हिन्दी शब्दों को लिखे जिसमें कुछ ध्वनियों के बदल जाने के कारण अर्थ-भेद होता है।
2. निम्नलिखित शब्दों को शब्दकोशीय क्रम में रखिए-भक्ति, अंग, महानता, त्योहार, संस्कृति, पूर्वी, पढ़ना, बड़ा, मानव, प्रकृति, ऋतु, मुख्य, फसल, पंक्तियां, महापुरुष, पूजा, भावना, ब्याज, जिक्र, तरक्की।
3. हिन्दी की समस्त उपभाषाओं की सूची बनाएं एवं उस पर संक्षिप्त टिप्पणी लिखें।
4. हिन्दी में खेल, अर्थव्यवस्था और विज्ञान विषयों पर पांच-पांच समाचार लेखन करें।
5. कम से कम पांच अलग-अलग विषयों (अनुशासनों) पर बीस-बीस पारिभाषिक शब्दावली की सूची बनाएं।

### संदर्भ ग्रन्थ :

1. डॉ. भोलानाथ तिवारी (स): हिन्दी की घनि संरचना, साहित्य, सहकार, कृष्णानगर, दिल्ली।
2. रामचंद्र वर्मा, अच्छी हिन्दी, इलाहाबाद।
3. वासुदेव नंदन प्रसाद, आधुनिक हिन्दी व्याकरण और रचना:, भारती भवन, पटना।
4. द्विवेदी हजारी प्रसाद, साहित्य सहचर, लोकभारती, प्रकाशन, इलाहाबाद।
5. कृष्ण कुमार गोस्वामी, प्रयोजनमूलक हिन्दी और कार्यालयीन हिन्दी, कलिंगा प्रकाशन, 1982,, नई दिल्ली।
6. राकेश शर्मा एवं नीलमणि शर्मा, (2019) राजभाषा हिन्दी : कल आज और कल, द क्रिएटिव आर्ट, दक्षिण पूर्वी दिल्ली-110044
7. गोपाल राय (2020) हिन्दी भाषा का विकास, राजकमल प्रकाशन, अक्षर, नई दिल्ली।
8. डॉ. हरदेव बाहरी, हिन्दी उद्भव, विकास और रूप, किताब महल, प्रकाशन, नई दिल्ली।
9. संत समीर, (2018) अच्छी हिन्दी कैसे लिखें, प्रभात प्रकाशन।
10. आचार्य रामचंद्र शुक्ल (2020) हिन्दी साहित्य का इतिहास, प्रभात प्रकाशन, नई दिल्ली।

**Semester I**  
**ADA 02: ETHICS AND CULTURE**

Total Marks: 40 Theory- 30, Practical- 00, Internal- 10, Credit-02

**COURSE OBJECTIVES**

1. To introduce students to basic Human Ethics.
2. To highlight the role of Ethics in Life.
3. To improve emotional and Spiritual Quotient of students.
4. To make students aware of Culture.
5. To improve Cultural Quotient of students.

**LEARNING OUTCOME:**

1. Students will able to contemplate and apply Morality in their life.
2. They will get thorough understanding of Values and Ethics.
3. Students will have ethical knowledge about personal and professional growth.
4. They will understand different forms of Culture.
5. Understand the triangulation of Society, Media and Culture.

<b>UNIT-I</b>	<b>Harmony in the Human Being</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Human being: Concept and Meaning	1	-	-
1.2	Human Being is more than just the Body	1	-	-
1.3	Harmony of the Self (□I□) with the Body	1	1	-
1.4	Understanding Myself as Co-existence of the Self and the Body	1	-	-
1.5	Understanding Needs of the Self and the Needs of the Body	1	-	-
<b>UNIT-II</b>	<b>Social Ethics</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	The Basics for Ethical Human conduct	1	-	-
2.2	Defects in Ethical Human Conduct	1	-	-
2.3	Holistic Alternative and Universal order	1	-	-
2.4	Universal Human Order and Ethical Conduct	1	1	-
2.5	Social Ethics: A way to success	1	-	-
<b>UNIT-III</b>	<b>Professional Ethics</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Value Based Life and Profession	1	-	-
3.2	Professional Ethics and Right Understanding	1	-	-
3.3	Technology and Ethics	1	-	-
3.4	The nexus of Environment and Ethics	1	-	-
3.5	Issues in Professional Ethics – The Current scenario	1	-	-
<b>UNIT-IV</b>	<b>Study of Culture</b>	<b>L</b>	<b>T</b>	<b>P</b>

4.1	The Idea of Culture, Perspectives of Indian Culture and Value System: <i>Dharma, Karma, Vasudhaiv Kutumbkam, Sarve bhavantu sukhinh, Shashwat dharma</i>	2	-	-
4.2	Indic philosophy in values and culture, <i>Deh; mann; buddhi; atman</i> , Happiness and Success	1	-	-
4.3	Hindu-Buddhist ethics, Integral Humanism ( <i>Pt. Deen Dayal Upadhyay</i> ), <i>Hind Swaraj</i> ,	2	-	-
4.4	Culture and Civilization: Differences and Differences, Meaning and form of Culture and Civilization	1	-	-
4.5	Similarities and differences between Indic and Western culture, Culture and Society in Contemporary India	2	-	-
<b>UNIT-V</b>	<b>Culture and Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Indian culture from the lens of Newspapers and Magazines	1	-	-
5.2	Radio, Television, Advertising and Cinema as representatives of Indic culture	1	-	-
5.3	Social Media and Cultural implications	1	-	-
5.4	Digital Media in present scenario, Theory of Culture	1	-	-
5.5	Globalization in context of Indian Culture	1	-	-

### ASSIGNMENTS:

1. Make a poster presentation on different Indian cultural anecdotes.
2. Prepare case study on Mahabharata and contemporary relevance, Bhopal Gas tragedy, Chernobyl tragedy, Satyam Case, Celebrities and drug abuse etc.
3. Conduct small practical to assess morality, ethics, Indic values among masses.
4. Prepare project on Indology, *Ramayana* and ethical relevance, Mahabharata and socio-cultural relevance.
5. Prepare a street play on human socio-professional ethics or Indian culture.

### SUGGESTIVE READINGS:

1. A.N.Tripathy, Human Values, New Age International Publishers, 2003
2. Bajpai. B.L., Indian Ethos and Modern Management, New Royal Book Co., Lucknow, Reprinted, 2004
3. Berger, A. (2012). Media and Society: A Critical Perspective.
4. Bertrand Russell, Human Society in Ethics and Politics
5. Corliss Lamont, Philosophy of Humanism
6. Gerber S. Scherer and H.Hefner D. (2016).Social Capital in Media Societies.: The Impact of Media use and media structure capital. International Communication Gazette, Vol. 78 (6), pp 493-513
7. Ramanujan, A.K. (1999) Folk Tales of India, edited by Brenda Beck and Peter J. Klaus, Chicago: Univ. of Chicago Press.



8. Schiffman, Harold. (1996) Linguistic Culture and Language Policy, London and New York: Routledge.
9. Van, G. (2017). Part-1: What is Culture and how does it Affect our Daily Lives? HUFFPOST.

### **E-Resources**

1. <https://hvpenotes.blogspot.com/2017/01/chapter-v-understanding-human>
2. [https://aktu.ac.in/hvpe/PDF Presentations/PDF English Presentation/HVPE](https://aktu.ac.in/hvpe/PDF%20Presentations/PDF%20English%20Presentation/HVPE)
3. <https://www.digitalg1.com/courses/kve301-kve401-uhvpe/kve301-kve401>
4. [http://www.huffingpost.com/gabriella-van-rij/part-1-what-is-culture-and-how-does-it-affect-our-daily-lives\\_b\\_9607312](http://www.huffingpost.com/gabriella-van-rij/part-1-what-is-culture-and-how-does-it-affect-our-daily-lives_b_9607312)

**Semester I**  
**ADA 03: SOCIAL AND EMOTIONAL LEARNING**

Total Marks: 40 Theory- 30, Practical- 00, Internal- 10, Credit-02

**Course Objectives:**

**The following are the objectives of the course:**

- To understand the concept of emotional and social intelligence and learn ways of developing them.
- To understand and establish the role of emotional learning in life and existence of self and its dependency with Nature.
- To introduce the basic concepts of the learning such as self and social awareness
- To inculcate the skills among the students to learn from emotions and practice self-management
- To inculcate the relationship skills among students for taking responsive decisions.
- To aware about unsupervised learning, misinformation and social learning.
- To develop the socio-emotional approach of learning among students.

**Learning Outcome:**

**After completion of this course, the students will be able to do:**

1. Contemplate and apply the knowledge and skills for social emotional development.
2. Create and practice the supportive environments.
3. Demonstrate, establish and evolve the social-emotional harmony in their personal and professional life and growth.
4. Explore and exploit different routes, channel of learning.
5. To develop the abilities in students to understand their emotions and its interrelationship with the Socio –Economic contexts

UNIT-I:	LEARNING CONCEPTS	L	T	P
1.1	Meaning, Definition and Basic concepts of Learning, Significance, Importance and Relevance of Learning in present scenario, Learning by Digital platforms	2	-	-
1.2	Learning in Indian context: Indian views on learning, Teachings of Epics ( <i>Ramayna, Bhagvatgita etc.</i> )	1	-	-
1.3	Philosophers ( <i>Aurobindo, J. Krishnamurthy, Mahirshi Raman and NisargdattaMaharaj</i> )	2	1	

UNIT II:	EMOTIONAL AND SOCIAL AWARENESS	L	T	P
2.1	Importance and Models of Emotional Intelligence	1	-	-
2.2	EQ competencies: self-awareness, Levels of emotional awareness; Recognizing Emotions in oneself; self-regulation	2	-	-

2.3	Perceiving emotions accurately in others, Social awareness and empathy, and interpersonal skills	2	-	-
2.4	Strategies to develop emotional and social awareness, Social Co-Regulation	1	-	-

UNIT III:	MANAGING EMOTIONS	L	T	P
3.1	Harmony of the Self with Society, Understanding Myself as Co-existence of the Self and the Society, Understanding Needs of the Self and the Needs of the Society	2	1	-
3.2	Cultural Considerations in SEL, The relationship between emotions, thought and behavior	2	-	-
3.3	Techniques to manage emotions and social conflict	1	-	-

UNIT IV:	RELATIONSHIP MANAGEMENT	L	T	P
4.1	Define social skills and explore its various competencies	1	-	-
4.2	Implement strategies to help build relationships and connections at work, recognize the difference between facts from emotions	2	1	-
4.3	Apply listening strategies to become a better listener and ultimately a better communicator	1	1	-

UNIT V:	SOCIAL EMOTIONAL LEARNING AND Its APPLICATIONS	L	T	P
5.1	Emotional Intelligence in Indian Context. Applications in the context of Mass Media /Mass Communication	2	-	-
5.2	Social Intelligence in Indian Context. Applications in the context of Mass Media/Mass Communication	2	-	-
5.3	Cultural Consideration in Social Emotional Learning	1	-	-
5.4	Responsible Decision Making and Team Work	1	-	-

#### Assignments:

- Prepare chart / poster on human learning.
- Make a poster presentation on different social and emotional experiences.
- Self-critical awareness about ones abilities and assets in different contexts of life and limitations in terms of knowledge, attitudes, skills and values which may be revised or developed.
- Activities that develop cognitive skills-independent thinking to promote critical thinking and creative thinking; decision making and problem solving with all their components.

- Visits to the slums and natural calamities and stories of different children to tap empathy which is inherent.
- Group discussion on the current issues to develop psycho-social skills like interpersonal relationship skills and effective communication skills.
- Introducing yoga exercises to be done with ease and meditation which starts with self-knowledge with let come and let go spirit to experience spells of silence for healthy body and mind and to awaken the hidden faculties.
- Exercises to have inner observation for self-knowing while in stress or in emotions and to develop skills of self-management.
- Use of brain storming, value clarification and group discussion techniques to arrive at the realities free of habitual modes of thoughts, attitudes and action tendencies.
- Encouraging Nature observation, inner observation, nature walks, and reading biographies of great people who contributed their might out of self-abnegation but not with self-centeredness and sharing personal experiences.

### Suggestive Readings:

- A.N.Tripathy (2003). Human Values, New Age International Publishers.
- Adams, S. R., & Richie, C. (2017). Social emotional learning and English language learning: A review of the literature.
- Bar-On, R., & Parker, J.D.A.(Eds.) (2000). The handbook of emotional intelligence. San Francisco, California: Jossey Bros.
- Goleman, D. (1995). Emotional Intelligence. New York: Bantam Book.
- Goleman, D. (1998). Working with Emotional Intelligence. New York: Bantam Books.
- Singh, D. (2003). Emotional intelligence at work (2nd ed.) New Delhi: Response Books.
- Bajpai.B.L. (2004). Indian Ethos and Modern Management, New Royal Book Co., Lucknow, Reprinted.
- Baron and Byrne. Social Psychology.
- Bertrand Russell. Human Society in Ethics and Politics
- C.T. Morgan, R.A. King, J. R. Weisz, JSchopler (2011). Introduction to Psychology.
- Corliss Lamont: Philosophy of Humanism.
- *Daniel Goleman (1995). Emotional Intelligence. Bantam Books.*
- *Daniel Goleman (2017). Emotional Intelligence and Social Intelligence: The New Science of Human Relationships.*
- Plutchik, R. (2001). The nature of Emotions.
- VanAusdal, K. (2019). Collaborative classrooms support social-emotional learning.
- अरुण कुमार सिंह, समाज मनोविज्ञान की रूपरेखा, मोतीलाल बनारसीदास।
- एम.पी. पंडित, (2000) श्री अरविन्द, आधुनिक भारत के निर्माता, प्रकाशिन विभाग, सूचना और प्रसारण मंत्रालय, भारत सरकार।
- श्री पूरन चंद्र जोशी (2009) परिवर्तन और विकास के सांस्कृतिक आयाम, राजकमल प्रकाशन।
- श्री श्यामाचरण दुबे (2016) मानव और संस्कृति, राजकमल प्रकाशन।
- श्री अखिलानन्द, हिन्दु साइकोलॉजी।

**Semester I**  
**PRS 01: FUNDAMENTAL OF COMPUTERS**

Total Marks: 40, Theory- 00, Practical- 30, Internal- 10, Credit-02

**COURSE OBJECTIVES**

1. Identify various components of the computer.
2. Acquaint the students with the application of computers and understanding the latest trends in information technology.
3. To familiarize the student with various office automation software and component of office automation.
4. To make him comfortable to use MS Office Tools.
5. To develop expertise in word processing, spreadsheet, and presentation skills.

**COURSE OUTCOMES**

1. Use and identify various peripheral devices of the computer.
2. Use the Windows operating system and create files and folders, Printer Setting, Mouse, and keyboard Setting.
3. Create a document in word, Check Spellings, Mail Merges Documents, and Use various features of words.
4. Create an excel sheet, use various formulas, make different types of graphs for given data.
5. Make slides and use of animation and transition effects in PowerPoint presentations.

UNIT-1	Introduction to Computer	L	T	P
1.1	Definition, Block Diagram, Generation of Computer, Speed, Storage, Hardware & Software, Types of Computer, Desktop Computer, Laptop Computer, Palmtop Computer, Super Computer, Mainframe , Mini Computer, PC (Discussion, Practical)	-	1	1
1.2	<b>Memory:</b> Units, Types - Primary memory: RAM, ROM, PROM, EPROM, EEPROM, DDR, SRAM, DRAM (Discussion, Practical)	-	-	1
1.3	Secondary memory: Hard Disk, CD, DVD, Blue-Ray Disc, Pen Drive Magnetic Tape , Floppy disk & Zip Disk, Port: Serial, Parallel, USB, Use of Cloud Storage, Google Drive, Drop box (Discussion, Practical)	-	-	1
1.4	CPU: Functions of CPU, Mother Board, Graphics Card, Sound Card, Network Card – Modem	-	-	1

	(Discussion, Practical)			
<b>1.5</b>	<b>Input, Output devices:</b> Keyboard, Mouse, Scanner, Digital Camera, Joystick, Pen drive, Monitor Types of Monitors, printers Types of Printer, Plotter, Scanners. Introduction to drivers (Discussion, Practical)	-	-	<b>1</b>

<b>UNIT-2</b>	<b>MS-Windows, Mobile OS and Open Source</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>2.1</b>	<b>Definition of Operating System</b> - Functions of OS, Types of OS: Single user, Multi-User, <b>Windows Desktop - GUI:</b> Definition, Standards, Cursors/Pointers, Icons, GUI Menus, GUI— Desktop icons and their functions (Discussion, Practical)	-	-	<b>1</b>
<b>2.2</b>	My computer, My documents, Network Neighborhood, Recycle Bin, Quick launch Tool Bar, System Tray, Start Menu, Taskbar <b>Dialog Boxes:</b> List Box, Spin Control Box, Slide, Drop-down list, Radio button, Check box, Text box (Discussion, Practical)	-	<b>1</b>	<b>1</b>
<b>2.3</b>	<b>Parts of Windows</b> -Title bar, Menu bar, Scroll bar, Status Bar, Maximize, Minimize, Close and Resize & Moving a Window – <b>Windows</b> - Start Menu –Help Menu- Preview Menu; Logoff & Shutdown (Discussion, Practical)	-	-	<b>1</b>
<b>2.4</b>	Working with Notepad & WordPad: Opening & Saving files, Formatting, Printing, Inserting objects, Creating & Editing Images with Microsoft paint, Using the Calculator – Personalizing Windows (Discussion, Practical)	-	-	<b>1</b>
<b>2.5</b>	<b>Introduction to Mobile,</b> Mobile Operating Systems (Android, IOS, Blackberry), Mobile apps, File Transfer, Various file format like JPEG, MPEG, Bitmap, PNG etc. Introduction to open Source softwares Introduction open office, Introduction to Linux OS (Discussion, Practical)	-	-	<b>1</b>

<b>UNIT-3</b>	<b>MS Word</b>	<b>L</b>	<b>T</b>	<b>P</b>
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3.1	<b>Working with Documents</b> -Opening & Saving files, Editing Text documents, Inserting, Deleting, Cut, Copy, Paste, Paste Special, Undo, Redo, Find, Search, Replace, Formatting page & setting Margins, Using Toolbars, Ruler (Discussion, Practical)	-	-	1
3.2	<b>(Formatting Documents</b> - Setting Font Styles, Font selection- Style, Size, color, etc. Typeface - Bold, Italic, Underline, Case Settings, Highlighting, Special Symbols, Paragraph Setting, Alignments, Indents, Line Space, Margins, Bullets & Numbering (Discussion, Practical)	-	-	1
3.3	<b>Setting Page style</b> - Formatting Page, Page tab, Margins, Layout settings, Columns, Header & footer, Page Numbering, Date & Time (Discussion, Practical)	-	1	1
3.4	Creating Tables- Table Settings, Borders, Alignments, Insertion, deletion, Merging, Splitting, Sorting, Convert Text to Table, Convert Table to Text (Discussion, Practical)	-	-	1
3.5	<b>Drawing</b> - Inserting Clipart, Pictures, Shapes, Textbox, SmartArt, Files, <b>Tools</b> – Use of Spell Checks, Mail Merge, Envelop, Labels (Discussion, Practical)	-	-	1

UNIT-4	MS Excel	L	T	P
4.1	<b>MS Excel:</b> SpreadSheet & Its Applications, Opening Spreadsheet, Menus - Main Menu, Formula Editing, Formatting, Toolbars, Using help, Shortcuts, Spreadsheet Types. Working with Spreadsheets-opening, Saving files, Setting Margins, Spreadsheet addressing - Rows, Columns & Cells, Referring Cells& Selecting Cells – Shortcut Keys (Discussion, Practical)	-	-	1
4.2	<b>Entering &amp; Deleting Data-</b> Find, and Replace, Inserting Data, Insert: Cells, Column, Rows, Sheets, Symbols, Data from External files, Clipart, Pictures, Files, etc. Inserting Functions (Discussion, Practical)	-	-	1
4.3	<b>Formula</b> – Relative and Absolute References Mathematical operations (Addition, Subtraction, Multiplication, Division, Exponentiation, Percent, SUM, COUNT, AVG, MAX, MIN (Discussion, Practical)	-	-	1

<b>4.4</b>	Chart: Various Chart Types, Creating each types of Charts, Add Labels, Title, Legends (Discussion, Practical)	-	<b>1</b>	<b>1</b>
<b>4.5</b>	<b>Formatting:</b> Cell Data, Auto Fills, Border and Shading (Discussion, Practical)	-	-	<b>1</b>

<b>UNIT-5</b>	<b>MS PowerPoint</b>	<b>L</b>	<b>T</b>	<b>P</b>
<b>5.1</b>	<b>MS PowerPoint: Introduction:</b> Multimedia, Components of Multimedia, Applications of Multimedia, Introduction to PowerPoint, Features, Working with Presentation, different views, Inserting, Deleting and Copying of Slides Working with Speaker Notes (Discussion, Practical)	-	-	<b>1</b>
<b>5.2</b>	. Handouts, Columns & Lists, Slide Layout and its types, Adding Graphics, Sounds, and Movies to a Slide, Animation, Transition (Discussion, Practical)	-	-	<b>1</b>
<b>5.3</b>	Working with PowerPoint Objects, Slide Show, Wizards, Slide Master, Chart, SmartArt, Changing Themes (Discussion, Practical)	-	-	<b>1</b>
<b>5.4</b>	Types of Networks: LAN, WAN, MAN, Topologies of LAN -Ring, Bus, Star, Mesh and Tree Components of LAN – Media, NIC, NOS, HUB, Bridge, Router Repeater and Gateways (Discussion, Practical)	-	-	<b>1</b>
<b>5.5</b>	<b>Internet:</b> History of the Internet, WWW, Clients, and Servers, Protocols (TCP/IP, HTTP, FTP), Search Engines, Portals, Internet Communication Services: Emails, Blogs, Mobile communications (Discussion, Practical)	-	<b>1</b>	<b>1</b>

### Practical / Projects/Assignments:

#### 1. Lab Experiments for Word

Create the table shown below:

<b>Troubleshooting Option</b>	<b>Explanation</b>	<b>Cost</b>
Cable Checker	3 devices for each office, @ Rs 225 a piece	Rs. 675



Onsite Troubleshooting	40 hours of onsite troubleshooting, @ Rs120 an hour	Rs. 4,800
Cable Tester	1 device to be shared among three offices	Rs. 1,400

- Insert a new row just below the Cable Tester row, and then enter the following information into the new row:
  - Troubleshooting Option: Onsite Training
  - Explanation: Informational seminar for all Madison employees
  - Cost: Rs 300
- Modify the widths of columns A and C to accommodate the widest entry in each, and then right-align the Cost column.
- Select the Heading row and Bold and Center the headings.
- Save the document.

## 2. Lab Experiments for Word

Type the following Paragraph as given.

“My Dream career”

My ambition of life is to become a doctor. I have taken up science and hygiene as optional subjects. When I join college, I shall take up medical group. I shall appear in the P.M.T. examination to qualify for joining a Medical College. After passing the P.M.T., I shall join the medical college to become a doctor.

I would like to be a doctor. My country has become free, Government has decided to uproot the diseases from the country and improve the health of the people. Hospitals are being opened for this purpose. There is great demand for doctor. Taking all these things into consideration. I have made up mind to become a doctor.

I do not want to be clerk. This line does not suit me. I do not want to be a teacher. Law is not a paying profession these days so becoming lawyer is not my goal.

- Correct any spelling errors displayed in the given text.
- Save the document as <My Dream >\_W01.
- Change the layout of the page as given below.
  - >Page size: A4 (8.27" x 11.69") >Page orientation: Landscape
- Change the page margins as follows:
  - >Top: 1.25" >Bottom: 1.25" >Right: 1.25" >Left: 1.25"
- Format the entire document as given below.
  - >Line spacing: 1.15" >Font: Times New Roman >Font size: 14
  - >Align: Justify
- Select the heading “Academy award” and format it as given below.

>Font color: blue >Style: Bold and underline >Align: Center

>Change all the letters to UPPERCASE

- g) Make the first letter of the paragraph larger and fall into three lines (Drop cap).
- h) Format the heading “My Dream career” with Style: Heading 2.
- i) Create a bulleted list for the last paragraph lines of document.
- j) Enter “My Document Tutorial” text as the heading of the table and format it to get the following output using a Wordart. (Font: Arial Black, Font size: 16, Align: Center)
- k) Insert a footer with the following formatting options.

>Caption: <My First Document>>Font: Times New Roman >Font size: 12

- l) Insert the W01 image given in the "Resources" directory, to the right hand side of the bulleted list of the document.
- m) 14.Prepare your class time table using and Format the entire table as given below.

Change the cell size of the table to Auto Fit to Contents. >Align: Center

- n) Select the Heading row and format it as given below.

Convert all text in to capital letters >Style: Bold >Align: Center

- o) Insert a new row just below the last row of the table and enter the following information into the new
- p) Send a Call Letter for All Applicants to Inform Interview Details using Mail Merge Base

### 3. Lab Experiments for Excel

In a new worksheet, create a table and insert the following information. Use different fonts for different columns.

- Names of people (at least 25)
- Their ages
- Number of years they have worked
- Salary per month
- Show housing, medical, travel and hardship allowances, and columns

Using the table to do the following:

- a) Calculate the total salary for each person and grand total for all persons.
- b) (Calculate Average, Minimum, Maximum and count entries.
- c) Show a graph of the their salaries
- d) Copy and paste your graph from sheet 1 to sheet 2, name your graph sheet ‘CHARTS’
- e) Add columns where necessary to include: leave payment, over time payment and sick off amount, and then calculate the net salary

#### 4. Lab Experiments for Excel

	A	B	C	D	E	F	G	H
1		January	February	March	April	May	June	Average
2	House Payment	750	750	750	750	750	750	
3	Charity	200	200	200	200	200	200	
4	Groceries	300	425	425	290	325	350	
5	Car Payment	300	300	300	300	300	300	
6	Gasoline	45	45	50	55	45	60	
7	Clothing	100	75	60	50	100	85	
8	Utilities	95	85	95	90	80	90	
9	Total							
10	Income							
11								

#### Graph 1 – Pie Chart

- This graph will show the total amount of money spent on each category over a six-month period.
- To do this, you must total the amount spent on each item in column I. Do not include the average in your equation.
- Next, highlight the expenses (house payment, gasoline, etc). Hold down the Ctrl key and highlight your new totals.
- Create a pie chart. Go to data labels and show the percentages.
- Cut and paste all the information you need and the graph to a new sheet.

#### Graph 2. – Bar Chart

This will be a bar chart for income and expenses.

Below your total column, type Income in A12. Enter the income for each month. They are as follows:

January: 2,000  
February: 2,100  
March: 2,000  
April: 1,900  
May: 2,500  
June: 2,200

- Create a bar chart

#### 5. Lab Experiments for MS PowerPoint

- Create a presentation with four blank slides.
- Modify the presentation as follows.
- Insert a suitable design template.
- Insert a footer to show Your name and your Student ID.

- e) Insert Today's date as a fixed date in the date area.
- f) Make necessary changes to appear slide numbers in the slide number area.
- g) Make necessary changes so that the footer, date and the slide number do not appear on the title slide (first slide).
- h) Add content to the title slide (first slide) by following the instruction given below.
- i) Type "River" as the slide title and it's format should be Font Type: Arial, Style: Bold, Size:96, Color: Black [10 marks]
- j) Type "Our Life Support" as the sub title and insert an image from the resources directory to a suitable location.
- k) Add content to the second slide by following the instruction given below.
- l) Type the slide title as, "Rivers of North India" and format it as,  
Font Type: Arial, Style: Bold, Size: 44, Color: Black
- m) Insert the following content as shown below.
  - The Ganga
  - Indus
  - Bamhaputra
- n) In the third slide, add the following components.
- o) Type the slide title as, "Tributaries"
- p) Insert Rivers and their tributaries of slide 2 in a table.
- q) Insert few more important Rivers of India with their regions.
- r) Add the following animation effects to your presentation.
- s) Apply emphasis animation effect to each main point and sub point in the second slide.
- t) Apply sound effect when the second slide appears in the slideshow.
- u) Hide the fourth slide from the slide show.
- v) Save your presentation with the following file name < Rivers of \_North India>\_ P01.

### Suggested Readings:

1. Pradeep K Sinha, Priti Sinha, Computer Fundamentals, Sixth Edition BPB Publications
2. Alexis Leon & Mathews Leon-Fundamentals of Information Technology- Vikas Publishing House, New Delhi.
3. V. Rajaraman, Neeharika Adabala, Computer Fundamentals, PHI
4. Peter Weverka "Office 2019 All-in-One For Dummies (Office All-in-one for Dummies)" 1st Edition
5. Reema Thareja -Fundamentals of Computers- Oxford University Press- First Edition
6. E. Balagurusamy-Fundamentals of Computers - Mcgraw Hill

### E-Resources:

1. [https://www.tutorialspoint.com/computer\\_fundamentals/index.htm](https://www.tutorialspoint.com/computer_fundamentals/index.htm)
2. [https://www.tutorialspoint.com/word/word\\_getting\\_started.htm](https://www.tutorialspoint.com/word/word_getting_started.htm)
3. <http://www.apcpe.gov.in/doc/04.MS%20Excel.pdf>
4. <https://www.tutorialspoint.com/powerpoint/>
5. <https://www.tutorialspoint.com/windows10/>

## Sem- II

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 03	Social Science	5	80	-	20	100
2.	PRC 04	Introduction to Advertising and Public Relations	5	50	30	20	100
3.	ADA 04	Environmental Science and Sustainable Development	2	30		10	40
4.	ADA 05	English Language and Literature	2	30		10	40
5.	ADA 06	Co curricular (Any one) I(A) Parliament: Practice and Procedure I(B) भारतीय संगीत I(C) ललित कला	2		30	10	40
6.	PRS 02	Multimedia Tools & Technique	2		30	10	40
Total credits- 18				Total marks- 360			

**Semester II**  
**PRC 03: SOCIAL SCIENCE**

**Total Marks: 100 Theory- 80, Practical- 00, Internal- 20, Credit-05**

**COURSE OBJECTIVES:**

- To provide social, psychological and environmental awareness.
- To help them understand the roots of Indian culture and its relationship with current environment
- To acquaint them about correlation of various areas of social sciences.
- To give clarity about our society and its transformation.
- The role of media in developing our country.

**LEARNING OUTCOMES:**

- The students become aware of the socialization process of the country.
- The students are able to establish a correlation of society and media.
- The human behavior is appropriately treated once they gain clarity of basic related dimensions.
- The foundation of the subject becomes more clear.

<b>Unit-1</b>	<b>Introduction to Sociology</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Philosophy of Sociology: August Comte, McIver and Page, Madan and Majumdar, Irawati Karwe	3	-	-
1.2	Meaning, Nature, Concept and Importance of Sociology	3	-	-
1.3	Significance and Scope of Sociology	3	-	-
1.4	Correlation of Sociology with other Social Sciences	3	-	-
1.5	Importance of studying Sociology for Media students	3	-	-

<b>Unit-2</b>	<b>Basic Sociological Concepts</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Humanity, Biosphere, Ecology and Environment	3	-	-
2.2	Individual, Group, Institution, Organization, Society	3	-	-
2.3	Class, Caste, Clan, Tribe	3	-	-
2.4	Family, Kinship, Community	3	-	-
2.5	Social Reform, Social Movements	3	-	-

<b>Unit-3</b>	<b>Socialization</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Concept and Process of Socialization	3	-	-
3.2	Social Stratification: Urban and rural	3	-	-
3.3	Social Change and its process	3	-	-
3.4	Contemporary Changes in India	3	-	-
3.5	Society and Culture	3	-	-

<b>Unit-4</b>	<b>Indian Culture and Society</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Meaning, Definition and Characteristics of Culture	3	-	-
4.2	Salient features of Indian Culture	3	-	-
4.3	Cultural Imperialism	3	-	-

4.4	Meaning, Definition and Characteristics of Cross-cultural Communication	3	-	-
4.5	John Berry and Geert Hofstede	3	-	-

Unit-5	Psychology	L	T	P
5.1	Concept and Importance of Psychology	3	-	-
5.2	Psychology and other Social Sciences	3	-	-
5.3	Importance of studying Psychology for Media students	3	-	-
5.4	Psychology of Social Groups	3	-	-
5.5	Human Behavior: Theory of Information Opinion and attitude formation	3	-	-

#### **PRACTICAL/PROJECT/ASSIGNMENTS:**

- Preparation of Assignment on Sociology for Media students.
- Preparation of Assignment on Sociological and Psychological Concepts.
- To analyse the changes of Indian Culture.

#### **REFERENCES:**

- S.L. Doshi and P.C. Jain: मुख्य समाजशास्त्रीय विचारक: पाश्चात्य एवं भारतीय चिन्तक
- (MukhyaSamajshashtriyaVicharak: Key Social Thinkers –( Western and Indian) Hindi
- Vidhya Bhushan and Dr Sachdeva: Fundamentals of Sociology
- HR Mukhi: Indian Sociology
- CN Shanker Rao: Sociology of Indian Society
- Carah and Louw: Media and Society

**Semester II**  
**PRC 04: INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS**

**Total Marks: 100 Theory-50 Practical-30 Internal-20 Credit-5**

**COURSE OBJECTIVE**

1. To familiarize students with the fundamental concepts in Public Relations and Advertising, their importance, functions and applications.
2. Educate them about the historical developments across the world and India in the field of PR and advertising.
3. To enhance the understanding of students with regards to the apex institutions of Public Relations and Advertising.
4. To develop the critical and analytical thinking for PR and Advertising.
5. To sensitize the students towards the ethical and social obligations of the profession.

**LEARNING OUTCOME**

1. Conceptual clarity of Advertising and Public Relations.
2. Understand and handle the key processes involved in Public Relations in different industries.
3. Evaluate the tools of Public Relations depending upon different types of media.
4. Able to assess different advertisements on the basis of the appeals and their appropriateness as per the ethics.
5. Analyse the negative impact of Advertising on children and the portrayal of women and how it can be changed.

<b>Unit-1</b>	<b>Introduction to Public Relations</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Public Relations: Concept, Meaning, Definitions, Role of PR	2	-	1
1.2	Public Relations: Nature, Function and scope	2	-	1
1.3	Understanding Public Relations, Advertising, Propaganda and Publicity: Concept, Dimensions and distinctions	2	-	1
1.4	Lobbying: Lobbying as a part of PR, Functions of Lobbyists, Lobbying scenario in India	2	-	1
1.5	Media and Public Relations: Different media used for PR; Print. Electronic, Digital, Functions of different media	2	-	1

<b>Unit-2</b>	<b>Development in Public Relations</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	History and Growth of PR: Evolution of PR in Indian and Global context, Edward Bernays, Ivy Lee's role in establishing PR	2	-	1
2.2	Professionalism in PR: Professionalism before the British rule and after the British rule, Growth of Public Sector.	2	-	1
2.3	Professional bodies: PRSI, IPRA, PRSA, PRCI	2	-	1
2.4	Recent trends in PR: Digital PR, Social Media, Internet tools for PR, Digital PR campaigns	2	-	1
2.5	Ethics of PR: IPRA, PRSI Code of Conduct	2	-	1



<b>Unit-3</b>	<b>Public Relations: Practice and Process</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Principles of Public Relations: Application of Principles in the Industry	2	-	1
3.2	Process of Public Relations: RPCE (Research, Planning, Communication, Evaluation) Model, PEST Analysis, SWOT Analysis	2	-	1
3.3	Tools of Public Relations: Press releases, Press Conference, Media tours, Newsletters, House journals, Exhibitions, Events, Online tools.	2	-	1
3.4	Publics of Public Relations: Internal Publics; Employees, Investors, Suppliers and External Publics; Customers, Media, Government, Importance of communicating with the publics.	2	-	1
3.5	Public Relations in Public and Private Sector: Difference between Public and Private sector, Growth and need for PR in Public and Private Sector, Challenges, Opportunities and threats.	2	-	1

<b>Unit-4</b>	<b>Introduction to Advertising</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Advertising: Working Definition and Classification: On the basis of media, On the basis of industry.	2	-	1
4.2	Advertising in marketing and business: Importance, Role and function.	2	-	1
4.3	Evolution of Advertising in India and the world: Growth and development: Advertising through the years.	2	-	1
4.4	Advertising Media: Print media, Electronic Media, Outdoor media, Digital media, Characteristics of different media.	2	-	1
4.5	Advertising Agencies: Function, Structure and Types; Full- Service agency, Creative Boutique, Media Boutique, Composite agency	2	-	1

<b>Unit-5</b>	<b>Advertising: Creativity and Ethics</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Advertising Appeals: Emotional and Rational, Utilization and impact on consumers	2	-	1
5.2	Advertising and Society: Impact of Ads on children, Portrayal of Women in Ads, Social impact, Psychological impact	2	-	1
5.3	Understanding the Creative Process- Copywriting: Copywriting for different media, Kinds of Copy, Elements of copy and Layout: Stages of layout.	2	-	1
5.4	Apex Bodies of Advertising: AAI, ASCI, TAM, NARB, NARC, BARC	2	-	1
5.5	Advertising ethics: Importance of self-regulation in Advertising, Legal aspects of Advertising; Prohibited Ads: Puffery, Shock Ads, Weasel Claims, Subliminal advertising, Surrogate advertising.	2	-	1

## **PRACTICALS:**

- Speeches on different issues as a part of PR tools.
- Written assignment about PR in different government organizations.
- PowerPoint presentation about the assigned PR organization.
- Analysis of Ad campaigns by Madhya Pradesh tourism, Vodafone zoo-zoo, Amul.
- Develop a Press release and a Print ad on any social issue.
- Study of Advertisements using different appeals.

## **SUGGESTED READINGS:**

- Chunawallah, S.A. and Sethia, K.C. (2000). Foundations of Advertising: Theory and Practice, Mumbai, Himalaya Publishing House.
- Cutlip M.S. (2008). Effective Public Relations. NJ: Pearson
- Lesley, Philip (2000). Effective Public Relations. New Delhi: Jaico
- Reddi, Narsimha C.V. (2002). Effective Public Relations and Media Strategy. Prentice
- Sachdeva, Iqbal S. (2009). Public Relations – Principles and Practices, OUP
- Sharma, Sangeeta and Singh, Raghuvir (2009). Advertising Planning and Implementation, New Delhi, PHI Learning Private Limited.
- Jaishri Jethwaney, Corporate Communication: Principles and Practice, 2018, Sage Publication, India
- Jaishri Jethwaney & N.N. Sarkar, Public Relations Management, 2015, Sterling Publishers, India
- Jaishri Jethwaney & Shruti Jain, Advertising Management, 2012, Oxford University Press, India

## **E-RESOURCES:**

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>

## ADA 04: ENVIRONMENTAL SCIENCE & SUSTAINABLE DEVELOPMENT

Total Marks: 40 Theory- 30, Practical- 00, Internal- 10, Credit-02

### COURSE OBJECTIVE

1. To demonstrate a congenial learning of Environment Factors to students
2. To generate in students the awareness about Environmental Problems
3. To define the types of Environmental Ecosystems & its formation to students
4. To associate the knowledge of various Environmental Ethics to students
5. To illustrate to the students problems relating to Human Population on Environment

### COURSE OUTCOMES

1. Recognize various environmental factors
2. Analyze environmental problems
3. Characterize ethical issue for environmental related issue
4. Identity methods to protect environmental
5. Recognize effect to population on environmental

Unit-1	The Multidisciplinary Nature of Environmental Studies and Natural Resources	L	T	P
1.1	Natural resources and associated problems. Forest resources: Use and Over-exploitation, deforestation	1	-	-
1.2	Water resources: Use and over-utilization of surface and ground water.	1	-	-
1.3	Mineral resources: Use and exploitation, environmental effects of extracting and using mineral resources.	1	-	-
1.4	Energy resources: Growing energy needs, renewable and non-renewable energy sources.	1	-	-
1.5	Land resources: Land as a resource, land degradation, man induced landslides, soil erosion and desertification.	1	1	-

Unit-2	Ecosystems, Biodiversity and its Conservation	L	T	P
2.1	Concept, structure and function of an ecosystem, producers, consumers and decomposers, energy flow in the ecosystem, ecological succession, food chains, food webs and ecological pyramids	1	-	-
2.2	Introduction, types, characteristic features, structure and function of the following ecosystem: - Forest ecosystem, Grassland ecosystem, Desert ecosystem, Aquatic ecosystems (ponds, streams, lakes, rivers, oceans, estuaries)	1	-	-
2.3	Biodiversity introduction-Definition: genetic, species and ecosystem diversity. Value of biodiversity: consumptive use, productive use, social, ethical, aesthetic and option values, biodiversity at global, national and local levels, India as a mega-diversity nation, Hot-spots of biodiversity	1	1	-

2.4	Threats to biodiversity: habitat loss, poaching of wildlife, man-wildlife conflicts, endangered and endemic species of India	1	-	-
2.5	Conservation of biodiversity: In-situ and Ex-situ conservation of biodiversity	1	-	-

<b>Unit -3</b>	<b>Environmental Pollution</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Definitions. Causes, effects and control measures of: (a) Air pollution (b) Water pollution (c) Soil pollution (d) Marine pollution (e) Noise pollution (f) Thermal pollution (g) Nuclear hazards	1	1	-
3.2	Solid waste Management: Causes, effects and control measures of urban and industrial wastes	1	-	-
3.3	Role of an individual in prevention of pollution	1	-	-
3.4	Pollution case studies	1	-	-
3.5	Disaster management: floods, earthquake, cyclone and landslides	1	-	-

<b>Unit-4</b>	<b>Social Issues and the Environment</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	From Unsustainable to Sustainable development. Water conservation, rain water harvesting, watershed management.	1	-	-
4.2	Environmental ethics: Climate change, global warming, acid rain, ozone layer depletion, nuclear accidents and holocaust. Case studies	1	1	-
4.3	Wasteland reclamation, Consumerism and waste products	1	-	-
4.4	Environment Protection Act- Air (Prevention and Control of Pollution) Act, Water (Prevention and Control of Pollution) Act, Wildlife Protection Act	1	-	-
4.5	Forest Conservation Act, Issues involved in enforcement of environmental legislation, Public awareness	1	-	-

<b>Unit-5</b>	<b>Human Population and the Environment</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Population growth, variation among nations	1	-	-
5.2	Population explosion-Family welfare Program	1	-	-
5.3	Environment and human health	1	-	-
5.4	Human Rights, Value Education, HIV/AIDS, Women and Child Welfare	1	1	-
5.5	Role of information Technology in Environment and human health.	1	-	-

#### **Practical / Projects / Assignments:**

1. Project report on ill effects of environmental pollution.
2. Group Study on biotic & a biotic components of environment.
3. Perform a case study on 10 households in your vicinity and mention the type of natural and renewable resources they use or consume on a day-to-day basis.
4. Mention along with photographs and small description of major types of biotic (fauna and Flora (5 each) and a biotic components (minimum 5) that are present in your surrounding areas.

5. Prepare a short story with picture illustrations of the ill effect of environmental pollution in your surrounding areas.
6. Mention the legal Acts to Prevent and Control Pollution.
7. Mention the role of media towards prevention, control and awareness towards future environmental pollution impacts and consequences.

**Suggested Readings:**

1. Srivastava, Smriti.(2009). Environmental Studies.NewDelhi:S.K. Kataria& Sons
2. Dhankar, Rajesh.(2006).Environmental Studies.New Delhi: Daya Books Pvt. Ltd.
3. Kanagasabai, S.(2010). Environmental Studies.NewDelhi:PHI Learning Pvt. Ltd
4. Bagad, Anjali.(2009). Environmental Studies. New Delhi: Technical Publications.

**E- Resources:**

1. <https://www.ugc.ac.in/oldpdf/modelcurriculum/env.pdf>
2. <https://www.kopykitab.com/Environmental-Studies-by-J-P-Sharma>
3. [https://www.tutorialspoint.com/environmental\\_studies/environmental\\_studies\\_tutorial.pdf](https://www.tutorialspoint.com/environmental_studies/environmental_studies_tutorial.pdf)
4. [https://www.ametuniv.ac.in/exam\\_attachment/Question%20Bank/UG/Marine-Bio-Technology/EVS.pdf](https://www.ametuniv.ac.in/exam_attachment/Question%20Bank/UG/Marine-Bio-Technology/EVS.pdf)

**Semester II**  
**ADA-05: ENGLISH LANGUAGE AND LITERATURE**

Total Marks: 40 Theory-30 Practical-00 Internal-10 Credit-2

**COURSE OBJECTIVES**

- To help learners use English Language for contemporary academic and social needs.
- To enable students to learn to use language creatively and critically.
- Develop Oral and Written Communication.
- To enable students comprehend complex English Texts.
- To develop language skills with the literary texts.

**LEARNING OUTCOMES**

- Comprehend language and Communication Skills in academic and social contexts.
- Cope with complex language use.
- Communicate precisely orally as well as in Written.
- Read and understand literary and non literary texts.
- Understand and appreciate literary texts.

Unit-1	English Grammar	L	T	P
1.1	Parts of Speech	1	1	-
1.2	Direct Narratives	1	-	-
1.3	Indirect Narratives	1	-	-
1.4	Types of Sentences	1	-	-
1.5	Tense	1	-	-

Unit-2	Basic Language Skills	L	T	P
2.1	Vocabulary	1	-	-
2.2	Synonyms	1	1	-
2.3	Antonyms	1	-	-
2.4	Prefixes	1	-	-
2.5	Suffixes	1	-	-

Unit -3	Oral and Written Communication Skills	L	T	P
3.1	Listening	1	-	-
3.2	Speaking	1	-	-
3.3	Reading	1	1	-
3.4	Body Language	1	-	-
3.5	Writing Formal and Informal Letters	1	-	-

Unit-4	Creativity Through Language	L	T	P
4.1	Comprehension	1	-	-
4.2	Paragraph Writing	1	-	-
4.3	Precise Writing	1	-	-
4.4	Unseen Passage	1	1	-
4.5	Essay Writing	1	-	-

Unit-5	Appreciating Literature	L	T	P
5.1	The Solitary Reaper - William Wordsworth	1	-	-
5.2	The Portrait of a Lady- Khushwant Singh	1	-	-
5.3	Where the mind is without fear- Rabindranath Tagore	1	-	-
5.4	Indian Weavers- Sarojini Naidu	1	-	-
5.5	A Hero- R. K. Narayan	1	1	-

### Practical/Projects/Assignments:

1. Creating a Digital Profile – LinkedIn (Resume/Video Profile)
2. Word Games
3. Writing Slogans
4. Role Play
5. Extempore and Debates
6. Writing Picture Stories

### SUGGESTED READINGS:

1. Parul Popat. Communication Skills. Pearson Education: 2015
2. Professional Speaking skills, Aruna Koneru, Oup, 2015
3. Scanlon, Jaimie, et al. *Q: Skills for success. Listening and Speaking.2* Oxford University Press, 2015
4. Meena Agarwal, English Communication, 2016, Edition 1, ISBN-13: 978-9351676737
5. How to Speak and Write Correctly, Joseph Devlin, 2017, Edition 1, CreateSpace Independent Publishing Platform, ISBN-13: 978-1974637218
6. Oxford English Dictionary and Thesaurus
7. Collected Poems of William Wordsworth
8. The Portrait of a Lady- Khushwant Singh
9. Where the mind is without fear- Rabindranath Tagore
10. Indian Weavers- Sarojini Naidu
11. A Hero- R. K. Narayan

### E-Resources:

1. Basic English Grammar rules with example sentences accessed at <https://basicenglishspeaking.com/basic-english-grammar-rules/>
2. Basic English Grammar rules accessed at <https://grammar.yourdictionary.com/grammar-rules-and-tips/basic-english-grammar-rules.html>
3. English Grammar accessed at <https://www.englishgrammar101.com/>
4. Basics of English Grammar accessed at <https://www.talkenglish.com/grammar/grammar.aspx>
5. Complete Handbook of English Grammar accessed at <https://www.learngrammar.net/english-grammar>
6. Listening for Pronunciation Practice accessed at <http://orelt.col.org/module/unit/1-listening-pronunciation-practice>
7. Phonetics: The Sounds of Language <https://scholar.harvard.edu/files/adam/files/phonetics.ppt.pdf>

**Semester II**  
**ADA 06 : CO CURRICULAR**

**Choose from A/B/C**

**A: Parliamentary Practice & Procedure I**

**B: Bhartiya Sangeet I**

**C: Lalit Kala I**



**Semester II**  
**ADA-06 (I) A : PARLIAMENT: PRACTICE AND PROCEDURE**

AEC	L	T	P	Credit	Continuous Evaluation Marks	End-Term Practical Exam Marks	Total Marks
(I) A	0	1	1	2	10	30	40

**Course Objectives**

- To acquaint students with knowledge of the Indian Constitution.
- To make students familiar with concept of Parliament.
- To understand the concept of various practices and procedures of Indian Parliament
- To develop understanding about powers and privileges of Parliamentary and Legislative members

**Learning Outcomes**

- Students will be able to understand the concept of Indian Constitution and Parliament.
- Students will be able to understand working of Indian Parliament
- Students will be able to understand and analyze working of State Assembly and Legislative Councils
- Ability to apply the theory into practice.

Unit-1	Introduction to Indian Constitution (Total hours- L+T+P=6hrs)	L	T	P
1.1	Introduction to Indian Constitution	-	1	1
1.2	History of Indian Constitution	-	-	2
1.3	Characteristics of Indian Constitution	-	-	2

Unit-2	Introduction to Indian Parliament (Total hours- L+T+P=6hrs)	L	T	P
2.1	Introduction to Indian Parliament	-	1	1
2.2	History of Indian Parliament	-	-	2
2.3	Powers of Indian Parliament	-	-	2

Unit-3	Lok Sabha and Rajya Sabha (Total hours- L+T+P=6hrs)	L	T	P
3.1	Introduction to Lok Sabha	-	1	1
3.2	Functions of Lok Sabha	-	-	2
3.3	Introduction and Functions of Rajya Sabha	-	-	2

Unit- 4	State Assemblies and Legislative Councils (Total hours- L+T+P=6hrs)	L	T	P
4.1	Introduction to State Assemblies	-	1	1
4.2	Election of Members	-	-	2
4.3	Functions of State Assemblies	-	-	2

Unit 5	Different Parliamentary Systems in World (Total hours- L+T+P=6hrs)	L	T	P
5.1	British Parliamentary System	-	1	1
5.2	US Parliamentary System	-	-	2
5.3	Australian Parliamentary System	-	-	2

#### Practical/Projects/Assignments:

- Role play/Skit/Mock Parliament.
- PPT Presentation on various contemporary issues
- Visit to Vidhan Sabha
- Virtual tour of the Indian Parliament.
- Any other assignment given by the concerned faculty.

#### Suggested Readings:

- Kaul M.N and Shakhder S.L, Practice and Procedure of Parliament, Lok Sabha Secretariat, New Delhi, Seventh Edition
- Khosla Madhav, The Constitution of Most Surprising Democracy, Oxford
- Basu Dr. Durga Das, Introduction of Indian Constitution, Lexis Nexis, 2019
- Rules of Procedure and Conduct of Business in the Council of States, Rajya Sabha Secretariat, New Delhi, 2013.
- Chaudhary Sujit, Khosla Madhav and Mehta Pratap Bhanu, The Oxford Hand book of the Indian Constitution, Oxford University Press U.K, 2016
- Role of Rajya Sabha in Indian Parliamentary Democracy, Rajya Sabha Secretariat, New Delhi, 2019
- Narain Dr. Yogendra, Role and Relevance of Rajya Sabha in Indian Polity, Rajya Sabha Secretariat, New Delhi.
- Kashyap Subhash C., Our Parliament, National Book Trust, India
- Handbook for Members of Rajya Sabha, Rajya Sabha Secretariat, New Delhi, 2010
- Bakshi PM, Constitution of India, Universal Law Publishing, 2017
- De Rohit, A Peoples Constitution, Princeton University Press, 2018.

#### c-resources:

- <https://eparlib.nic.in>
- <https://epgp.inflibnet.ac.in>
- <http://Indias-Founding-Moment-Constitution-Surprising-ebook/>

**Semester II**  
**ADA-06(I) B : भारतीय संगीत**

AEC	L	T	P	Credit	Continuous Evaluation Marks	End-Term Practical Exam Marks	Total Marks
(I) B	0	1	1	2	10	30	40

**उद्देश्य**

- विद्यार्थियों में वैदिक युग से चली आ रही संगीत परंपरा का परिचय कराना ।
- जीवन में संगीत के महत्व को समझना ।
- हिन्दुस्तानी संगीत की परिभाषाओं थाट और अलंकार को जानना एवं अभ्यास ।
- लय, ताल, थाट, राग का परिचय एवं अभ्यास ।
- शब्द उच्चारण, राष्ट्रगान, गीत, गजल भजन का अभ्यास कराना ।

**शिक्षण के परिणाम**

- भारतीय संगीत की परंपरा और महत्व की समझ ।
- थाट, अलंकार, लय, ताल की सक्षिप्त जानकारी एवं अभ्यास ।
- राग यमन, विलावल, खमाज में घोटा ।
- खयाल की प्रारंभिक जानकारी ।
- शब्द उच्चारण के महत्व के साथ भजन गीत, गजल, राष्ट्रगान की प्रारंभिक जानकारी ।

इकाई - 1	परिभाषाएँ	L	T	P
1.1	संगीत, स्वर, अलंकार		1	-
1.2	थाट, राग, सप्तक		1	-
1.3	आरोह, अवरोह		1	2
1.4	पकड़ वादी, संवादी		-	2
1.5	अनुवादी, विवादी		-	2

इकाई - 2	हिन्दुस्तानी संगीत	L	T	P
2.1	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह ।		1	2
2.2	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह ।		1	1
2.3	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह ।			1
2.4	हिन्दुस्तानी संगीत पद्धति के दस थाट एवं उनके सांकेतिक चिन्ह ।			1
2.5	तक प्रारंभिक अलंकार लेखन 10 से 1		1	1

इकाई - 3	स्वरलिपि पद्धति	L	T	P
3.1	पंडित विष्णु नारायण भातखण्डे स्वर लिपि		2	
3.2	ताल लिपि पद्धति		1	
3.3	नाद की परिभाषाएं		1	
3.4	नाद की विशिष्टताएं		1	
3.5	हिन्दुस्तानी संगीत पद्धति के सिद्धांत 40		1	

इकाई - 4	ताल परिचय	L	T	P
4.1	ताल, लय		1	
4.2	मात्रा, विभाग			2
4.3	सम, ताली, खाली			2
4.4	आवर्तन, ताल का महत्व		1	2
4.5	सरगम, लक्षणगीत, छोटा ख्याल			2

इकाई - 5	राग परिचय	L	T	P
5.1	रागयमन-		1	2
5.2	बिलावल			2
5.3	खमाज का सम्पूर्ण परिचय			1
5.4	तालदादरा-			1
5.5	कहरवा, त्रिताल का सम्पूर्ण परिचय मात्रा), बोल, विभाग एवं चिन्ह(		1	2

### प्रायोगिक

- 1 से 10 तक अलंकारों का गायन
- राग यमन, बिलावल, खमाज में आरोह, अवरोह, पकड़ एवं सरगम का गायन एवं लक्षणगीत गायन
- राग यमन, बिलावल, खमाज में छोटा ख्याल गायन (श्रायी अंतरे सहित)
- सैद्धान्तिक प्रश्न पत्र में दिये गये तालों को हाथ से ताली, खाली, देकर प्रस्तुति। (गजल, दादरा, कहरवा, त्रितालग )
- सैद्धान्तिक प्रश्न पत्र में दिये गये तालों को हाथ से ताली, खाली, देकर प्रस्तुति। कहरवा, त्रितालगीत (गजल, दादरा, भजन, राष्ट्रगान, राष्ट्रगीत, मध्यप्रदेश गायन, का गायन स्पष्ट) (शब्दोच्चारण एवं धुन के साथ)

## संदर्भ-

- राग परिचय 1,2,3, हरिश्चन्द्र श्रीवास्तव
- संगीत विशारद, बसंत
- क्रमिक पुस्तक मालिका भाग 1, विष्णु नारायण भातखंडे

**Semester II**  
**ADA-06(I) C : ललित कला**

AEC	L	T	P	Credit	Continuous Evaluation Marks	End-Term Practical Exam Marks	Total Marks
(I) C	0	1	1	2	10	30	40

**उद्देश्य**

- भारतीय कला के मूल सिद्धांतों से छात्रों को परिचित कराना।
- छात्रों को दृश्यकला के मूल सिद्धांतों से परिचित कराना।
- प्रकृति और जीवन की सुंदरता की सराहना करने के लिए उनकी दृष्टि को समृद्ध कराना।
- रेखा, रूप, रंग और बनावट के सरल प्रयोग का परिचय और अभ्यास।
- प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अभ्यास।
- भारतीय लोक चित्रकला - गोंड चित्रकला, वरली चित्रकला और मधुबनी चित्रकला का परिचय और अभ्यास।

**शिक्षण के परिणाम**

- भारतीय चित्रकला के छह अंगों और दृश्य कला के मूल सिद्धांतों की समझ।
- रेखा, रूप, रंग और बनावट के सरल और भिन्न उपयोग की समझ।
- भारतीय लोक कलाओं की समझ-उनके उद्देश् माध्यम, लोक जीवन और लोक कथाओं की जानकारी।
- भारतीय लोककला के रूपांकनों की समझ।
- विभिन्न भारतीय लोककलाओं की विशेषताओं में अंतर करना और उनकी पहचान।
- प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अध्ययन करके कला के नए रूप को बनाने की प्रेरणा।

इकाई - 1	भारतीय चित्रकला के छह अंग	L	T	P
1.1	रूपभेद		1	
1.2	प्रमाण		1	1
1.3	भाव		1	1
1.4	लावण्य योजना और सादृश्य		1	1
1.5	वार्षिक भंगा			1

इकाई - 2	दृश्य कला के मूल तत्व	L	T	P
2.1	रेखा		1	
2.2	रूप/आकार		1	2
2.3	रंग		1	

2.4	बनावट		1	
2.5	अंतराल		1	

इकाई - 3	संयोजन के सिद्धांत	L	T	P
3.1	एकता		1	
3.2	सामजस्य			2
3.3	संतुलन		1	
3.4	प्रभाविता			2
3.5	प्रवाह (ताल)		1	2

इकाई - 4	भारतीय लोक चित्रकला का परिचय-	L	T	P
4.1	गोंड चित्रकला- इतिहास और उत्पत्ति		1	2
4.2	प्रयुक्त सामग्री		1	2
4.3	विषय(थीम) और डिजाइन		1	2

इकाई - 5	वरली चित्रकला और मधुबनी चित्रकला	L	T	P
5.1	वरली और मधुबनी चित्रकला- इतिहास और उत्पत्ति		1	2
5.2	प्रयुक्त सामग्री		1	2
5.3	विषय (थीम) और डिजाइन		1	2

## प्रायोगिक

- विभिन्न माध्यमों में रेखा, रूप, रंग और बनावट का सरल प्रयोग
- प्रकृति और वस्तु अध्ययन
- गोंड पेंटिंग मधुबनी / वारली पेंटिंग /

## संदर्भ-

- 1- Fundamentals Of Plastic Art रूपप्रद कला के मूलाधार - Dr. R.A. Aggrawal, International Publishing House
- 2- Fundamental Of Visual Art - Mukesh Kumar, Doaba Publications
- 3- Introduction to Indian Art Part II - NCERT
- 4- Unique Art of Warli Paintings - Sudha Satyawadi, D.K. Print World Ltd
- 5- Madhubani Art: Indian Art Series - Bharti Dayal, Niyogi Books
- 6- Indian Folk Arts and Crafts - National Book Trust

**Semester II**  
**PRS-02: MULTIMEDIA TOOLS AND TECHNIQUES**

**Total Marks: 40 Theory- 00, Practical- 30, Internal- 10, Credit-02**

**COURSE OBJECTIVES**

- To understand Multimedia basics and its terminology and apply those traits in the field of Advertising.
- To explore Basic Knowledge on Computers and Photoshop also understand how Photoshop will help to create images in the desired work area.
- This course will demonstrate the various tools that assist in Formatting text, importing images and creating page layouts with the help of Adobe Photoshop required for Advertisement and PR industry.
- Familiarized with Adobe InDesign from the beginning stages of laying out print documents to learning how to create interactive projects all within one program.
- Identify and utilize design theory and criticism from a variety of perspectives, including: Art, Communication/Information Theory and the Social/Cultural use of design objects in Advertisement and Public Relation industry.

**LEARNING OUTCOMES**

- Have proficiency in a broad range of Design Skills pertaining to Publication & Web Design.
- Have a Basic understanding of Text, Typography, Vector tools and Animated GIFs and be able to appropriately output files for both print and web.
- Successfully create images that can be used as Portfolio builders.
- Confidently participate in Professional Design practice and management within a collaborative work environment.
- Analyze, Synthesize and utilize design processes and Strategy from concept to delivery to creatively solve communication problems.

<b>Unit-1</b>	<b>Introduction to Multimedia</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	History of Multimedia– Its market, elements of multimedia, Multimedia hardware, Memory & Storage devices, Communication devices.	-	-	1
1.2	Authoring tools, card and page based authoring tools. Types of image raster image and vector image.	-	-	1
1.3	Introduction to Photoshop:-Navigating Photoshop - Workspace, Tools, and Panels Opening an new and existing document	-	-	1
1.4	Discovering the Tool panel Accessing tools and their options Using panels Customizing your panels Hidden tools Navigating the image area Using the Zoom features.	-	1	1
1.5	Save your file, Save file as a JPEG, TIFF, GIF, PNG.	-	-	1

<b>Unit-2</b>	<b>Digital Image Editing with Photoshop</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	<b>Making Selective Changes in Photoshop-</b> The importance of a good selection, Using the Marquee tools, Changing a selection into a layer, Working with the	-	-	1



	Magic Wand tool, The Lasso tool, Adding to and subtracting from selections.			
2.2	Adding to and deleting from the selection, Saving a selection, Feathering a selection, Using the Quick Selection tool, Using the Pen tool for selections Converting a path to a selection	-	-	1
2.3	<b>Painting and Retouching</b> Using the Brush tool, Changing opacity, Using the Brush Presets, Using the Airbrush feature, Applying color to an image, Changing blending modes. The Eyedropper tool	-	-	1
2.4	Retouching images Using the Clone Stamp tool, Repairing fold lines, The History panel, The Spot Healing Brush, The Healing Brush, Using the Patch tool, Using the Clone Source panel, Cloning from another source.	-	1	1
2.5	<b>Color Correcting an Image</b> Setting up your color settings Color primer Understanding color gamut. The RGB color model The CMYK color model Editing color settings Selecting colors Starting to paint Using the Color panel	-	-	1

<b>Unit -3</b>	<b>Introduction to Photoshop Layers</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Discovering layers Selecting layers, Moving layers, Changing the visibility of a layer working with layer transparency, Creating a layer mask. Editing the layer mask, Cloning layers, Aligning and distributing layers	-	1	1
3.2	Applying filters to layers Creating a type layer, Applying a layer style, Creating a clipping mask, Filtering your layers	-	-	1
3.3	<b>Liquify an image</b> Use the liquify tools to distort an image. Use the mesh feature as you distort an image	-	-	1
3.4	<b>Using Content-Aware Tools in Photoshop</b> -Adding image area Viewing the on-screen rule, Converting the Background into a layer, Scaling the background Content-Aware Fill, Content-Aware Move, Content-Aware retouching	-	-	1
3.5	<b>Create images for the web</b> Learn about ImageReady, Optimize images for web use, Create a button for a web page, Create slices in an image. Create a rollover effect, Create and play basic animation, Add tweening and frame delay.	-	-	1

<b>Unit-4</b>	<b>Basics of coreldraw</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction:- CorelDRAW overview, Navigating within a document, Show/hide palettes, Using Zoom & Viewing	-	-	1
4.2	<b>Creating basic objects</b> :- Using the drawing tools, Drawing rectangles, circles, polygons & lines, Setting object fills & outlines, Copying object attributes	-	-	1
4.3	Modes <b>Manipulating objects</b> :- Select/Move/Resize objects, Rotate & skew objects, Altering the pivot point,	-	-	1

	Copying objects, Group and lock, Changing the stacking order			
4.4	<b>Working with text:-</b> Artistic vs paragraph text, Adding & Formatting artistic text, Adding paragraph text, Setting paragraph options, Using Spell check, Using Find and Replace, Importing text	-	1	1
4.5	<b>PAGE LAYOUT</b> Changing the Page Size- Changing the Layout-Applying Styles-Applying Bitmaps to the Background - Changing the Background-Adding a Page Frame-Moving Between Pages.	-	-	1

Unit-5	Corel Draw basics effects	L	T	P
5.1	<b>Aids to accuracy:</b> Customising the ruler & grid, Using snap-to, Moving the zero point, Moving the ruler, Specifying precise	-	-	1
5.2	<b>Images and clipart:</b> Importing bitmaps & clipart, Inserting symbols, Creating symbols, Crop/Edit/Export Bitmaps	-	-	1
5.3	<b>object Effects:</b> Fit Text To Path, Transforming objects with envelopes, Creating blends, Drop shadows, The artistic media tool, Extruding objects, Lens effects, Applying PowerClips	-	-	1
5.4	<b>Interactive effects-</b> Blend Effects, Countour Effects, Drop Shadow, Extrude, Envelop.	-	-	1
5.5	<b>Printing-</b> Choosing the right file format, Printing documents, Setting print options, Creating print styles, Using the Print Merge Wizard, Exporting.	-	1	1

### Assignments

- Create a pattern design using duplicating technique
- Creating Logo, Business card, Flyer, Letterhead, Id card, Newsletter, Brochure & Posters for a MNC
- Designing Marketing Materials for an Advertising company

### SUGGESTED READINGS:

- The elements of Graphic design: Alex W. White
- Adobe Photoshop Classroom in a Book: Adobe Creative Team
- Adobe Illustrator Classroom in a Book: Adobe Creative Team
- The Book of GIMP - A Complete Guide to Nearly Everything: Olivier Lecarme, Karine Delvare
- Designing with Type: A Basic Course in Typography: James Craig, William Bevington, Susan E. Meyer
- CorelDRAW X7: The Official Guide, 11th Edition by Gary David Bouton Released October 2014 Publisher(s): McGraw-Hill.

### Sem- III

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 05	Public Relations: Principles & Practices	5	50	30	20	100
2.	PRC 06	Advertising Principles and Practices	5	50	30	20	100
3.	PRC 07	Consumer Behavior	5	50	30	20	100
4.	PRG 01	Social Media Marketing or (GE list options)	5	50	30	20	100
5.	ADA 07	Innovation & Entrepreneurship	2	30	-	10	40
Total credits- 22			Total marks- 440				

**Semester - III**  
**PRC-05: PUBLIC RELATIONS : PRINCIPLES AND PRACTICE**  
**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- To familiarize students with the fundamental concepts in Public Relations and Advertising, their importance, functions and applications.
- Educate them about the historical developments across the World and India in the field of PR and Advertising.
- To enhance the understanding of students with regards to the apex institutions of Public Relations and Advertising.
- To develop the critical and analytical thinking for PR and Advertising.
- To sensitize the students towards the ethical and social obligations of the profession.

**LEARNING OUTCOMES**

- Conceptual clarity of Advertising and Public Relation.
- Understand and handle the key processes involved in Public Relations in different industries.
- Evaluate the tools of Public Relations depending upon different types of media.
- Able to assess different Public Relations activities and their appropriateness as per the ethics.
- Analyse the negative impact of crises and other influences on business.

<b>Unit-1</b>	<b>Introduction to Public Relations</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Public Relations: Concept, Meaning, Definitions, Role of PR	2	1	-
1.2	Public Relations: Nature, Function and Scope	2	1	-
1.3	Understanding Public Relations, Advertising, Propaganda and Publicity	2	-	1
1.4	Lobbying: Lobbying as a part of PR	2	1	-
1.5	Media and Public Relations	2	-	1

<b>Unit-2</b>	<b>Development in Public Relation</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	History and Growth of PR : Evolution of PR in Indian and Global context	2	1	-
2.2	Professionalism in PR: Professionalism before the British rule and after the British rule, Growth of Public Sector	2	-	1
2.3	Public Relations Agency and their business	2	-	1
2.4	Professional bodies: PRSI, IPRA, PRSA, PRCI, PRCA, IABC, PRSSA, PRCA	2	-	1
2.5	Ethics of PR: IPRA, PRSI Code of Conduct	2	-	1

<b>Unit -3</b>	<b>Public Relations Practice</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Principles of Public Relations and its Application	2	-	1
3.2	Types of Public Relations	2	1	-
3.3	Tools of Public Relations	2	-	1
3.4	Publics of Public Relations: Internal and External Publics	2	-	1

3.5	Public Relations in Public and Private Sector	2	-	1
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<b>Unit-4</b>	<b>Public Relations Process</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Process of Public Relations: RPCE (Research, Planning, Communication, Evaluation) Model, PEST Analysis, SWOT Analysis	2	-	1
4.2	Public Relations Strategies and Tactics	2	1	-
4.3	Research in Public Relations	2	-	1
4.4	Public Relations Programmes and Campaigns	2	1	-
4.5	Case Study	2	-	1

<b>Unit-5</b>	<b>Public Relations in different sectors</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	PR in Government	2	-	1
5.2	PR in Public Sector and Private Sector	2	-	1
5.3	PR in Education	2	-	1
5.4	Political PR	2	1	-
5.5	Recent trends in PR	2	1	-

### **PRACTICALS**

- Speeches on different issues as a part of PR tools.
- Written assignment about PR in different Government organizations.
- PowerPoint presentation about the assigned PR organization.
- Develop a Press release and a Print ad on any social issue.

### **SUGGESTED READINGS:**

- Sachdeva, Iqbal S. (2009). Public Relations – Principles and Practices, OUP
- Cutlip M.S. (2008) Effective Public Relations. NJ: Pearson
- Philip, Lesley (2000) Effective Public Relations. Jaico
- Reddi, Narsimha C.V. (2002) Effective Public Relations and Media Strategy. Prentice hall of India.
- Jaishri Jethwaney, Corporate Communication: Principles and Practice, 2018, Sage Publication, India
- Jaishri Jethwaney & N.N.Sarkar, Public Relations Management, 2015, Sterling Publishers, India

### **E-REFERENCES**

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>

**Semester - III**  
**PRC-06: ADVERTISING : PRINCIPLES AND PRACTICE**  
**Total Marks: 100, Theory- 50, Practical- 30, Internal- 20, Credit-05**

**Course Objective**

- This course aims to familiarize the students with the basic principles of Advertising
- It introduces the students to the Advertising media
- It allows the student to get an insight to Advertising Business
- This course introduces the students to the Advertising Personalities of the Country.
- This course enables the students to analyze the different formats of Advertising.

**Learning Outcomes**

- The students are able to significantly understand the Advertising Business
- The students understand the relationship among the various promotional mix.
- The students become aware of the Advertising Personalities and their contribution to the field of Communication.
- The students become capable of choosing a right media Mix for promoting Products/Services.

<b>Unit-1</b>	<b>Introduction</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Definition, Need, Role and Importance	2	1	-
1.2	Evolution and Growth of Advertising	2	-	-
1.3	Advertising Functions and Role	2	1	-
1.4	Social, Economic and Legal aspects of Advertising.	2	1	-
1.5	Advertising as a tool of Communication	2	1	1

<b>Unit-2</b>	<b>Advertising Agencies</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Role of Advertising in Marketing Mix	2	1	1
2.2	Indian Advertising Industry	2	-	1
2.3	Advertising Agency: Role and Function	2	-	-
2.4	Ad Agency Selection and Compensation.	2	1	-
2.5	Indian Advertising Agencies: Trends and Status	2	1	-

<b>Unit -3</b>	<b>Copy Writing</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Copy Writing: Role and Importance	2	1	-
3.2	Different Elements of a Copy and Layout,	2	-	-
3.3	Role of a Copywriter	2	1	-
3.4	Famous Copywriters and their contributions to Indian Advertising World	2	-	1
3.5	Layout, Visuals, Graphics and Illustrations	2	1	1

<b>Unit-4</b>	<b>Media Planning</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Advertising Media	2	1	-
4.2	Different types of Advertising Media, Function, Merits and Demerits of Media	2	1	-
4.3	Media mix: selection of Media and its Vehicles.	2	1	-
4.4	Media Planning and Operations	2	-	-

4.5	Media Coverage	2	-	2
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Unit-5	Advertising Campaign	L	T	P
5.1	Advertising Budget: Objectives and Types	2	1	-
5.2	Preparation and Methods of Advertising Budget	2	1	-
5.3	Advertising Campaigns: Concept and Importance	2	1	-
5.4	Campaign Planning and Execution	2	-	1
5.5	Campaign Designing	2	-	1

### PRACTICALS:

- Collection of different types of advertisements
- Group discussion on Socio-economic and cultural impact of Advertising
- Screening and discussion on ten FMCG advertisements based on social issues
- Case studies of leading advertising agencies
- Presentation on the 'Current status of advertising agencies in India'

### SUGGESTED READINGS:

- Aakar, Batra and Myers, Advertising Management, PHI
- Blown & Bach (2002), Integrated Marketing Communications, PHI
- Belch, G.E. & Belch, M.A. (2014). Advertising & Promotion : An Integrated Marketing Communication Perspective, New Delhi, Tata McGraw Hills
- Chunawalla, S.A. (2008). Foundations of Advertising : Theory & Practice, New Delhi, Himalaya Publishing House
- Kazmi S H and Batra Satish K, Advertising & Promotions, Excel publication
- Bovee & Arens. Contemporary Advertising. USA: Irwin
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico
- Wells, Burnett, Moriarty. Advertising Principles & Practices -5th edition.India: Prentice Hall
- Tiwari, S. (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Jaishri Jethwaney & Shruti Jain, Advertising Management, 2012, Oxford University Press, India

### E-RESOURCES:

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.ourmedia.org](http://www.ourmedia.org)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignindia.in](http://www.campaignindia.in)
- [www.brandrepublic.com](http://www.brandrepublic.com)
- [www.adsoftheworld.com](http://www.adsoftheworld.com)
- [www.pitchonnet.com](http://www.pitchonnet.com)

**Semester III**  
**PRC 07 : Consumer Behavior**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- To describe students regarding Consumer Decision Making & Buying Process
- To explain the students the difference between rural & urban Consumer Psychology
- To outline the students about importance of Marketing in the field of Consumer Behavior
- To illustrate students the concept of Buying methods.
- To determine various Consumer Decision Satisfaction scales to the students

**LEARNING OUTCOMES**

- Students would be able to develop the concept “knowing its consumer improves any industry’s credibility”
- By analyzing the importance of buying, students would be able to integrate the various factors leading to success of marketing process
- Student would be able to summarize various concepts leading to Customer Satisfaction & would learn to integrate them into a concrete marketing approach
- Applying concepts would enable these modern futuristic marketers with themodern skills needed to be incorporated in Marketing

<b>Unit-1</b>	<b>Consumer Behavior</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Consumer Behavior : Meaning Scope & its Application	2	-	1
1.2	Need and Motives	2	1	-
1.3	Role of Consumer in Marketing	2	-	1
1.4	Types of Consumers : Rural, Urban, Female, Childern, Educated, Uneducated	2	-	1
1.5	Case Studies	2	1	-

<b>Unit-2</b>	<b>Consumer Needs &amp; Motivation</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Personality & Consumer Behavior	2	1	-
2.2	Nature of Consumer Attitude	2	-	-
2.3	Strategies of Attitude Change	2	1	1
2.4	Communication & Consumer Behavior Persuasion, Consumer Protection Laws	2	1	1
2.5	Case Studies	2	-	-

<b>Unit-3</b>	<b>Group Dynamics &amp; Consumer Behavior</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Consumer Decision Making	2	-	1
3.2	Major Factors Influencing Consumer Behavior	2	-	-
3.3	Reference Groups, Personal influence & Opinion	2	-	1
3.4	Leadership Process	2	-	1
3.5	Case Studies	2	-	2

<b>Unit-4</b>	<b>Social Surroundings of Consumer</b>	<b>L</b>	<b>T</b>	<b>P</b>



4.1	The Family, Functions of a Family	2	1	-
4.2	Family Decision making, Family life Cycle	2	-	1
4.3	Changing Female Consumer	2	1	-
4.4	Social Class-lifestyle profiles	2	-	1
4.5	Social Class Mobility: Affluent and Non Affluent Consumer.	2	-	1

<b>Unit-5</b>	<b>Consumer Perception</b>			
5.1	Its Dynamics, Imagery	2	-	1
5.2	Influence of Culture on Consumer Behavior	2	1	-
5.3	Diffusion of Innovation	2	-	1
5.4	Importance of Consumer Research	2	1	1
5.5	Digital Media Marketing: Perception and uses	2	-	-

### Practical / Projects / Assignments

- Case Studies: Related to Consumer Decision Making process & loyalty creation
- Study of Management Strategies of Service Industry major
- Field Visit to a service/hospitality Industry

### SUGGESTED READINGS

- Majumdar, R. (2011). Consumer Behaviour. New Delhi: Prentice Hall of India
- Rai, A. (2012). *Customer Relationship Management*. India: Prentice Hall of India
- Schiffman and Kanuk, Consumer behavior, 12/E, Pearson, India
- Jain, Consumer Behavior: A Digital Native, Ie, Pearson, India

### E-Resources

- <https://www.mheducation.co.uk/9780077144012-emea-ebook-consumer-behavior>
- <https://www.ebsglobal.net/EBS/media/EBS/PDFs/Consumer-Behaviour-Course-Taster.pdf>
- <https://www.studydrive.net/courses/maastricht-university/consumer-behaviour/other/11th-edition-consumer-behaviour-book/viewfile/187804>
- <https://www.kobo.com ›... › Business & Finance › Economics › Microeconomics>
- [https://d1.islamhouse.com/data/en/ih\\_books/single/en\\_Consumer\\_Behavior.pdf](https://d1.islamhouse.com/data/en/ih_books/single/en_Consumer_Behavior.pdf)

**Semester - III**  
**PRG-01: SOCIAL MEDIA MARKETING**

**Total Marks: 100, Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- To use Social Media Platforms like Facebook, Instagram, Twitter, Instagram, YouTube, Pinterest, LinkedIn, etc. for the organic promotion of any business or service.
- Knowledge to Tools to promote business using Social Media

**Course outcome**

- Define Social Media Marketing Goal setting necessary to achieve successful Online campaigns.
- Describe the history of Social Media Marketing, its rapidly evolving role in Public Relations, Advertising and Marketing.
- Define target markets for specific Social Media Platforms.
- Use Social Media Platforms (e.g., Social networks, Social news, Photo & Video sharing, and Podcasting) to influence.
- Track progress in achieving Social Media

<b>Unit-1</b>	<b>An Overview of Social Media Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	What is Social Media and the broadening scope of Social Media	2	-	1
1.2	Social Media Statistics, Social Media Marketing Strategy	2	-	1
1.3	Social Media Platforms and Social Network Sites	2	1	-
1.4	Social Media Platform selection,	2	-	1
1.5	Identifying Target Audiences	2	-	1

<b>Unit-2</b>	<b>Social Media Marketing (Facebook &amp; LinkedIn, Twitter)</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Setup an Account in Facebook, The Facebook Marketing Strategy, Orientation to Facebook Brand Pages, Facebook Business page setup, Types of Facebook Business pages,	2	-	1
2.2	Facebook:- Post Types and its Dimensions, Best Time to Post on Facebook boost Post on Facebook, Facebook Audience Insights & Analytics, Facebook Competitor Analysis, Facebook Groups, Facebook Live	2	-	1
2.3	An Overview on LinkedIn, Benefits of LinkedIn Network, Create LinkedIn Profile, Optimize LinkedIn Profile, What kind of Profile Photo you should use Recommendations in LinkedIn	2	-	1
2.4	Creating New Connections, Posting Content in Profile, LinkedIn Groups, How to Create a Company Page, LinkedIn Page Postings	2	-	1
2.5	Overview of Twitter, Setting up a Twitter Profile, Advanced Profile Optimization, Composing a Tweet, Using Hashtags, What is a Tweet, Deleting, Pinning and	2	-	1

	Sharing Tweets, Creating a list of Twitter Users, Creating your first 100 Followers.			
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<b>Unit -3</b>	<b>YouTube Video Marketing &amp; Advertising</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	YouTube Overview, Advantages in Youtube	2	-	1
3.2	Build and Optimize your YouTube Account, Youtube Interface, Youtube Settings.	2	-	1
3.3	How to Upload a Video on YouTube Creator Studio.	2	-	1
3.4	Channel Creation on YouTube, How to Increase Subscriptions,	2	-	1
3.5	Youtube Reports & Analytics.	2	-	1

<b>Unit-4</b>	<b>Mobile Marketing and Social Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction Mobile Marketing, Mobile Marketing Strategies, What are Mobile Sites, Apps (Applications) and Widgets	2	-	1
4.2	App-based marketing, In-game mobile marketing, QR codes,	2	-	1
4.3	Location-based marketing, SMS marketing, Whatsapp business	2	-	1
4.4	Mobile Campaign Development	2	-	1
4.5	Mobile Advertising, Mobile Advertising Analytic	2	-	1

<b>Unit-5</b>	<b>Emerging Trends in Social Media Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Big Data, IOT, Content Creation and Sharing	2	-	1
5.2	Blogging, Micro Blogging, Google Analytics	2	-	1
5.3	Podcasts, and Webinars	2	-	1
5.4	Tools for Managing the Social Media Marketing	2	-	1
5.5	Influencer Marketing	2	-	1

### Assignments

- Create a Facebook Business Page
- Create a Youtube Channel
- Portfolio Project

### SUGGESTED READINGS:

- Dan Zarella, Social media marketing, O'reilly.
- R Solomon and Tracy, Social Media Marketing: Pearson New International Edition
- Ryan, D. (2014). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
- The Beginner's Guide to Digital Marketing (2015). Digital Marketer. Pulizzi, J. (2014) Epic Content Marketing, Mcgraw Hill Education.
- Social Media Marketing: How to Use Social Media for Business Kindle Edition

**Semester III**  
**ADA 07: INNOVATION AND ENTREPRENEURSHIP**

Total Marks: 40 Theory- 30, Practical- 00, Internal- 10, Credit-02

**COURSE OBJECTIVES**

- To describe students regarding Entrepreneurship & its Management.
- To explain the students difference between Entrepreneurs & Managers.
- To outline the students about importance of E.D.Programmes.
- To illustrate students Practical problems related to Transportation.
- To determine various Project Appraisal methods to the students.

**LEARNING OUTCOMES**

- Students would be able to develop the concept of Entrepreneurship Management.
- By analyzing the importance of E.D. programmes, students would be able to integrate the various factors leading to success of Entrepreneurship.
- Student would be able to summarize various concepts leading to Small Businesses & would learn to integrate them into a concrete Business Approach.
- Applying Transportation concepts would enable the students to find out the Optimum way to solve the problems.

Unit-1	Entrepreneurship	L	T	P
1.1	Entrepreneurship: Nature & Scope	1	1	-
1.2	Role & Importance in Indian economy	1	-	-
1.3	Traits of Entrepreneurs	1	-	-
1.4	Entrepreneurs vs Professional Managers	1	-	-
1.5	Problems faced by Entrepreneurs	1	-	-

Unit-2	Environmental analysis	L	T	P
2.1	Factors affecting External Environment	1	-	-
2.2	Significance & Role of Environmental Infrastructure Network	1	-	-
2.3	Environmental Analysis	1	-	-
2.4	E.D programmes (E.D.P)	1	-	-
2.5	Problems of E.D.P	1	1	-

Unit-3	Transportation problems	L	T	P
3.1	North West Corner method	1	-	-
3.2	Matrix Minima & VAM Method	1	-	-
3.3	Degenerating	1	-	-
3.4	MODI method	1	-	-
3.5	Assignment Problems	1	1	-

Unit-4	Project Appraisal	L	T	P
4.1	Project & Project Reports	1	1	-

4.2	Search for Business Idea	1	-	-
4.3	Projects& Classifications : Idea into Reality	1	-	-
4.4	Identification of Projects, Project Design & Network Analysis	1	-	-
4.5	Project Appraisal & Plant Layout	1	-	-

<b>Unit-5</b>	<b>Types of organizations</b>			
5.1	Small Industry Setup	1	-	-
5.2	Types of Organization: Sole Proprietorship, Partnership , Joint Stock Company, Co-operative Organization, Merits , Limitations , Suitability	1	-	-
5.3	Organizational Locations	1	-	-
5.4	Steps in Starting a Small industry	1	1	-
5.5	Incentives & subsidies available , Export Possibilities	1	-	-

#### Practical / Projects / Assignments :

- Case Studies: Related to real life entrepreneurs ( Kabadwala.com)
- Practical solving of transportation problems.

#### Suggested Readings :

- Burns, Paul.(2016). Entrepreneurship & Small Business Development. New Delhi: Palgrave Macmillan Publishers
- Chakraborty, K.(2006). Entrepreneurship & Small Business Development. New Delhi: Mittal Publishers
- Charantimath, Poornima.(2005). Entrepreneurship & Small Business Development. New Delhi: Pearson education
- Khanka, S.K. (2006). Entrepreneurial Development . New Delhi: S.Chand publishing
- Nirjhar, A. (2011) . Entrepreneurial Development. New Delhi: Sanbun Publishers

#### E-resources:

- <https://www.slideshare.net/esmatullahamini1/entrepreneurial-developmentbook-pdf>
- <http://ncert.nic.in/ncerts/l/lebs213.pdf>
- [http://164.100.133.129:81/econtent/Uploads/Entrepreneurship\\_Development.pdf](http://164.100.133.129:81/econtent/Uploads/Entrepreneurship_Development.pdf)

### Sem- IV

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 08	Strategic Marketing and Advertising	5	50	30	20	100
2.	PRC 09	Writing and Production for Advertising & Public Relations	5	50	30	20	100
3.	PRC 10	Media Law and Ethics	5	80	-	20	100
4.	PRG 02	Search Engine Optimization & Search Engine Marketing	5	50	30	20	100
5.	ADA 08	Co curricular (Any one) II(A) Parliament : Practice and Procedure II(B) भारतीय संगीत II(C) ललित कला	2	-	30	10	40
Total credits- 22				Total marks- 440			

**Semester IV**  
**PRC 08: STRATEGIC MARKETING AND ADVERTISING**

Total Marks: 100 Theory-50 Practical-30 Internal-20 Credit-5

**COURSE OBJECTIVES**

- Develop a thorough understanding of various media strategies.
- Perform media forecasting.
- Create awareness to new innovations, discussions, controversies and trends occurring in the Advertising and marketing arena.
- Understand the role of media Marketing and Promotion.
- Create a sophisticated, integrated media plan inclusive of situation analysis, media objectives, strategies, recommendations, evaluation methods and budgetary.

**LEARNING OUTCOMES**

- Identify the role of Strategic management, research and the media department play in a full-service advertising agency and the skills required to pursue a successful career in the advertising industry.
- Create and defend the strategy and execution of an ad campaign.
- Complete all work in a professional, ethical and disciplined manner.
- Proper understanding of the tools and software that are commonly used in the advertising.
- Able to do strategic marketing and advertising.

UNIT- 1	Strategic Marketing	L	T	P
1.1	Definition, need and importance	2	1	-
1.2	Objectives of strategic marketing	2	1	-
1.3	Environment opportunities	2	-	1
1.4	Formulation of product/service marketing strategies	2	-	1
1.5	Budgeting	2	-	1

UNIT-2	Strategic Marketing Planning	L	T	P
2.1	Defining the business planning	2	1	-
2.2	Marketing strategic process	2	1	-
2.3	Establishing strategy	2	-	1
2.4	Creation of the 7ps strategies.	2	-	1
2.5	Implementation of strategies.	2	-	1

UNIT-3	Competitive Market Analysis	L	T	P
3.1	Changing market environment	2	-	1
3.2	Customer analysis	2	1	-
3.3	Competitor analysis	2	-	1
3.4	Organisational recourse base	2	1	-
3.5	Forecasting future demand and market	2	-	1

UNIT-4	Segmentation	L	T	P
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4.1	Segmentation, Targeting And Positioning	2	1	-
4.2	Competitive Strategies	2	1	-
4.3	Strategic Customer's Management	2	-	1
4.4	Strategic Alliances	2	-	1
4.5	Corporate Social Responsibility (CSR)	2	-	1

UNIT-5	<b>Advertising Strategies</b>	L	T	P
5.1	Advertising and changing dynamics	2	-	1
5.2	Advertising agencies and series	2	-	1
5.3	Media strategies	2	-	1
5.4	Creative strategies	2	-	1
5.5	Advertising campaign and cases	2	-	1

#### ASSIGNMENT/PRACTICAL:

- Developing Ad plans for FMCGs and consumer durables.
- Case studies of leading advertising agencies.
- Group discussion on Socio-economic and cultural impact of advertising.

#### SUGGESTED READINGS:

- Bonnie L Drewniany (2011). Creative strategy in advertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, et.al (2006). The fundamentals of creative Advertising. Switzerland: An AVA Publishing.
- Felton George (1994).Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.
- Fennis Bob. M and Stroebe Wolfgang (2010), The Psychology of Advertising. UK: Psychology Press.
- Ind, Nicholal AS (1993). Great Advertising Campaigns. London: Kogan Page
- Jim Aitchison/ Neil French (2004).Cutting Edge Advertising: How to Create the World's Best Brands in the 21st Century. India: Pearson Education
- Menon, Arpita. (2009). Media Planning and Buying. Tata-Mc Graw Hill Education
- Rossiter, John R. Danaher, Peter J. (1998).Advanced Media Planning. Springer.
- Sissors, Jack J. (2010).Advertising Media Planning. McGraw-Hill Education
- Jaishri Jethwaney & Shruti Jain, Advertising Management, 2012, Oxford University Press, India

#### E-RESOURCES:

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.adage.com](http://www.adage.com)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignlive.com](http://www.campaignlive.com)
- [www.brandrepublic.com](http://www.brandrepublic.com)
- [www.adslogans.co.uk](http://www.adslogans.co.uk)
- [www.carat.com](http://www.carat.com)



**Semester IV**  
**PRC: 09 WRITING AND PRODUCTION FOR ADVERTISING &  
PUBLIC RELATIONS**

Total Marks: 100, Theory-50 Practical-30 Internal-20, Credit-5

**COURSE OBJECTIVES**

- To understand the production process of an advertisement and its pipeline.
- To understand the production process of PR tools with the right techniques.
- To learn the essence of creating action demanding stories required in ad and PR.
- To understand the various elements of producing advertisement and PR tools.
- To understand the various elements of Post-production for advertisement and PR tools.

**LEARNING OUTCOMES**

- Students should be able to apply creative skills for advertisement.
- Students should be able to apply creative skills for public Relations.
- Students should have the ability to create Pre-Production for APR.
- Students should have the ability to create production for APR.
- Students should have the ability to create post production for APR.

Unit-1	Writing for Print Advertisement	L	T	P
1.1	Basic of Writing	2	-	1
1.2	Language of Advertisement	2	-	1
1.3	Different styles of Writing	2	-	1
1.4	Different formats of writing	2	-	1
1.5	Major differences between PR and Ad writing	2	1	-

Unit-2	Public Relations tools and technique	L	T	P
2.1	News Writing: Headlines and News	2	-	1
2.2	Media release	2	-	1
2.3	Features story telling	2	1	-
2.4	Writing for social media & Digital Media	2	-	1
2.5	Reports and Brouchure	2	-	1

Unit -3	Pre – Production for Advertisement & PR	L	T	P
3.1	Performance Reviews	2	-	1
3.2	Interview & Client Preparation	2	-	1
3.3	Speech Writing	2	-	1
3.4	Crisis Communication	2	-	1
3.5	Website and Content	2	1	-

Unit-4	Writing for Ads	L	T	P
4.1	Print Ads (Display)	2	-	1
4.2	Advertorials	2	-	1
4.3	Broadcast Ads : Radio	2	-	1
4.4	TV Ads (Commercials)	2	-	1
4.5	Infomercials	2	1	-

Unit-5	Post-production for Advertisement & PR	L	T	P
5.1	Digital Ads	2	1	-
5.2	Corporate Ads, Social Ads	2	-	1
5.3	Sales Promotion	2	-	1
5.4	E-Mails	2	-	1
5.5	Brand Management	2	-	1

### PRACTICAL/PROJECTS/ASSIGNMENTS:

- Shoot a complete ad film of any brand with duration of minimum 30 sec.
- Individual assignment for script writing of a corporate ad film.
- Make a print ad campaign with various format of a product of minimum 3 ads. (Poster, pamphlet, Billboard)
- Develop a radio advertisement i.e. of jingle ad.

### SUGGESTED READINGS:

- Sharma, Sangeeta and Singh, Raghuvir (2009): Advertising Planning and Implementation, PHI Learning Private Limited, New Delhi
- Chunawala & Sethia. Foundations of Advertising, 8th edition. India: Himalaya Publishing.
- Jones, Philip John. How To Use Advertising To Build Strong Brands. India: Sage
- Halve, Bhaskar Anand. Planning For Power Advertising. India: Response Books
- Jones, P J. How Advertising Works. India: Sage
- Altstiel, Tom & Grow, Jean. Advertising Creative Strategy, Copy & Design, 3rd edition. India: Sage
- Bovee & Arens. Contemporary Advertising. USA: Irwin
- Dennison, Dell (2006). The Advertising Handbook. India: Jaico.
- Wells, Burnett, Moriarty. Advertising Principles & Practices -5th edition. India: Prentice Hall
- Tiwari, S (2003). Uncommon Sense of Advertising: Getting the Facts Right. India: Response
- Millerson, Gerald. (2009) Television Production. Burlington, MA: Focal Press.
- Jaishri Jethwaney, Corporate Communication: Principles and Practice, 2018, Sage Publication, India
- Jaishri Jethwaney & N.N. Sarkar, Public Relations Management, 2015, Sterling Publishers, India
- Jaishri Jethwaney & Shruti Jain, Advertising Management, 2012, Oxford University Press, India

### E-RESOURCES:

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.ourmedia.org](http://www.ourmedia.org)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignindia.in](http://www.campaignindia.in)
- [www.brandrepublic.com](http://www.brandrepublic.com)
- [www.adsoftheworld.com](http://www.adsoftheworld.com)
- [www.pitchonnet.com](http://www.pitchonnet.com)
- <https://www.mediacollege.com/>

**Semester IV**  
**PRC 10 : Media Laws and Ethics**

**Total Marks: 100 Theory- 80, Practical- 00, Internal- 20, Credit-05**

**COURSE OBJECTIVE**

- To introduce basic understanding of constitution
- To inculcate basic understanding of media laws and its functioning
- To give an overview of media roles and responsibility
- To create an understanding of various media regulation law and media ethics
- To introduce contemporary media norms

**LEARNING OUTCOME**

- Students will know the legal aspects of Indian media
- Students will understand implementation of laws in different media
- Students will know the limitations of media professionalism
- Students will learn how to do fair and honest journalism
- Students will be able to adhere to norms and perform with greater sense of responsibility.

<b>Unit-1</b>	<b>Constitution and Media</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Introduction to Constitution	3	-	-
1.2	Media laws: Concept and Significance	3	-	-
1.3	Fundamental Rights	3	-	-
1.4	Fundamental Duties	3	-	-
1.5	Freedom of Speech and Expression 19(1)(A)	2	1	-

<b>Unit-2</b>	<b>Media laws 1</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Press and registration of Book Act 1867	3	-	-
2.2	Copyright Act 1957	3	-	-
2.3	Working Journalist Act 1955	3	-	-
2.4	Contempt of Court Act 1971	3	-	-
2.5	Official Secret Act 1923	3	-	-

<b>Unit -3</b>	<b>Media laws 2</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Right to Information Act:2005	3	-	-
3.2	Sedition IPC 124 (A)	3	-	-
3.3	Defamation- Libel & slander	3	-	-
3.4	Law of obscenity (section 292-294 IPC)	3	-	-
3.5	Drugs and Magic Remedies Act 1954	3	-	-

<b>Unit-4</b>	<b>Various media laws</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Prasar Bharti Act 1990	3	-	-
4.2	Cable and Television Act 1995	3	-	-
4.3	Information Technology Act:2000	3	-	-
4.4	Cinematography Act 1952	3	-	-
4.5	Film Censorship	3	-	-

Unit-5	Media regulation and ethics	L	T	P
5.1	Press council of India Regulations	3	-	-
5.2	Broadcasting ethics for Radio and TV	3	-	-
5.3	New Media and Norms	3	-	-
5.4	Laws regulating FDI in Media	3	-	-
5.5	Various regulating bodies of Media	3	-	-

#### **PRACTICAL / ASSIGNMENT :**

- Organize a debate on new media laws and other media
- Blitz Editor R.K. Karanjia case (J.B. Kripalani, Loksabha) 1961. (regarding breach of parliamentary/legislative privileges)
- Rajagopal v/s state of Tamilnadu (Auto Shankar case) supreme court 1994. (regarding balance between the freedom of the press and the right to privacy,)
- Study and prepare a flow chart of FDI regulation in various media
- Prepare and present a case study on copy right act

#### **SUGGESTED READINGS:**

- Singh Dr. Shrikant: Janmadhyam evam Kanoom Uttardayitva
- Shrinivas, K.M. Media and ethics, Veda to Gandhi & Beyond, Publication Division MIB
- Aiyer, V. Mass media law and Regulation in India. AMIC publication
- Marilyn, J.M. TV news ethics. New Delhi: Focal press.
- Mass media Law and Regulation in India AMIC publication
- Media Laws & Ethics M. Neelamalar, 2009

#### **E-Resources:**

- <https://legislative.gov.in/sites/default/files/coi-4March2016.pdf>
- <https://legislative.gov.in/constitution-of-india>
- <https://presscouncil.nic.in/>

**Semester IV**  
**PRG 02 : SEARCH ENGINE OPTIMIZATION AND**  
**SEARCH ENGINE MARKETING**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- Understand Search Engines & Ranking Concepts
- Learn How to perform Keyword Research
- To know SEO Best Practices to incorporate on a Website
- Understand Off-Page Optimization and implementation method
- Analyze & Monitor SEO progress using free tools

**LEARNING OUTCOMES**

- Describe the main search engine optimization techniques for business websites
- Discuss the process of effective SEO, including keyword research, writing optimized content, getting web pages indexed by search engines and tracking the outcomes
- Gain access to new online tools and resources to help implement successful SEO campaigns
- Identify ways Google Ads and Google Analytics can be used as part of a search marketing strategy.

<b>Unit-1</b>	<b>Basics for SEO (Search engine Optimizing)</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	What is Domain, Basic Knowledge of World Wide Web, Difference between Portal and Search Engines,	2	-	1
1.2	Basics of developing and designing a website, Introduction to HTML, Tags	2	-	1
1.3	What is SEO Types of SEO Techniques Black hat techniques, White Hat techniques	2	-	1
1.4	How Search Engine works Page Speed,Basics of Search Engine that includes crawling, indexing and caching	2	-	1
1.5	SEO impact on businesses	2	1	-

<b>Unit-2</b>	<b>Keyword Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Introduction to Keyword research, What is the need of SEO, History of SEO	2	-	1
2.2	What Is Keyword, The importance of Keyword Research-Different types of keywords,How to do Analysis of keywords using Free & Paid Tools	2	-	1
2.3	Tools for Keyword Research, Competition analysis, Localized Keywords Research,	2	-	1
2.4	Tools available for Keyword Research :-Keyword Density Analyzer Tools : Google Tools Yahoo / Bing Tools, Rich Snippet, Text Tools, Comparison Tools, Link Popularity Tools, Search Engines Tools, Site Tools	2	-	1
2.5	What is SEO content Different types of SEO content Steps to creating SEO content	2	-	1

<b>Unit -3</b>	<b>On-page and off page optimization.</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Googlebot (Google Crawler), Google Updates and Search Engine, Basics Major Search Engines, Ranking algorithms and Page Rank, Web Designing Basics, Browsers and Imp Add□ons, Plugins, Important SEO Tools.	2	-	1
3.2	What is On Page SEO? On-Page SEO checklist, Title Optimization, Content optimization, Header Tags Optimization (how and where to use H1, H2, H3, H4.....tags), Meta, Image optimization How many images you add to your post, Internal links, Outbound links.	2	-	1
3.3	How to optimize Meta data? The importance of sitemaps The Page Title Meta Descriptions & Meta Keywords Headings Bold Text, Domain Names & Suggestions Canonical Tag, Meta Tags, Images and Alt Text, Internal Link Building, PDF, PPT, MS-Word & Video Optimization	2	-	1
3.4	Search Engine Optimization □ Off Page Search Engines Submission, Directory Submission, Social Book marking, Blog Commenting, Blog Posting, Article Submission, Image Submission, PPT Submission, PDF Submission, Logo Submission, Video Submission, Forum Posting, Free Classified Submission, Google Map Creation and Verification, Quora Question and answering, Guest Posting, Yellow Pages Listing.	2	-	1
3.5	Exchange Reciprocal Linking, Posting to Forums, Submission to Search Engine, RSS Feeds Submissions, Press Release Submissions, Forum Link Building, Competitor Link Analysis	2	-	1

<b>Unit-4</b>	<b>SEM(Search engine marketing)</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction to Search Engine Marketing (SEM), Its working, SEO Vs SEM, Search Engine Advertising, Paid Marketing, Google Ads (Google AdWords), Bing Ads	2	-	1
4.2	Introduction to Pay Per Click, Google Ad Networks, AdRank, Ad Formats & Ad Extensions, Mobile Apps Marketing, Video Marketing, Google Ads (Google AdWords) tools and AdWords Editor tool	2	-	1
4.3	Process to create a GoogleAdWords account, Account and Billing settings, Types of Campaigns	2	-	1
4.4	PPC Campaign Setup, AdGroups and Keywords setup, Bidding strategies & Conversion Tracking Shopping Campaigns, Dynamic Search Campaigns, Display Ads Campaigns, Remarketing campaigns	2	-	1
4.5	Setting up SEM Strategy, Choosing the right tools,	2	-	1

Unit-5	Google Analytics	L	T	P
5.1	Introducing Google Analytics How Google Analytics works, Google Analytics setup.	2	-	1
5.2	Understanding Overview Reports, Understanding full reports.	2	-	1
5.3	How to Share Reports. Basic Reports types.	2	-	1
5.4	Audience reports, Acquisition reports, Behavior reports.	2	-	1
5.5	Basic Campaign and Conversion Tracking	2	-	1

### Assignments

- Perform a keyword research
- Search online tools for keyword search

### SUGGESTED READINGS:

- Arnold, J., 2007. E-Mail Marketing For Dummies®. Sussex: John Wiley & Sons.
- Saleh, K. & Shukairy, A., 2010. Conversion Optimization: The Art and Science of Converting Prospects to Customers. United States: "O'Reilly Media, Inc."
- Diamond, S., 2019. Digital Marketing All-In-One For Dummies. Sussex: John Wiley & Sons.
- SEO Fitness Workbook, 2016 Edition: The Seven Steps to Search Engine Optimization Success on Google by: Jason Mc Donald.
- Search Engine Optimization All-in-One For Dummies 3rd Edition by: Bruce Clay.
- Ultimate guide to Link Building by: Eric Ward & Garrett French. SEO Step-by-Step – The Complete Beginner's Guide to Getting Traffic from Google – By Caimin Jones
- Google Analytics A Complete Guide 2020 Edition by Gerard

**Semester IV**  
**ADA 08: CO CURRICULAR**

**Choose from A/B/C**

**A: Parliamentary Affairs II**

**B: Bhartiya Sangeet II**

**C: Lalit Kala II**



**Semester IV**  
**ADA-08 (II) A : PARLIAMENT: PRACTICE AND PROCEDURE**

AEC	L	T	P	Credit	Continuous Evaluation Marks	End-Term Practical Exam Marks	Total Marks
(II) A	0	1	1	2	10	30	40

**Course Objectives**

- To acquaint students with knowledge of the Indian Constitution.
- To make students familiar with concept of Parliament.
- To understand the concept of various practices and procedures of Indian Parliament
- To develop understanding about powers and privileges of Parliamentary and Legislative members

**Learning Outcomes**

- Students will be able to understand the concept of Indian Constitution and Parliament.
- Students will be able to understand working of Indian Parliament
- Students will be able to understand and analyze working of State Assembly and Legislative Councils
- Ability to apply the theory into practice.

Unit-1	Introduction to Indian Constitution (Total hours- L+T+P=6hrs)	L	T	P
1.1	Preamble	-	1	1
1.2	Fundamental Rights	-	-	2
1.3	Directive Principles of State Policy	-	-	2

Unit-2	Introduction to Indian Parliament (Total hours- L+T+P=6hrs)	L	T	P
2.1	Working of Indian Parliament	-	1	1
2.2	Committee of Indian Parliament	-	-	2
2.3	Budget	-	-	2

Unit-3	Lok Sabha and Rajya Sabha (Total hours- L+T+P=6hrs)	L	T	P
3.1	Working of Lok Sabha & Rajya Sabha	-	1	1
3.2	Passing of Bill in Lok Sabha & Rajya Sabha	-	-	2
3.3	Election of Members in of Rajya Sabha & Lok Sabha	-	-	2

Unit- 4	State Assemblies and Legislative Councils (Total hours- L+T+P=6hrs)	L	T	P
4.1	Introduction to Legislative Councils	-	1	1
4.2	Elections of members in Legislative Council	-	-	2
4.3	Functions of Legislative Council	-	-	2

Unit 5	Different Parliamentary Systems in World (Total hours- L+T+P=6hrs)	L	T	P
5.1	Japan Parliamentary System	-	1	1
5.2	Canada Parliamentary System	-	-	2
5.3	Germany Parliamentary System	-	-	2

### Practical/Projects/Assignments:

- Role play/Skit/Mock Parliament.
- PPT Presentation on various contemporary issues
- Visit to Vidhan Sabha
- Virtual tour of the Indian Parliament.
- Any other assignment given by the concerned faculty.

### Suggested Readings:

- Kaul M.N and Shakhder S.L, Practice and Procedure of Parliament, Lok Sabha Secretariat, New Delhi, Seventh Edition
- Khosla Madhav, The Constitution of Most Surprising Democracy, Oxford
- Basu Dr. Durga Das, Introduction of Indian Constitution, Lexis Nexis, 2019
- Rules of Procedure and Conduct of Business in the Council of States, Rajya Sabha Secretariat, New Delhi, 2013.
- Chaudhary Sujit, Khosla Madhav and Mehta Pratap Bhanu, The Oxford Hand book of the Indian Constitution, Oxford University Press U.K, 2016
- Role of Rajya Sabha in Indian Parliamentary Democracy, Rajya Sabha Secretariat, New Delhi, 2019
- Narain Dr. Yogendra, Role and Relevance of Rajya Sabha in Indian Polity, Rajya Sabha Secretariat, New Delhi.
- Kashyap Subhash C., Our Parliament, National Book Trust, India
- Handbook for Members of Rajya Sabha, Rajya Sabha Secretariat, New Delhi, 2010
- Bakshi PM, Constitution of India, Universal Law Publishing, 2017
- De Rohit, A Peoples Constitution, Princeton University Press, 2018.

### c-resources:

- <https://eparlib.nic.in>
- <https://epgp.inflibnet.ac.in>
- <http://Indias-Founding-Moment-Constitution-Surprising-ebook/>

**Semester IV**  
**ADA-08(II) B : भारतीय संगीत**

AEC	L	T	P	Credit	Continuous Evaluation Marks	End-Term Practical Exam Marks	Total Marks
(II) B	0	1	1	2	10	30	40

**उद्देश्य**

- संगीत के मूल तत्वों को समझना ।
- सुगम संगीत की विभिन्न विधाओं जैसे गीत, भजन, गजल शैलियों इत्यादि से संगीत में आये हुए विभिन्न सैद्धान्तिक एवं वैचारिक महत्व पर चिंतन ।
- संगीत का सैद्धान्तिक और व्यावसायिक क्षेत्रों में प्रदर्शन, नियोजन को जानना ।
- हिन्दी चित्रपट संगीत की समझ विकसित करना ।
- अन्य विषयों के साथ भारतीय संगीत को जोड़कर शोध के लिए भारतीय संगीत का प्रारंभिक ज्ञान देना ।

**शिक्षण के परिणाम**

- अलंकारों, राग काफी, भैरव, भैरवी की जानकारी ।
- सुगम संगीत की भिन्न शैलियों से परिचित होना ।
- भारतीय चित्रपट को जानना एवं प्रमुख संगीतकारों की शैलियों की समझना ।
- भारतीय चित्रपट संगीत में प्रसिद्ध पार्श्वगायकों के योगदान को जानना ।
- ताल एवं वाद्य यंत्रों की प्रारंभिक समझ ।

इकाई- 1	अलंकारों का लेखन	L	T	P
1.1.	प्रारंभिक अलंकारों का लेखन 20 से 10		2	2
1.2	राग काफी, भैरव, भैरवी का सम्पूर्ण परिचय			6

इकाई- 2	सुगम संगीत	L	T	P
2.1	सुगम संगीत परिभाषा एवं विशेषताएँ		2	2
2.2	सुगम संगीत शैलियाँ (गीत, गजल, भजन प्रसिद्ध कवियों), शायर की (रचनायें 5-5			6

इकाई- 3	चित्रपट संगीत	L	T	P
3.1	चित्रपट का अर्थ, परिचयन एवं इतिहास		2	
3.2	हिन्दी चित्रपट संगीत में शास्त्रीय संगीत का प्रयोग करने वाले प्रमुख संगीतकार		2	4

इकाई- 4	पार्श्वगायन	L	T	P
4.1	पार्श्वगायन का अर्थ, हिन्दी चित्रपट संगीत में पार्श्वगायन का प्रारंभ		2	
4.2	हिन्दी चित्रपट संगीत के प्रमुख गायक गायिकाएँ परिचय एवं/ मोहम्मद रफी) योगदान, मन्नाडे, मुकेश, किशोर कुमार, भारत रत्न लता मंगेशकर, आशा भोसले, गीता दत्त, सुमन कल्याण पुरकर		2	4

इकाई- 5	तालों का परिचय	L	T	P
5.1	सुगम संगीत में प्रयुक्त होने वाले तालों का परिचय एवं प्रयोग ताल- तीव्रा, कटरवा दादरा, रूपक, झपताल, तीनताल		1	6
5.2	सुगम संगीत में वाथवृंद का प्रयोग, महत्व एवं प्रमुख वाद्य		1	2

### प्रायोगिक

- प्रारंभिक अलंकारों का गायन 20 से 10
- रागकाफी-, भैरव, भैरवी में आरोह पकड-अवरोह-
- सरगम, लक्षणगीत, छोटारख्याल 5-5 -आलाप तानों सहित प्रस्तुत करना ।
- सुगम संगीतफिल्म संगीत की दो रचनायें स्वेच्छा से प्रस्तुत करना ।/
- हिन्दी चित्रपट संगीत के प्रसिद्ध पार्श्वगायक गायिकाओं में से किसी एक की स्तरीय रचना/ की प्रस्तुति (शब्द रचना)
- बाह्य परीक्षक की इच्छानुसार सुगम संगीत की किसी एक शैली को प्रस्तुत करना ।
- सैद्धान्तिक प्रश्नपत्र के तालों को हाथ से प्रदर्शित करना । (खाली/ताली)

### संदर्भ -

- हिन्दुस्तानी संगीत पद्धति - 2/1 भाग -लेखक विभातखण्डे .ना.
- राग परिचय - 4/3/2/1 भग -लेखक हरिशचन्द्र श्रीवास्तव
- संगीत विशारद -लेखक वसंत
- गुगलगायिकाओं के गीत हेतु ।/स्थापित पार्श्वगायकों-/यू ट्यूब/नेट/

**Semester IV**  
**ADA-08(II) C : ललित कला**

AEC	L	T	P	Credit	Continuous Evaluation Marks	End-Term Practical Exam Marks	Total Marks
(II) C	0	1	1	2	10	30	40

**उद्देश्य**

- दृश्य चित्रण की विधि से छात्रों को परिचित कराना।
- प्रकृति और जीवन की सुंदरता की सराहना करने के लिए उनकी दृष्टिको समृद्ध कराना।
- प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अभ्यास।
- रंगों के प्रयोग और विभिन्न तकनीकों से छात्रों को परिचित कराना।
- विभिन्न प्रकार की कला सामग्री और उपकरणों का तकनीकों के साथ प्रयोग और कौशल सिखाना।
- अन्य विषयों के साथ ललित कला को जोड़कर शोध के लिए ललित कला का प्रारंभित ज्ञान देना।

**शिक्षण के परिणाम**

- परिप्रेक्ष्य चित्रण की समझ।
- प्रकृति और जीवन की सुंदरता की सराहना और आनंद प्राप्ति।  
प्राकृतिक और मानव निर्मित वस्तुओं के विभिन्न रूपों का अध्ययन करके कला के नए रूप को बनाने की प्रेरणा।
- विभिन्न प्रकार की कला सामग्री और उपकरणों के प्रयोग से कौशल का विकास।
- कलात्मक कौशल और रचनात्मकता का विकास।

ईकाई 1 -	दृश्य चित्र और प्रकृति अध्ययन	L	T	P
1.1	परिचय		1	
1.2	स्केचिंग और परिप्रेक्ष्य			2
1.3	रंग भरने की विभिन्न तकनीक			2
1.4	पौधों, पेड़ों और फूलों का अध्ययन		1	1
1.5	फलों और सब्जियों का अध्ययन		1	1

ईकाई- 2	अलंकरण(डिज़ाइन)			
2.1	सजावटी और ज्यामितीय अलंकरण(डिजाइन)		1	2
2.2	पोस्टर डिजाइन		1	2
2.3	लोगो डिजाइन		1	2

ईकाई- 3	ब्लॉक प्रिंटिंग और फैब्रिक पेंटिंग			
3.1	परिचय		2	2
3.2	सब्जी से प्रिंट (Vegetable Prints)			2
3.3	लकड़ी के ब्लॉक से प्रिंट			2
3.4	फैब्रिक पेंटिंग (कुशन कवर और दुपट्टे)			2

ईकाई-4	मिट्टी से रचना(क्ले मॉडलिंग, तीन आयामी कला)			
4.1	परिचय		2	2
4.2	सरल आकार (फल, सब्जी और फूल)			2
4.2	पक्षी और जानवर			2
4.4	पी ओ पी ब्लॉक नक्काशी			2

ईकाई- 5	कागज शिल्प			
5.1	बुक जैकेट डिजाइन		1	2
5.2	पेपर क्राफ्ट मोबाइल		1	2
5.3	कैलेंडर डिजाइन		1	2

## प्रायोगिक

- दृश्य चित्र और प्रकृति अध्ययन ।
- अलंकरण (डिज़ाइन)
- ब्लॉक प्रिंटिंग और फैब्रिक पेंटिंग ।
- मिट्टी से रचना (क्लेमॉडलिंग,तीन आयामीकला)
- कागज शिल्प

## संदर्भ-

- 1.भारतीय कला एवं संस्कृति -नितिन सिंघानिया
2. Water colour Landscapes Step by Step by Milind Mulick
3. Colors of India: India Block Print Art (Block Prints Book 1) Kindle Edition by Shruti Jain
4. A for Ajrakh: The A to Z of Block by Nina Sabnani

### Sem- V

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 11	Integrated Marketing Communication	5	50	30	20	100
2.	PRC 12	Corporate Communication	5	50	30	20	100
3.	PRE 01 or PRE 02	Organizational Behavior or Copy Writing	5	80	00	20	100
4.	PRG 03	Creative Communication or GE List options	5	50	30	20	100
Total credits- 20			Total marks- 400				

**Semester V**  
**PRC 11 : INTEGRATED MARKETING COMMUNICATION**  
**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- To introduce students to the principle and basic concept of Marketing Communication process in a streamlined Integrated Marketing Strategy
- To provide an understanding of Integrated Marketing Communications (IMC) and its influences on other marketing function and other promotional activities
- To make the student understand the basic concept and principles of Advertising
- To develop an understanding of the various writing tasks for specific audiences and purposes

**LEARNING OUTCOMES**

- Outline the nature of IMC and describe its environment
- Designing IMC objectives and IMC Plan
- Ability to Implement strategies in organizations
- Develop critical thinking, creativity and analytical skills in Advertising
- Application of campaign designing

<b>Unit-1</b>	<b>Introduction to Integrated Marketing Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Meaning of IMC, Reasons for Growth of IMC	2	1	-
1.2	Communication Process, IMC plan & its component	2	1	-
1.3	Promotional Tools for IMC, IMC planning process	2	1	-
1.4	Role of IMC in Marketing Decision	2	-	1
1.5	Establishing Objectives and Budgeting: Promotional Objectives, Sales vs. Communication Objectives, DAGMAR	2	-	1

<b>Unit-2</b>	<b>Elements of IMC</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Sales Promotion and its types	2	-	1
2.2	Public Relations and Publicity	2	1	-
2.3	Direct Marketing	2	1	-
2.4	Personal Selling	2	-	1
2.5	Advertising, Digital Marketing	2	-	1

<b>Unit -3</b>	<b>Advertising in IMC</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Types of Media used for advertising.	2	1	-
3.2	Advertisers and Advertising	2	1	-
3.3	Advertising Campaigns	2	-	1
3.4	Brand Positioning through Advertising.	2	-	1
3.5	Marketing and Advertising Agencies – Functions	2	-	1

<b>Unit-4</b>	<b>IMC and Consumer</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Consumer Behavior	2	1	-
4.2	Consumer Attitude and Changing behavior	2	1	-



4.3	Reaching Digital and Social media audiences	2	1	-
4.4	Use of Digital Communication	2	1	-
4.5	Promotion Ethics	2	-	1

<b>Unit-5</b>	<b>IMC Campaign</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Designing IMC Campaign	2	1	-
5.2	Marketing Strategies and Objectives	2	1	-
5.3	Budgeting techniques	2	1	-
5.4	Campaign Development	2	-	1
5.5	Case Studies	2	-	1

### **PRACTICAL / PROJECTS / ASSIGNMENTS**

- Assignments on IMC plan of Different Companies
- Group Study on different IMC Elements
- Student Presentation on difference between TV, Radio & Print Advertisement

### **Suggested Readings:**

- Aakar, Batra and Myers, Advertising Management, PHI
- Blown & Bach (2002), Integrated Marketing Communications, PHI
- Belch Michae & Purani Keyoor, Advertising & Promotion- An Integrated Marketing Communications Perspective, McGraw Hill
- Belch, G.E. & Belch, M.A. (2014). Advertising & Promotion : An Integrated Marketing Communication Perspective, New Delhi, Tata McGraw Hills
- Chunawalla, S.A. (2008). Foundations of Advertising : Theory & Practice, New Delhi, Himalaya Publishing House
- Kazmi S H and Batra Satish K, Advertising & Promotions, Excel
- PR Smith and Ze Zook, Marketing Communication, Fifth Edition ( E- Book)
- E-Resource
- [https://www.academia.edu/13180608/Ebook\\_IMC\\_Integrated\\_Marketing\\_Communication](https://www.academia.edu/13180608/Ebook_IMC_Integrated_Marketing_Communication)
- <https://www.kobo.com/us/en/ebook/integrated-marketing-communication-5>
- <http://postfair.changeip.com/0133157873-integrated-marketing-communications-4th-edition.pdf>

### **E-Resources**

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.ourmedia.org](http://www.ourmedia.org)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignindia.in](http://www.campaignindia.in)
- [www.brandrepublic.com](http://www.brandrepublic.com)

**Semester V**  
**PRC 12 : Corporate Communication**

Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05

**COURSE OBJECTIVES**

- To develop understanding of the need of Corporate P.R. and the role of Corporate communication.
- Imparting knowledge and skills of Corporate Communication tools and their dimensions and their field application.
- To provide students with the skill-set required to be able to construct Communications planning tools and understand their relevance.
- To broaden an understanding of the business world by exposing them to selected case studies, through both readings and presentations by reputed senior public relations practitioners.
- To form a basic comprehension of Corporate Communications, how it operates, where it originated, how it has evolved and where it is applicable today.

**LEARNING OUTCOMES**

- Identify various communications roles within an organization.
- Develop key messages according to a specific context and set of objectives.
- Understand and use effectively certain Communications and public relations processes.
- Construct a realistic Communications plan.
- Appreciate how Communication affects an organization.

<b>Unit-1</b>	<b>Understanding Organisational Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Defining structure of an Organisation	2	-	1
1.2	Various kinds of Organisations	2	-	1
1.3	Management hierarchy	2	-	1
1.4	Various kinds of Communication in an organisation	2	1	-
1.5	Role and scope of Corporate Communication	2	1	-

<b>Unit-2</b>	<b>Understanding Corporate Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Definitions, Concept and genesis of CC	2	-	1
2.2	Difference and similarities between PR and CC	2	1	-
2.3	CC and Public affairs, CC and Corporate Affairs	2	-	1
2.4	Publics in CC - Financial Publics, Media, Opinion makers, Government, Elected representatives	2	-	1
2.5	Present state of Corporate Communication and Ethics	2	1	-

<b>Unit-3</b>	<b>Corporate Communication Tools</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Lobbying	2	1	-
3.2	Sponsorship	2	1	-
3.3	Financial Communication	2	-	-

3.4	Corporate Reputation	2	1	-
3.5	Corporate identity	2	1	-
3.6	Media mileage	2	-	1

<b>Unit-4</b>	<b>Financial Communication</b>			
4.1	Defining Financial Communication	2	-	1
4.2	Growth and role of Financial Communication in present context	2	-	1
4.3	Overview of Indian Financial System	2	-	1
4.4	Capital market – Stock exchanges, SEBI- functioning and mandate	2	1	-
4.5	Financial Institutions and Communication	2	1	-

<b>Unit-5</b>	<b>Corporate Identity and Corporate Brand Management</b>			
5.1	Defining Corporate Identity	2	-	1
5.2	Integrating Corporate Identity into Communication process	2	-	1
5.3	Case studies in Corporate Identity	2	1	-
5.4	Definition and role of Corporate Image	2	1	-
5.5	Corporate Brand Management	2	-	1

#### PRACTICAL ASSIGNMENTS:

- Study of Corporate Communication tools used by some eminent business houses
- Presentation on Perception Management
- Image Management Presentations.
- Media tracking of current Corporate issues.

#### SUGGESTED READINGS:

- Banik,G.C.(2006). PR & Media Relations. Mumbai, India: Jaico Publishing House.
- Butterick,Keith.(2012). Introducing Public Relations .New Delhi, India: .Sage Publications India Pvt Ltd.
- Center,Allen H.Jackson,Patrick. Smith,Stacey. Stansberry, Frank R (2008).Public Relations Practices. Delhi, India : PHI Learning Pvt.Ltd.
- Dhar,Neemo (2014).Public Relations and Corporate Communication. Bhopal, India: Makhanlal Chaturvedi National University of Journalism & Communication.
- Kaul,J.M (1992).Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly,Philip.(2002).Handbook of Public Relations and Communication.Delhi.,India: Jaico Publishing House.
- Nayyar,Deepak.(2006).Public Relations Communication. Jaipur, India: ABD Publishers
- Pathak,Ajit.(2008).Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd.
- Reddi,C V Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.
- Sahai,Baldeo.(1985).Public Relations-A Scientific Approach. New Delhi.India: Scope Publication.

## E-RESOURCES:

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>

## Semester V

# PRE 01 : Organisational Behavior

Total Marks: 100 Theory- 80, Practical- 00, Internal- 20, Credit-05

### COURSE OBJECTIVES

- To generate awareness about Behavioral Dimensions in Organizations
- To enhance the students understanding of one's own Behavior and its impact on others
- To equip the students with an essential knowledge based on Behavioral dynamics of organizations with necessary models, tools and techniques
- To gather, organize and apply information for diagnosing, predicting and controlling human behavior and performance in the organization
- To inculcate techniques of Group Decision Making, Communication and Interpersonal Behavior in students

### LEARNING OUTCOMES

- Demonstrate the applicability of the concept of organizational behavior to understand the behavior of people in the organization
- Analyze the complexities associated with management of the group behavior in the organization
- Identify personal dimensions of personality, job satisfaction, motivation and learning
- Examine group formation techniques and evaluate the developments of basic conflict resolutions

Unit-1	Focus and Purpose	L	T	P
1.1	Introduction to organization, organization and managers, manager' roles and skills	3	-	-
1.2	Introduction to organization behaviour	3	-	-
1.3	Definition, need and importance of Organizational Behaviour	3	-	-
1.4	Nature and scope	3	-	-
1.5	Organizational behaviour models.	3	-	-

Unit-2	Individual Behaviour	L	T	P
2.1	Personality : Types, Factors influencing personality, Theories, Learning, Types of learners, The learning process, Learning theories	3	-	-
2.2	Organizational behaviour modification.	3	-	-
2.3	Attitudes : Characteristics, Components, Formation, Measurement, Values.	3	-	-
2.4	Perceptions: Importance, Factors influencing perception, Interpersonal perception, Impression Management.	3	-	-
2.5	Motivation, importance, Types, Effects on work behavior.	3	-	-

<b>Unit-3</b>		<b>Group Behaviour</b>		
3.1	Organization structure, Formation	3	-	-
3.2	Groups in organizations, Influence, Group Dynamics	3	-	-
3.3	Emergence of informal leaders and working norms, Group decision making techniques	3	-	-
3.4	Team building, Interpersonal relations	3	-	-
3.5	Communication, Control	3	-	-

<b>Unit-4</b>		<b>Leadership and Power</b>		
4.1	Meaning, Importance	3	-	-
4.2	Leadership styles, Theories	3	-	-
4.3	Leaders Vs Managers	3	-	-
4.4	Sources of power	3	-	-
4.5	Power centers, Power and Politics.	3	-	-

<b>Unit-5</b>		<b>Dynamics of Organizational Behaviour</b>		
5.1	Organizational Culture and Climate, Factors affecting Organizational Climate, Importance.	2	1	-
5.2	Job satisfaction, Determinants, Measurements, Influence on Behavior. Organizational change, Importance, Stability Vs Change	2	1	-
5.3	Proactive Vs Reaction change, the Change process, Resistance to change, Managing change.	2	1	-
5.4	Stress: Work Stressors, Prevention and Management of stress, Balancing work and Life.	2	1	-
5.5	Organizational development : Characteristics, objectives, Organizational effectiveness	2	1	-

### Practical / Projects / Assignments

- Student presentations, Expert Lecture
- Field Visit, Role Play, Case studies and Management Games
- Research on organisation behaviour of any organisation with respect to different characteristics of organisation behaviour

### SUGGESTED READINGS:

- Stephen P. Robins, Organisational Behavior, PHI Learning / Pearson Education, 11<sup>th</sup> edition, 2008.
- Fred Luthans, Organisational Behavior, McGraw Hill, 11<sup>th</sup> Edition, 2001.
- Schermerhorn, Hunt and Osborn, Organisational behavior, John Wiley, 9<sup>th</sup> Edition, 2008.
- Udai Pareek, Understanding Organisational Behaviour, 2<sup>nd</sup> Edition, Oxford Higher Education, 2004.
- Mc Shane & Von Glinov, Organisational Behaviour, 4<sup>th</sup> Edition, Tata Mc Graw Hill, 2007.
- Hellrigal, Slocum and Woodman, Organisational Behavior, Cengage Learning, 11<sup>th</sup> Edition 2007.

- Ivancevich, Konopaske & Maheson, Organizational Behaviour & Management, 7<sup>th</sup> edition, Tata McGraw Hill, 2008.

### **E-Resource**

- [http://www.damits.ac.in/library\\_doc/Organizational\\_Behaviour.pdf](http://www.damits.ac.in/library_doc/Organizational_Behaviour.pdf)
- [http://www.tmv.edu.in/pdf/Distance\\_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf](http://www.tmv.edu.in/pdf/Distance_education/BCA%20Books/BCA%20VI%20SEM/BCA-629%20OB.pdf)
- [https://www.macmillanihe.com/resources/sample-chapters/9781137429445\\_sample.pdf](https://www.macmillanihe.com/resources/sample-chapters/9781137429445_sample.pdf)

**Semester V**  
**PRE 02 : COPY WRITING**

Total Marks: 100, Theory-50 Practical-30 Internal-20 Credit-5

**COURSE OBJECTIVES**

- To develop the Creative and Critical thinking skills of students by exposing them to the techniques of Brainstorming, Concept Development and Execution of ideas.
- To provide students with the skills to write informational and persuasive text to support Visual Communication within an Advertising context.
- To enable the students to Develop, Interpret and Analyse a creative brief in order to construct a creative writing strategy
- Create ideas and develop an Advertising campaign integrating text and visuals effectively.
- To help the students learn how to write clear, compelling and persuasive text for a range of Media.

**LEARNING OUTCOMES**

- Students will understand the fundamentals of good Copywriting.
- Develop Visualization skills and master the art of developing effective layouts
- Students will feel more confident in their writing skills and will be keen to put their new, fresh ideas into practice.
- Learn to address the obstacles of effective writing and how to overcome them
- Have the ability to easily adapt their writing style to the target audience.

Unit-I	<b>Introduction to Copywriting</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Basics of Copywriting, Roles and responsibilities of Copywriter	2	-	1
1.2	Role and Importance of Copy in an Advertisement, Elements of a Copy-Headline-Types of Headline, Sub-head, Body copy- types of Copies, Slogan, Logo, Company Signature, Mandatories and Legal.	2	-	1
1.3	Writing persuasive copy- The CAN Elements (Connectedness, Appropriateness, and Novelty), Getting Messages to “Stick”: Simplicity, Unexpectedness, Concreteness, Credibility, Emotionality, Storytelling	2	-	1
1.4	Writing Copy for various Audiences- Children, Youth, Women, Senior Citizen and Executives	2	-	1
1.5	Transcreation vs Translation	2	-	1

Unit-II	<b>Creative Thinking</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	How to inculcate ‘Creative Thinking Attitude’- Left Brain Thinking, Right Brain Thinking	2	-	1
2.2	Idea Visualization, Sources of Creative Ideas	2	-	1
2.3	Creative ways of Thinking-Free Association, Divergent Thinking, Analogies and Metaphors, Lateral Thinking, Brainstorming	2	-	1
2.4	Importance and Role of Visuals	2	-	1
2.5	Principles and Techniques of Persuasion	2	-	1



Unit-III	Layout Designing	L	T	P
3.1	Layout- Importance and Purpose Steps in Designing a Layout-Thumbnail Sketches, Rough Layout, Comprehensive Layout and Mechanical Layout	2	-	1
3.2	Principles and Formats of a Layout	2	-	1
3.3	Use of Visuals in different Layouts for Media	2	-	1
3.4	Graphics and Illustration-Role and Importance	2	-	1
3.5	Psychological and Emotional Aspects of Colors in Layout Designing	2	-	1

Unit-IV	Creativity	L	T	P
4.1	Writing the Creative Brief	2	-	1
4.2	Principles of Effective Copywriting	2	-	1
4.3	Developing the Big Idea	2	-	1
4.4	Creating Advertising Appeals: Rational and Emotional	2	-	1
4.5	Major Creative Thinkers in Advertising	2	-	1

Unit-V	Copy Writing for different Media	L	T	P
5.1	Developing Copy for Print media	2	-	1
5.2	Copy Writing for Radio and Television	2	-	1
5.3	Copy Writing for Digital Media	2	-	1
5.4	Copy Writing for Outdoor Media	2	-	1
5.5	Designing Sales Literature	2	-	1

#### PRACTICALS/PROJECTS/ASSIGNMENTS:

- Collection of different types of advertisements
- Presentation on the 'Current status of advertising agencies in India'
- Screening of top twenty creative Indian and International Advertisements
- Idea Visualization for any five concepts
- Developing Slogans and logos for products and services
- Developing Print ad for a FMCG Product
- Developing a radio script of thirty seconds for any social issues
- Developing a storyboard for any product/service

#### SUGGESTED READINGS:

- Berman Margo, (2012). The Copywriter's Toolkit, UK: Blackwell Publishing West Sussex.
- Bonnie L Drewniany (2011). Creative strategy in advertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, et.al (2006). The Fundamentals of Creative Advertising. Switzerland: An AVA Publishing.
- Carroll Brian (2010). Writing for Digital Media.UK: Routledge Publications, UK.

- Felton, George (1994).Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.
- Fennis Bob.M and Stroebe Wolfgang (2010), The Psychology of Advertising. UK: Psychology Press.
- George Lios (2008).What's the Big idea. New Delhi, India: Atlantic Publishers and Distributors
- Jim Aitchison/ Neil French (2004).Cutting Edge Advertising: How to Create the World's Best Brands in the 21st Century. India: Pearson Education
- Valladares (2000).The Craft of Copy Writing. New Delhi, India: Sage Publications.
- Ind, Nicholal AS (1993). Great Advertising Campaigns. London: Kogan Page

#### **E-RESOURCES:**

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.adage.com](http://www.adage.com)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignlive.com](http://www.campaignlive.com)
- [www.brandrepublic.com](http://www.brandrepublic.com)
- [www.adslogans.co.uk](http://www.adslogans.co.uk)
- [www.carat.com](http://www.carat.com)

**Semester V**  
**PRG 03: CREATIVE COMMUNICATION**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- To make the students well versed with the Creative aspects of Advertising and PR
- To draft different formats of copy for various Advertising Media
- To follow the principles of Copy writing.
- To develop the vocabulary, visualization skills and intricacies of copywriting.
- Learn the virtual application of creative.

**LEARNING OUTCOMES**

- Analyse Ad Creatives
- Crafted Skills of Advertising Creatives.
- Clear Understanding of Creative Strategies of the leading brands across the globe.
- Design Advertisement for various mediums.
- Design promotional material for Marketing.

<b>Unit-1</b>	<b>Indian Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Trends and Challenges of different mediums	2	1	-
1.2	Indian Languages in Persuasive Communication- An imperative Challenges and opportunities	2	1	-
1.3	Concept of Hybrid Language; persuasive written & visual communication	2	1	-
1.4	Linguistic & Semiotics Aspect	2	1	-
1.5	Semantics and their use in creatives	2	-	1

<b>Unit-2</b>	<b>Visual Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Visual literacy	2	1	-
2.2	Perception & Persuasion, Metaphors and Narratives	2	1	-
2.3	Psychological and Emotional aspects of color, shapes, sign, symbol & forms	2	1	-
2.4	Use of Visuals across Media: Appeals, Culture and Society	2	-	1
2.5	Visual Culture and Cyber Culture	2	-	1

<b>Unit -3</b>	<b>Art &amp; Design</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Concept & Role of graphics in Communication/ Advertising, Photography, Video, Film	2	1	-
3.2	Components of graphics & their functions- typography & Visuals	2	1	-
3.3	Art work, Layout, Stage design	2	-	1
3.4	Design Applications- Advertising, brochures, posters, pamphlets, leaflets, magazine, Digital outdoor, packaging design	2	1	-
3.5	Corporate Identity/house color and image building through creative ideas and execution	2	-	1

<b>Unit-4</b>	<b>Creative Strategies</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Creative thought Process: Ideation to execution	2	1	-
4.2	Creative Strategies: Risk taking, Divergent, Sense of Humor; Creative brief	2	-	1
4.3	Concept of Big Idea and its importance in Advertising and other Communication	2	-	1
4.4	Creative Media Strategies: Integrated media mix and its impact	2	-	1
4.5	Creative PR programmes: innovative use of PR Tools and techniques	2	-	1

<b>Unit-5</b>	<b>Developing Copy</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Developing copy for Print Advertisement	2	-	1
5.2	Scriptwriting for Radio & Storyboarding for Television	2	-	1
5.3	Content development for Digital Media, Digital Advertisement	2	-	1
5.4	Copy writing for Outdoor & other Media Advertisements: Billboards, street furniture and transit media; Direct mail and Pamphlets, leaflets	2	-	1
5.5	Designing Sales Literature: leaflets/ Sales promo pamphlets	2	-	1

#### **PRACTICALS:**

- Developing Slogans and logos for products and services
- Developing Print ad for a FMCG Product
- Creative skill development exercises
- Developing a radio script of thirty seconds for any social issues
- Developing a storyboard for any product/service
- Designing Billboards and posters

#### **SUGGESTED READINGS:**

- Berman Margo, (2012). The Copywriter's Toolkit, UK: Blackwell Publishing West Sussex.
- Bonnie L Dreewniany (2011). Creative strategy in Advertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, et.al (2006). The fundamentals of creative Advertising. Switzerland: An AVA Publishing.
- Carroll Brian (2010). Writing for Digital Media. UK: Routledge Publications.
- Felton George (1994). Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.
- Fennis Bob. M and Stroebe Wolfgang (2010), The Psychology of Advertising. UK: Psychology Press.
- George Lios (2008). What's the big idea. New Delhi, India: Atlantic Publishers and Distributors
- Valladares (2000). The Craft of Copy Writing. New Delhi, India: Sage Publications.
- Ind, Nicholal AS (1993). Great Advertising Campaigns. London: Kogan Page
- Jim Aitchison/ Neil French (2004). Cutting Edge Advertising: How to Create the World's Best Brands in the 21st Century. India: Pearson Education

- Jaishri Jethwaney, Corporate Communication: Principles and Practice, 2018, Sage Publication, India
- Jaishri Jethwaney & N.N.Sarkar, Public Relations Management, 2015, Sterling Publishers, India

**E-RESOURCES:**

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.adage.com](http://www.adage.com)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignlive.com](http://www.campaignlive.com)
- [www.brandrepublic.com](http://www.brandrepublic.com)
- [www.adslogans.co.uk](http://www.adslogans.co.uk)
- [www.carat.com](http://www.carat.com)

### Sem- VI

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 13	Communication Research	5	50	30	20	100
2.	PRC 14	Media Investment (Planning & Buying)	5	50	30	20	100
3.	PRE 03 or PRE 04	Tools and Techniques of PR or Corporate Social Responsibility	5	50	30	20	100
4.	PRG 04	Event and Experimental Marketing Or GE List options	5	50	30	20	100
Total credits- 20			Total marks- 400				

Semester VI  
**PRC 13: COMMUNICATION RESEARCH**

Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05

**COURSE OBJECTIVES**

- Understand concepts of research and its methodologies
- Develop an understanding of professional ethical principles and work ethically.
- Encouraging students to think independently for the development of skills required for research.
- Compare and contrast Quantitative and Qualitative research.
- Describe the diverse marketplaces and demonstrate how research can bring deeper understanding and meaning to diverse groups.

**LEARNING OUTCOMES**

- Identify appropriate research topics.
- Perform literature reviews using print and online databases.
- Writing Research Proposal.
- Training in Media research writing leading to publication.
- Students become capable of designing and conducting minor research projects.

Unit-1	Communication Research	L	T	P
1.1	Meaning, Definition, Nature and importance of research.	2	1	-
1.2	Origin of Research in Communication; Scientific research	2	1	-
1.3	Areas of Communication Research, status of Communication Research in India.	2	1	-
1.4	Overview of research problem and objective	2	-	1
1.5	Steps of Research process	2	-	1

Unit-2	Framework of Research	L	T	P
2.1	Review of Literature	2	1	-
2.2	Hypothesis: concept: function of hypothesis and types	2	-	1
2.3	Concepts, Constructs and Variables	2	-	1
2.4	Types of Communication Research	2	1	-
2.5	Areas of Communication Research	2	1	-

Unit -3	Communication Research Design and Methodology	L	T	P
3.1	Communication Research design (Descriptive, exploratory, experimental).	2	-	1
3.2	Research Methods and its types	2	1	-
3.3	Qualitative and Quantitative Techniques	2	1	-
3.4	Definition of Sampling, techniques and its types	2	-	1
3.5	Statistics in Research	2	-	1

Unit-4	Methods and Tools of data Collection	L	T	P
4.1	Types of Data	2	1	-

4.2	Data Collection and its tools	2	-	1
4.3	Reliability and Validity in Data Collection	2	1	-
4.4	Tabulation and Classification of Data	2	-	1
4.5	Data Analysis, Software's for data analysis	2	-	1

<b>Unit-5</b>	<b>Advertising and PR Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Advertising Research	2	1	-
5.2	Public Relations Research	2	1	-
5.3	Types of Advertising Research : Pre and Post	2	1	-
5.4	Types of PR Research : Pre and Post	2	-	1
5.5	Consumer Research	2	-	1

### **PRACTICAL/PROJECTS/ASSIGNMENTS:**

The course will require the students to participate in practical research, attend workshops and make presentations. In nutshell students will

- Ad testing
- Consumer Survey
- Public Relation Effectiveness Survey
- Audience Research

### **SUGGESTED READINGS:**

- Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.
- Kothari, C. R. (1990). Research Methodology: Methods and Techniques: New Delhi: New Age International (P) Limited.
- Kumar, Ranjit.(2009). Research Methodology, A step by step guide for Beginners: Australia: Pearson Education.
- Wimmer, R.D. and Dominick, J.R. (2005).Mass Media Research: London: Wadsworth Publishing.
- Mukherjee, N.R & Agarwal, B. (2016). Samajik Anusandhan ki pradhtiya : Agra: SBPD Publication.
- Kumar, Ranjit.(2017). Sodh Karya Pranali: New Delhi: Sage Publication.

### **E-RESOURCE:**

- <http://shodhganga.inflibnet.ac.in/>
- <https://journals.sagepub.com>
- [www.indianjournals.com](http://www.indianjournals.com)



## Semester VI

### PRC 14 : MEDIA INVESTMENT (PLANNING & BUYING)

Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05

#### COURSE OBJECTIVES

- Develop a thorough understanding of various Media Vehicles
- Perform media calculations and be able to convert and interpret mathematical measurements
- Create awareness to new innovations, discussions, controversies and trends occurring in the media world
- Understand the role of media and how it relates to Account Management, Creative Development and Media Planning
- Create a sophisticated, Integrated Media plan inclusive of situation analysis, media objectives, strategies, recommendations, evaluation methods and budgetary

#### LEARNING OUTCOMES

- Identify the role of the Media department play in a full-service Advertising agency and the skills required to pursue a successful career in the Advertising industry.
- Create and defend the strategy and execution of an Ad campaign for a client(s).
- Complete all work in a Professional, ethical and timely manner.
- Proper understanding of the tools and software that are commonly used in the Media industry.
- Gain knowledge of how to do Market analysis and Plan Media strategies.

Unit-1	Advertising Media	L	T	P
1.1	Introduction to Promotional Media	2	-	1
1.2	Print Media	2	-	1
1.3	Electronic Media	2	-	1
1.4	Out of Home Media	2	1	-
1.5	Digital and Social Media	2	1	-

Unit-2	Media Planning	L	T	P
2.1	Media Planning: Definition, changing face and role of Media Planning, Problems in Media Planning, Functions, Media Planner, Role of Media Planner, Media Planning Process, Media Agencies	2	1	-
2.2	Market analysis: Research, Market size, Market growth rate, Market profitability, Industry cost structure, Distribution channels, Market trends, Key success factors	2	-	1
2.3	Media objectives: Target Audience, Media Habits, Reach, Frequency, Message Weight, Message Distribution	2	-	1
2.4	Media strategies	2	1	-
2.5	Media Mix: Media Vehicle, Media Class	2	1	-

Unit -3	Media Revenue and Media Buying	L	T	P
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3.1	Budget Allocation	2	-	1
3.2	Media Buying: Media Cost, Media Buying Problems, Print Media, Electronic Media, Digital Media, Out of Home	2	-	1
3.3	Buying and Selling Tactics: Types of buying-Long Term, Short Term, Opportunistic Buy, Negotiation, Network, Packaging	2	-	1
3.4	Media Monitoring and Market Testing,	2	1	-
3.5	Evaluation: Pre Plan Analysis, Post Buy Analysis, Media Audit, Financial Audit, Return of Rebates and Discounts, Return on Investment, Check list	2	-	1

<b>Unit-4</b>	<b>Audience Measurement</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Audience Agencies and their functioning	2	-	1
4.2	Television Rating Point (TRP), Radio Listnership Track (RLT)	2	-	1
4.3	Gross Rating Point (GRP), Opportunity to See (OTS), Readers per Copy (RPC), Households Using Television (HUT), Persons Using Television (PUT), People Using Radio (PUR)	2	-	1
4.4	Brand Development Index (BDI), Category Development Index (CDI), Cost Per Thousand (CPM), Cost Per Point (CPP)	2	1	-
4.5	Media Planning Softwares	2	-	1

<b>Unit-5</b>	<b>Designing Media Plan</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Construct a Advertising Brief	-	-	2
5.2	Construct a Media Brief	-	-	2
5.3	Construct a Media Plan	-	-	2
5.4	Media Proposal & Presentation	-	-	3
5.5	Discussion & Evaluation	1	-	1

#### **ASSIGNMENT/PRACTICAL:**

- Developing Media plans for FMCGs and consumer durables
- Case studies of leading Advertising Agencies
- Group discussion on Socio-economic and Cultural impact of Advertising

#### **SUGGESTED READINGS:**

- Surmanek, Jim. 1995. Media Planning- A Practical Guide. McGraw- Hill Education
- Menon, Arpita. 2009. Media Planning and Buying. Tata-Mc Graw Hill Education
- Geskey, Ronald D. 2011. Media Planning and Buying in 21<sup>st</sup> Century. Createspace.
- Sissors, Jack J. 2010. Advertising Media Planning. McGraw-Hill Education
- Ephron, Erwin. 2006. Media Planning - From Recency to Engagement. DGM ICFAI Books
- Kelley, Larry. 2015. Advertising Media Planning. Routledge.
- Rossiter, John R. Danaher, Peter J. 1998. Advanced Media Planning. Springer.

## E-RESOURCES:

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.ourmedia.org](http://www.ourmedia.org)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignindia.in](http://www.campaignindia.in)
- [www.brandrepublic.com](http://www.brandrepublic.com)
- [www.adsoftheworld.com](http://www.adsoftheworld.com)
- [www.pitchonnet.com](http://www.pitchonnet.com)

**Semester - VI**  
**PRE-03: TOOLS AND TECHNIQUES OF PUBLIC RELATIONS**  
**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- Understanding and utilizing of Print and Traditional tools of Public Relations along with latest tools.
- To practice developing and applying strategy based on Electronic Media as a Public Relations tool.
- To encourage students to think strategically about how to select and employ Public Relations tactics for New media.
- To develop skills in planning and conducting PR events
- To apply the knowledge and understanding gained in field.

**LEARNING OUTCOMES**

- Deep understanding of various PR tools
- Understand the current dominant tools and the traditional tool of PR, as well as how and why PR tools relates to PR practice.
- Planning for PR Campaigns
- Acknowledge the different forms of media and changing nature of PR practice.
- Gain strategic clarity of organizing a successful PR campaign.

<b>Unit-1</b>	<b>Print &amp; Traditional tools for PR Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Print: Press release, types of release, structure of press release, Press Kit	2	-	1
1.2	House Journal, Annual Reports, Flyers or Brochures, Embargo, Speeches for different occasions;	2	-	1
1.3	Business Letter, Letter to editor, Fact sheet, Back grounders, Advertorial, Press Handout	2	-	1
1.4	Outdoor: Hoardings, Hot Air Balloons, Transit, Road shows, Rallies, Street Furniture	2	-	1
1.5	Traditional Media: Drama, Word of Mouth, Theater, Storytelling, Paintings, Music, Songs, Symbols, Dance	2	-	1

<b>Unit-2</b>	<b>Electronic tools for PR</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Photos: Role in Image building	2	-	1
2.2	Television Programmes	2	-	1
2.3	Radio Programmes	2	-	1
2.4	Films: Film as a tool of PR	2	-	1
2.5	Documentary and its types: Expository, Observational, Participatory, Reflexive, Performative	2	-	1

<b>Unit -3</b>	<b>Digital Media for PR</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Websites: Writing for Web, News on Web, Videos on Web, Weblogs	2	-	1
3.2	Social Media and PR	2	-	1
3.3	Search Engine Optimization & Search Engine Marketing	2	-	1

3.4	E-Journal, Video Conference, Video News Release, E-Brochure, Displays	2	-	1
3.5	Direct Mail: advantages and disadvantages	2	-	1

<b>Unit-4</b>	<b>Events &amp; Sponsorships</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Events: Events in Public Relations	2	-	1
4.2	Sponsorship and its types	2	-	1
4.3	Exhibition: Local, Regional, National, International	2	-	1
4.4	Conferences and symposiums	2	-	1
4.5	Planning & Conducting an Event: Awareness event for Social Cause, Exhibition for Product Promotion	2	-	1

<b>Unit-5</b>	<b>Campaign Development</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Campaign: Definition, Public Relations Campaign, Public Awareness Campaign, Public Information Campaign, Public Education Campaign	2	-	1
5.2	Steps of PR Campaign Designing	2	-	1
5.3	Multimedia PR Campaign	2	-	1
5.4	Integrating PR Campaign with Marketing objective	2	-	1
5.5	Campaign Planning, Execution and Review	2	-	1

#### ASSIGNMENTS:

- Public Relations best practices for going viral and generating word of mouth
- Public Relations best practices for creating content and gaining followers
- Public Relations best practices for starting conversations and encouraging participation
- Public Relations best practices for launching products or ideas

#### SUGGESTED READINGS:

- Lesly, Philip. 2002. *Handbook of Public Relations and Communication*. Delhi. Jaico Publishing House.
- Center, Allen H. Jackson, Patrick. Smith, Stacey. Stansberry, Frank R. 2008. *Public Relations Practices*. Delhi. PHI Learning Pvt. Ltd.
- Butterick, Keith. 2012. *Introducing Public Relations*. New Delhi. Sage Publications India Pvt Ltd.
- Reddi, C V Narasimha. 2009. *Effective Public Relations and Media Strategy*. New Delhi. PHI Learning Pvt. Ltd.
- Banik, G. C. 2006. *PR & Media Relations*. Mumbai. Jaico Publishing House.
- Pathak, Ajit. 2008. *Public Relations Management*. New Delhi. Ocean Books Pvt. Ltd.
- Nayyar, Deepak. 2006. *Public Relations Communication*. Jaipur. ABD Publishers
- Sahai, Baldeo. 1985. *Public Relations-A Scientific Approach*. New Delhi. Scope Publication.
- Kaul, J.M. 1992. *Public Relations in India*. Kolkata. Naya Prakash.
- Dhar, Neemo. 2014. *Public Relations and Corporate Communication*. Bhopal. Makhnallal Chaturvedi National University of Journalism & Communication.

## E-REFERENCES:

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/>
- <https://www.brandwatch.com/>
- <https://www.smartinsights.com/>
- <http://asu.thehoot.org/>
- <https://www.exchange4media.com/>

**Semester VI**  
**PRE 04: Corporate Social Responsibility**

Total Marks: 100 Theory-50 Practical-30 Internal-20 Credit-5

**COURSE OBJECTIVES**

- To acquaint the students with basic concepts of CSR
- To help the students to acquire knowledge about CSR Planning, Process and Corporate Citizenship.
- To understand CSR initiatives of Public sector, Banking and Media Industry
- To inculcate Ethical skills towards Customers and Community
- To make the students familiar about Corporate Strategic Vision and Competitive Advantages

**LEARNING OUTCOMES**

- Develop a clear understanding of Corporate Social Responsibility
- Define and remember the Process and Planning of CSR
- Explain and identify key factors necessitating Ethical Issues and Corporate Involvement in Social Development
- Describe and Evaluate efforts in Business and Economic Development through corporate commitment and involvement

Unit-I	<b>Introduction to Corporate Social Responsibility</b>	L	T	P
1.1	Concept of Corporate Social Responsibility CSR, Identification of Corporate Social Responsibility	2	-	1
1.2	Origin of CSR, Theories of Corporate Social Responsibility	2	1	-
1.3	Elements of CSR, Importance of CSR.	2	-	1
1.4	Role of CSR commitments, Corporate Public Relations	2	-	1
1.5	Indian Prospects of Corporate Social Responsibility	2	1	-

Unit-II	<b>Managing Corporate Social Responsibility</b>	L	T	P
2.1	Managing Corporate Social Responsibility, Implementation of CSR	2	-	1
2.2	Planning for CSR	2	-	1
2.3	Process of CSR	2	-	1
2.4	Issues of Corporate Citizenship, Stages of Corporate Citizenship	2	1	-
2.5	Enhancement of Brand Image through Corporate Citizenship, Sustainable Development	2	1	-

Unit-III	<b>Corporate Social Responsibility in Industry</b>	L	T	P
3.1	CSR initiatives taken by Public sector and Corporate Sector	2	-	1
3.2	CSR initiative taken in Government	2	-	1
3.3	CSR in Media Industry	2	-	1

3.4	CSR in Banking sector	2	-	1
3.5	Role of Corporate Social Responsibility in Corporate Governance	2	-	1

Unit-IV	<b>CSR and Ethics</b>	L	T	P
4.1	Business and Ethical Responsibility.	2	-	1
4.2	Difference between tangible and intangible CSR value	2	1	-
4.3	Corporate Social Responsibility towards Customers, Community, Action Groups	2	-	1
4.4	Corporate Social Responsibility for Employees and Stake Holders	2	-	1
4.5	Communication Audit	2	1	-

Unit-V	<b>CSR and Business Strategy</b>	L	T	P
5.1	The Strategic Lens: Vision, Mission, Strategy and Tactics	2	1	-
5.2	CSR as a Strategic Business tool for Sustainable Development	2	1	-
5.3	Strategic Importance of CSR	2	-	1
5.4	Strategic CSR model, CSR as Competitive Advantage.	2	-	1
5.5	Changing Expectations of Social Responsibility	2	-	1

#### Practical / Projects / Assignments

- Case study of CSR activities of Tata, ONGC, Reliance & other related Companies
- Industrial Visit
- Students Assignment and Presentations

#### Suggested Readings

- Badi, R.V. & Badi N. V., Business Ethics, Vrinda Publication Pvt. Ltd., 2008
- Baxi C.V, Prasad Ajit Corporate Social Responsibility, Concepts and Cases, Excel Book, 2009
- Corporate Social Responsibility : doing the most good for your company and your cause, Philip Kotler & Nancy Lee 3
- Investing in Corporate Social Responsibility: A guide to Best Practice, Business Planning & the UK's Leading Companies, Kogan Page Publishers, John Hancock
- S Murthy, C.S.V., Business Ethics, Himalaya Publishing House, 2006

#### E-Resource

- <http://www.egyankosh.ac.in/simple-search?query=statistics>
- <https://www.mv.helsinki.fi/home/jmisotal/BoS.pdf>
- <https://www.math.arizona.edu/~jwatkins/statbook.pdf>



**Semester VI**  
**PRG 04: EVENT AND EXPERIENTIAL MARKETING**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- To give an insight to essentials of Event management
- To acquire the knowledge and competencies required to design effective Sponsorship strategies
- To make the students understand the basics of Event Planning
- To inculcate the Marketing and promotional strategies among the students
- To develop the conceptual & managerial skills at various levels in the area of overall event management, which will enable students to organise a successful event

**LEARNING OUTCOMES**

- Students would understand the concept of event management and its applicability
- Able to analyse the financial aspect of conducting an event
- Knowledge of various aspects of planning events from the perspective of execution
- Learnt to design effective marketing and promotional strategy as per specific event
- Understand which PR strategy successfully works for a particular event
- Students would acquire the knowledge and competencies required to promote, implement and conduct successful events

<b>Unit-1</b>	<b>Introduction</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Definition, Historical Perspective and Introduction to Events	2	1	-
1.2	Importance of Events	2	1	-
1.3	Size and types of Events	2	-	1
1.4	Establishing Policies and Procedure	2	-	1
1.5	Qualities of Event Manager, MICE elements (Meetings, incentives, conferences, and exhibitions)	2	-	1

<b>Unit-2</b>	<b>Event Planning</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Meaning and definition of Event Planning.	2	1	-
2.2	Process of Event Planning.	2	-	1
2.3	Event Proposal, Content & Importance.	2	-	1
2.4	SWOT and PEST analysis	2	-	1
2.5	Crisis Management Planning	2	-	1

<b>Unit -3</b>	<b>Sponsorship &amp; Financial Planning</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Definition & Objectives of Sponsorship	2	1	-
3.2	Different types of Sponsorship	2	1	-
3.3	Event Sponsorship Strategies	2	-	1
3.4	Budgeting Preparation, Profitability analysis	2	-	1
3.5	Audience Acquisition & Participation.	2	-	1

<b>Unit-4</b>	<b>Event Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Promotion different types of events	2	-	1
4.2	Advertising for Events	2	-	1
4.3	PR for Events	2	-	1
4.4	Event Selling and Buying	2	-	1
4.5	Event coordination & controlling	2	-	1

<b>Unit-5</b>	<b>Experiential Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Defination & Importance	2	1	-
5.2	Strategies- types	2	1	-
5.3	Do's and Dont's of Experiential Marketing	2	-	1
5.4	Customer Engegement/ loyalty	2	-	1
5.5	Case Studies	-	2	1

### **PRACTICAL / PROJECTS / ASSIGNMENTS**

- Case Studies: PR campaigns of any event company
- Comparative analysis of one social and corporate event
- Unit based written assignment
- Preparation of report on any live event
- Complete designing of an event of their choice

### **SUGGESTED READINGS**

- Avrich Barry (1994), Event and Entertainment Marketing, Vikas, Delhi
- Bhatia A.K. (2001), Event Management, Sterling Publishers, New Delhi
- Chaturvedi Ashutosh, Event Management, Global india publications Pvt. Ltd
- Joe Gold Blatt (1997), Special Events- Best Practices in Modern Event Management, John Wiley and Sons, New York
- Panwar J.S. (1998), Marketing in the New Era, Sage, New Delhi
- Sharma Diwakar, Event Planning & Management, Deep & Deep Publication Pvt.Ltd
- Watt David (1998), Event Management in Leisure and Tourism, Pearson, UK

# Choice 1

**BA : APR (Honors)**

**Fourth Year**

## Choice Option 1

### Sem- VII

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 15	Principles and Practices of Management	5	80	00	20	100
2.	PRE 05 or PRE 06	Crisis Management or Account Management and Client Servicing	5	50	30	20	100
3.	PRG 05	Digital Public Relations	5	50	30	20	100
4.	PRP 01	Internship	5	-	100	-	100
Total credits- 20				Total marks- 400			

**Semester - VII**  
**PRC-15: PRINCIPLES AND PRACTICE OF MANAGEMENT**

**Total Marks: 100 Theory- 80, Practical- 00, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- To make students understand the core management principles which are applicable to individuals and organizations?
- To make the students to learn the basics of management functions and realize the ideal characteristics of a manager.
- To help the students to improve their Planning, Organizing, Leading, Coordinating and Decision-making skills

**LEARNING OUTCOMES**

- Improving Managerial Qualities
- Enhancing Leadership skills and Decision-making skills
- Upgrading Team Building, Group cohesion and Communication skills.

<b>Unit-1</b>	<b>Introduction to Management</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Management- Concept, Nature, Functions, Managerial Skills & Competencies.	3	-	-
1.2	Henry Fayol's Principles, Taylor's Principles	3	-	-
1.3	Peter Drucker's Modern Management Approach	3	-	-
1.4	Dimensions of Management, Indian Management thoughts	3	-	-
1.5	Origin & Significance of Indian Ethos to Management.	3	-	-

<b>Unit-2</b>	<b>Planning &amp; Decision Making</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Planning - Steps, Importance, Components	3	-	-
2.2	M.B.O -Process, Advantages, Management By Exception Advantages	3	-	-
2.3	Management Information System- Concept, Components	3	-	-
2.4	Decision Making- Techniques, Essentials of a Sound Decision Making, Impact of Technology on Decision Making	2	1	-
2.5	Coordination-Importance, Steps, Components	3	-	-

<b>Unit -3</b>	<b>Organizing</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Organizing-Steps & Structure	2	1	-
3.2	Features of Line & Staff Organization, Matrix Organization, Virtual Organization	3	-	-
3.3	Departmentation- Meaning -Bases, Span of Management- Factors influencing Span of Management.	2	1	-
3.4	Delegation of authority- Process, Barriers to Delegation, Principles of Effective Delegation.	3	-	-
3.5	Decentralisation: Factors influencing Decentralisation, Centralization v/s Decentralisation	3	-	-

<b>Unit-4</b>	<b>Direction</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Direction- Communication, Motivation and leadership	3	-	-
4.2	Motivation –Concept, Importance, Influencing factors	3	-	-
4.3	Types of Motivation	3	-	-
4.4	Communication- Importance of Communication, Barriers to Effective Communication	3	-	-
4.5	Leadership- Concept, Functions, Styles, Qualities of a good leader.	2	1	-

<b>Unit-5</b>	<b>Coordination &amp; Controlling</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Controlling – Concept, Steps, Essentials of good control system	3	-	-
5.2	Techniques of Controlling -PERT, CPM, Budgetary Control, Management Audit.	3	-	-
5.3	Coordination and it's requisites	3	-	-
5.4	Essentials of Effective Coordination	3	-	-
5.5	Case Study	2	1	-

#### **Textbook & References**

- Management Today Principles & Practice- Gene Burton, Manab Thakur, Tata McGraw- Hill, Publishing Co. Ltd.
- Management – James A.F.Stoner, Prentice Hall, Inc.U.S.A.
- Management : Global Prospective –Heinz Wehrich & Harold Koontz, Tata McGrawHill, Publishing Co. Ltd.
- Essential of Database Management Systems –Alexis Leon, Mathews Leon

**Semester VII**  
**PRE 05: CRISIS MANAGEMENT**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES:**

- To develop understanding of the need of Corporate PR and the role of Corporate Communication.
- Imparting knowledge and skills of Corporate Communication tools, their dimensions and their Field Application.
- To provide students with the skill-set required to be able to construct Communication's Planning tools and understand their relevance.
- To broaden an understanding of the business world by exposing them to selected Case studies, through both Readings and Presentations by reputed Senior Public Relations Practitioners.
- To form a basic comprehension of Corporate Communications, how it operates, where it originated, how it has evolved and where it is applicable today.

**LEARNING OUTCOMES :**

- Identify various Communications roles within an organization.
- Develop key messages according to a specific context and set of objectives.
- Understand and use effectively certain Communications and Public Relations processes.
- Construct a realistic Communications Plan.
- Appreciate how Communications affects an organization.

Unit-I	<b>Crisis Management</b>	L	T	P
1.1	Definitions of framework	2	1	-
1.2	Need and importance	2	1	-
1.3	Scope and role	2	1	-
1.4	Three stage approach	2	1	-
1.5	Functions of crisis management	2	1	-

Unit-II	<b>Crisis Communication</b>	L	T	P
2.1	Defining Crisis communication	2	1	-
2.2	Media theories and Crisis communications	2	1	-
2.3	Organisational theories of Crisis communication	2	1	-
2.4	Effective Crisis communication	2	-	1
2.5	Managing Crisis uncertainty	2	-	1

Unit-III	<b>Crisis Leadership</b>	L	T	P
3.1	Crisis leadership	2	-	1
3.2	Effective Crisis	2	-	1
3.3	Leadership Virtues	2	-	1
3.4	Leadership communication	2	-	1
3.5	Opportunities and threats	2	-	1

Unit-IV	Types of Crisis	L	T	P
4.1	Crisis recognition	2	-	1
4.2	Crisis and planning	2	-	1
4.3	Short term Crisis	2	-	1
4.4	Long term Crisis	2	-	1
4.5	Crisis response and Action	2	-	1

Unit-V	Crisis Prevention and Management	L	T	P
5.1	Productive management	2	1	-
5.2	Prevention process	2	1	-
5.3	Crisis prevention	2	-	1
5.4	Implementation of plan	2	-	1
5.5	Post Crisis environment	2	-	1

#### PRACTICAL ASSIGNMENTS:

- Study of Corporate Communication tools used by some eminent business houses
- CSR presentations
- Planning for a dummy Crisis Management and its presentation.
- Media tracking of current Corporate Issues/Crisis

#### SUGGESTED READINGS:

- Banik, G.C. (2006). PR & Media Relations. Mumbai, India: Jaico Publishing House.
- Butterick, Keith. (2012). Introducing Public Relations. New Delhi, India: Sage Publications India Pvt Ltd.
- Center, AllenH.Jackson, Patrick. Smith, Stacey. Stansberry, Frank R (2008). Public Relations Practices. Delhi, India: PHI Learning Pvt.Ltd.
- Dhar, Neemo (2014). Public Relations and Corporate Communication. Bhopal, India: Makhnallal Chaturvedi National University of Journalism & Communication.
- Kaul, J.M (1992). Public Relations in India. Kolkata: India: Naya Prakash.
- Lesly, Philip.(2002). Handbook of Public Relations and Communication. Delhi., India: Jaico Publishing House.
- Nayyar, Deepak. (2006). Public Relations Communication. Jaipur, India: ABD Publishers
- Pathak, Ajit. (2008). Public Relations Management. New Delhi, India: Ocean Books Pvt.Ltd.
- Reddi, C.V. Narasimha.(2009). Effective Public Relations and Media Strategy. New Delhi, India: PHI Learning Pvt.Ltd.
- Sahai, Baldeo. (1985). Public Relations-A Scientific Approach. New Delhi. India: Scope Publication.

#### E-RESOURCES:

- <http://www.prismjournal.org/index.php?id=homepage>
- <https://www.afaqs.com/>
- <http://www.davp.nic.in/https://www.brandwatch.com/>
- <https://www.smartinsights.com/>



**Semester VII**  
**PRE 06: ACCOUNT MANAGEMENT & CLIENT SERVICING**

Total Marks:100, Theory-50 Practical-30 Internal-20 Credit-5

**COURSE OBJECTIVES**

- Develop a thorough understanding of various media vehicles.
- Perform media calculations and be able to convert and interpret mathematical measurements.
- Create awareness to new innovations, discussions, controversies and trends occurring in the media world.
- Understand the role of media and how it relates to account management, creative development and media planning.
- Create a sophisticated, integrated media plan inclusive of situation analysis, media objectives, strategies, recommendations, evaluation methods and budgetary.

**LEARNING OUTCOMES**

- Identify the role of account management, research, creative, and the media department play in a full-service advertising agency and the skills required to pursue a successful career in the advertising industry.
- Create and defend the strategy and execution of an ad campaign for a client(s).
- Complete all work in a professional, ethical and disciplined manner.
- Proper understanding of the tools and software that are commonly used in the media industry.
- Able to do market analysis and plan media strategies.

<b>Unit-1</b>	<b>Account Management</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Account Management: Definition, Scope and concept, Skills & responsibilities and implementation	2	1	-
1.2	Agency Operation: Organizations in advertising, Role of advertising, Agency-Media interface, Agency revenue process	2	1	-
1.3	Client Related Issues and Process: Client – Agency Relationship, Factors affecting Client-Agency Relationship, Pitching Mechanism-Simulation	2	-	1
1.4	Advertising Planning: Strategic Planning, Marketing Plan, Advertising Plan, Situation Analysis, Marketing objectives, Target Audience, Positioning : Brand, Image, Personality	2	-	1
1.5	Developing Ad brief: Media & Creative brief, Creative Strategy, Message Strategy, Media Strategy, Advertising Budget, Implementation and Evaluation	2	-	1

<b>Unit-2</b>	<b>Media Planning</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Media Planning: Definition, Changing face and role of Media Planning, Problems in Media Planning, Functions, Media Planner, Skills & role of a Media Planner, Media Planning process, Media Agencies	2	1	-

2.2	Market analysis: Research, Market size, Market growth rate, Market profitability, Industry cost structure, Distribution channels, Market trends, Key success factors	2	-	1
2.3	Media objectives: Target audience, Media habits, Reach, Frequency, Message weight, Message distribution	2	-	1
2.4	Media strategies: Factors affecting Media Strategy, Situation analysis, Target selection, Geographic selectivity, Media selection, Reach and frequency, Scheduling, Cost efficiency of the media	2	-	1
2.5	Media Mix: Media vehicle, Media class, Media unit, Factors for selecting media mix, Digital media	2	-	1

<b>Unit -3</b>	<b>Client Agency Relationship</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	3Ps of Service : people, process, and physical evidence	2	1	-
3.2	Gap Model of Service Quality	2	1	-
3.3	Stages in Client Agency Relationship	2	-	1
3.4	Agency Pitching	2	-	1
3.5	Losing a Client	2	-	1

<b>Unit-4</b>	<b>Client Servicing</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Roles of Client Servicing Executive	2	1	-
4.2	Attributes of Client servicing	2	1	-
4.3	Do's and Don'ts of Effective servicing	2	-	1
4.4	Agencies Ethics & Culture	2	-	1
4.5	Agency Associations & Finances	2	-	1

<b>Unit-5</b>	<b>Ad Campaign Management</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Client Strategy	2	1	-
5.2	Ad Objectives & Planning	2	1	-
5.3	STP	2	-	1
5.4	Implementation	2	-	1
5.5	Review & Control	2	-	1

#### ASSIGNMENT/PRACTICAL:

- Developing Ad plans for FMCGs and consumer durables.
- Case studies of leading advertising agencies.
- Group discussion on Socio-economic and cultural impact of advertising.

#### SUGGESTED READINGS:

- Bonnie L Dreewniany (2011). Creative strategy in advertising. USA: Wordsworth Cengage
- Burtenshaw, Ken, et.al (2006). The fundamentals of creative Advertising. Switzerland: An AVA Publishing.
- Felton George (1994). Advertising: Concept and Copy. New Jersey, USA: Prentice Hall.
- Fennis Bob. M and Stroebe Wolfgang (2010), The Psychology of Advertising. UK: Psychology Press.
- Ind, Nicholal AS (1993). Great Advertising Campaigns. London: Kogan Page

- Jim Aitchison/ Neil French (2004).Cutting Edge Advertising: How to Create the World's Best Brands in the 21st Century. India: Pearson Education
- Menon, Arpita. (2009). Media Planning and Buying. Tata-Mc Graw Hill Education
- Rossiter, John R. Danaher, Peter J.(1998).Advanced Media Planning. Springer.
- Sissors, Jack J.(2010).Advertising Media Planning. McGraw-Hill Education
- Jaishri Jethwaney & Shruti Jain, Advertising Management, 2012, Oxford University Press, India

#### **E-RESOURCES:**

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.adage.com](http://www.adage.com)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignlive.com](http://www.campaignlive.com)
- [www.brandrepublic.com](http://www.brandrepublic.com)
- [www.adslogans.co.uk](http://www.adslogans.co.uk)
- [www.carat.com](http://www.carat.com)

**Semester VII**  
**PRG 05- DIGITAL PUBLIC RELATIONS**

**Total Marks: 100 Theory-50 Practical-30 Internal-20 Credit-5**

**COURSE OBJECTIVES**

- To make students efficient in the field of public relations
- To provide the knowledge of the latest trends in PR
- To acquaint students with theoretical and practical aspects of Digital Public Relations
- To prepare with social media marketing skills that are highly required in media jobs
- To inculcate e-PR skills in students needed in the industry

**LEARNING OUTCOMES**

- Understand the basic knowledge of e-PR
- Improving PR skills
- Apply marketing skills required in the industry
- Understand the market demand and work towards it

UNIT-1	<b>Introduction</b>	L	T	P
1.1	e-PR -Definition, Objectives and Function	2	1	-
1.2	e-PR Strategies, Definition & Elements of Action	2	1	-
1.3	Concept & Application of e-PR Activity	2	-	1
1.4	Traditional PR and Online PR	2	-	1
1.5	Research Tools, Search Engine	2	-	1

UNIT-2	<b>Introduction to Digital PR</b>	L	T	P
2.1	PR in the age of Digital media: Definitions, Importance, Scope, Recent trends in PR activities	2	1	-
2.2	PR tools on the Internet, Tools for Internal Publics- Internal online newsletters, Internet mails, Compiling an internal e-mail list	2	1	-
2.3	PR tools on the Internet, Tools for External Publics- E-mail newsletters, Social Media, Blogs, Vlogs, Podcasts, Video conferencing, Website casting, Discussion groups	2	-	1
2.4	Online PR campaigns: Steps of planning an Online PR campaign, Difference between online PR campaigns and classic PR campaigns	2	-	1
2.5	Case Study: Crisis management on digital media- Maggi, Uber	2	-	1

UNIT-3	<b>Social Media and Search Engines</b>	L	T	P
3.1	Social Media: Introducing Social and Digital media, Fundamentals of working on the social media	2	1	-
3.2	Tools of Social Media for marketing: Facebook, Twitter, Instagram, LinkedIn, Google+	2	1	-

3.3	Use of Social media in Public Relation and Advertising: Why is social media an important tool of digital PR and Advertising	2	-	1
3.4	Search Engines- Concept, Types; Crawler based and Human power directories, Different search engines available	2	-	1
3.5	Search Engine as a tool of Digital PR and Advertising;	2	-	1

<b>UNIT-4</b>	<b>Search Engine Optimization and Search Engine Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction to SEO and SEM	2	1	-
4.2	Growth of SEO & SEM	2	1	-
4.3	Ecosystem of a Serach Engine	2	-	1
4.4	Kinds of Traffic	2	-	1
4.5	Cases	2	-	1

<b>UNIT-5</b>	<b>Digital PR Research &amp; Analytics</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Analytics & usage	2	1	-
5.2	Performance Management	2	1	-
5.3	Tools & Techniques	2	-	1
5.4	Digital Audience	2	-	1
5.5	Content Management	2	-	1

#### **Practical / Projects / Assignments**

- Elaboration of tools for Internal and External PR using examples.
- Assignment on planning for PR campaign digitally.
- Analysis of various types of advertisements on the social media.
- Develop content for the assigned brand for its website and social media handles.
- Write a report on any social media platform and its marketing techniques
- Group work on marketing tools of the social media platforms
- Designing Web Content For Educational Institution

#### **Suggested Readings**

- Krug Steve, Don't Make Me Think! A Common Sense Approach to Web Usability, NewRiders; 1 edition (2000)
- Tiwary Avinash, Know online advertising, 2006
- Rogers Cadenhead, Ms Frontpage 2000 in 24 Hours, Techmedia New Delhi.
- Harris Godfev, Advertising On The Internet Let Your Fingers Do The Talking, AtlanticPublishers, New Delhi.
- Matthaig, E-PR The Essential Guide to Public Relations On The Internet, 2000
- McStay, Andrews (2009): Digital Advertising, Palgrave Macmillan

#### **E-Resource**

- <https://blog.hubspot.com/marketing/online-advertising>
- <https://digitalmarketinginstitute.com/blog/what-is-digital-pr>
- <https://www.augure.com/content/blog/pr-online/>
- <https://www.stuff.co.nz/national/politics/112727507/online-advertising-nz-government- spends- millions-with-facebook-google-and-other-social-media-platforms>

**Semester VII**  
**PRP 01- INTERNSHIP**

Total Marks: 100 Theory-00 Practical-80 Internal-20 Credit-5

**GUIDELINES-**

- The Students who take up internships as full time or part-time will have to submit a comprehensive report of the jobs done at the organization during the total period.
- The report would comprise of weekly assignments done and clearly described as they have been handled by the student.
- The reports will be grade/marked at the end of the semester.

## Choice Option 1

### Sem VIII

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 16	Brand Management	5	50	30	20	100
2.	PRE 07 or PRE 08	Design Thinking or Perception and Online Reputation Management	5	50	30	20	100
3.	PRG 08	Web Advertising	5	50	30	20	100
4.	PRP 02	Dissertation/Project	5	-	80	20	100
Total credits- 20			Total marks- 400				

**Semester VIII**  
**PRC-16: BRAND MANAGEMENT**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- To develop understanding of the complex world of brands.
- It aims to keep the students abreast with the emerging concepts of Branding, Marketing & Advertising.
- Helps to build clear vision of Branding to establish corporate image and henceforth creation of an identity in different marketplaces.
- To provide hands-on-training for planning and production of brands for today's markets.
- To sensitize the value of brands in different communities and societies.

**LEARNING OUTCOME**

- Clarity of concepts related to Branding and Brand Management.
- Compare the different brands available through various platforms.
- Develop Branding Strategies independently through strategic research.
- Capable of identifying and establishing brand positioning and values.
- Competent to plan and implement brand marketing programs.

<b>Unit-1</b>	<b>Branding</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Product vs. Brand	2	1	-
1.2	Anatomy of Brands	2	1	-
1.3	Brand Management	2	-	1
1.4	Brand Architecture	2	-	1
1.5	Designing Brand Architecture	2	-	1

<b>Unit-2</b>	<b>Brand Identity, Brand Personality</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Brand Identity	2	1	-
2.2	Who Defines the Brand Identity	2	1	-
2.3	Brand Personality	2	-	1
2.4	David Aaker's Model	2	-	1
2.5	Kapferer's Model	2	-	1

<b>Unit -3</b>	<b>Brand Positioning and Re positioning</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Brand Awareness and loyalty	2	1	-
3.2	Brand Positioning	2	1	-
3.3	Brand Positioning strategies	2	-	1
3.4	Brand Positioning Statement	2	-	1
3.5	Brand Re-positioning, Brand Positioning vs. Product Positioning	2	-	1



<b>Unit-4</b>	<b>Importance of Communication</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Brand Communication, Brand Knowledge: Awareness & Image	2	1	-
4.2	Corporate Brand and Image	2	1	-
4.3	Strategic Brand Communication	2	-	1
4.4	Digital Brand Building	2	-	1
4.5	Global Branding	2	-	1

<b>Unit-5</b>	<b>CBBE ( Consumer Based Brand Equity)</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Brand Equity	2	1	-
5.2	The CBBE Pyramid	2	1	-
5.3	Five Tenets of Brand Building	2	-	1
5.4	Integrated Brand Management	2	-	1
5.5	Case Studies of Indian Brands	2	-	1

### **PRACTICAL ASSIGNMENTS:**

- Study of a Brand since inception
- Comparative study of Brands in the same product category.
- Comparative study of Brand Promotion for a product category.
- Positioning a new brand in a new market.
- Study Top 10 Brand - Find out what makes brands differentiated & valued

### **SUGGESTED READINGS:**

- Clifton Rita & John Simmons (2011). Brands and Branding. UK: Profile Books Ltd.
- Gelder Sicco Van (2004). Global Brand Strategy. UK: Kogan Page.
- Ghosal, Subhash (2002). Making of Advertising, Noida, India: McMillan.
- Haig, Matt (2008). Brand Failures. India: Kogan Page.
- Halve Anand (2012): Darwin's Brands, Adapting for Success. New Delhi: Sage Publications India Pvt. Ltd.
- Jethwaney Jaishri & Jain Shruti (2011). Advertising Management, Second Edition. New Delhi: Oxford University Press
- Kevin Lane Keller(2009): Strategic Brand Management - 3rd Edition (Prentice Hall Financial Times
- Kapferer Jean-Noel (2009). Strategic Brand Management- Creating & Sustaining Brand Equity. London: Kogan Page
- Kapferer J.N & Bastien V (2012). The Luxury Strategy (2 Edition). London: Kogan Page.
- Lepla, Joseph F (2002). Integrated Branding. London: Kogan Page

### **E-RESOURCES:**

- [www.afaqs.com](http://www.afaqs.com)
- [www.exchange4media.com](http://www.exchange4media.com)
- [www.brandchannel.com](http://www.brandchannel.com)
- [www.campaignindia.in](http://www.campaignindia.in)

**Semester VIII**  
**PRE 07: Design Thinking**

Total Marks: 100 Theory-50 Practical-30 Internal-20 Credit-5

**COURSE OBJECTIVES**

- Identify the relationship between innovation, design thinking
- Recognize the value of innovation to organizations, economies and society;
- Apply the steps of design thinking methodology;
- Apply the knowledge learnt to manage design thinking projects.
- To develop problem solving approach

**LEARNING OUTCOMES**

- Students develop a strong understanding of the Design Process
- Understand the concepts of design thinking approaches
- Apply some design thinking concepts for advertising
- Students learn how to create a visual representation of an idea
- Apply the knowledge learnt to manage design thinking projects

Unit-1	Introduction	L	T	P
1.1	Fundamental Concepts & History of Design Thinking	2	1	-
1.2	Design Thinking Principles	2	1	-
1.3	Need of Design Thinking, Traditional Problem Solving versus Design Thinking	2	1	-
1.4	Variety within the Design Thinking Discipline	2	1	-
1.5	Relevance of Design and Design Thinking in Marketing	2	1	-

Unit-2	Empathizing	L	T	P
2.1	Empathy in the context of design thinking	2	1	-
2.2	Phases of Research in Empathy	2	1	-
2.3	Understanding Empathy Maps	2	1	-
2.4	Understanding the human needs involved. Knowing Your	2	-	1
2.5	Users Identifying Needs of Customers Designing with Empathy	2	-	1

Unit -3	Re-framing and defining	L	T	P
3.1	Introduction and need of defining in design thinking	2	1	-
3.2	How to Define a Problem Statement	2	1	-
3.3	Introduction to reframing and its importance	2	1	-
3.4	Reframing cycle- Capture, Transformation, Preparation	2	1	-
3.5	Study of problem statement of digital marketing?	2	1	-

Unit-4	Ideation	L	T	P

4.1	Introduction and importance of ideation in design thinking	2	-	1
4.2	Process of ideation	2	-	1
4.3	Ideation Methods-brain storm, storyboarding, Brainwrite, Mindmap, Analogies	2	-	1
4.4	Sketch or Sketchstorm, Provocation, Movement, Bodystorm, Gamestorming	2	-	1
4.5	Cheatstorm, Crowdstorm, Co-Creation Workshops, Creative Pause	2	-	1

<b>Unit-5</b>	<b>Prototyping and Testing</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Introduction to Prototyping, concept of prototyping within the context of design thinking	2	-	1
5.2	Types of prototypes-low fidelity and high fidelity prototype, form, paper prototype	2	-	1
5.3	Process of creating a prototype	2	-	1
5.4	Introduction to testing and its needs	2	-	1
5.5	Process to test the prototype - Remote vs. in-person user testing Usability testing, A/B testing, Tree testing	2	-	1

## Assignments

Activity that helps students practice a design skill

## SUGGESTED READINGS:

1. Brown, Tim, and Barry Kätz. Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation. New York: Harper Business, 2009. On reserve at the Bio-Med Library.
2. Cross, Nigel. Design Thinking: Understanding How Designers Think and Work. Oxford: Berg, 2011. On reserve at the Bio-Med Library.
3. Design Thinking: Understanding How Designers Think and Work By Nigel Cross Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation by Tim Brown

## E resources-

1. Course: Design Thinking - The Beginner's Guide: <https://www.interaction-design.org/courses/design-thinking-the-beginner-s-guide>
2. d.school: Space Saturation and Group: <http://dschool-old.stanford.edu/wp-content/themes/dschool/method-cards/saturate-and-group.pdf>
3. d.school: Empathy Map: <http://dschool-old.stanford.edu/wp-content/themes/dschool/method-cards/empathy-map.pdf>
4. Penn State: Why-How Laddering: <https://sites.psu.edu/engr451/files/2017/08/why-how-laddering-11uqyfx.pdf>

**Semester VIII**  
**PRE 08: PERCEPTION & ONLINE REPUTATION MANAGEMENT**  
**Total Marks: 100 Theory-50 Practical-30 Internal-20 Credit-5**

**COURSE OBJECTIVES**

- To make students efficient in the field of public relations
- To provide the knowledge of the latest trends in PR
- To acquaint students with theoretical and practical aspects of Digital Public Relations
- To prepare with social media marketing skills that are highly required in media jobs
- To inculcate e-PR skills in students needed in the industry

**LEARNING OUTCOMES**

- Understand the basic knowledge of e-PR
- Improving PR skills
- Apply marketing skills required in the industry
- Understand the market demand and work towards it

UNIT- 1	Understanding Brand Perception	L	T	P
1.1	Brand Perception	2	1	-
1.2	Measuring Perception	2	1	-
1.3	Changing Brand Perception	2	1	-
1.4	Brand Perception Surveys	2	1	-
1.5	Case Studies	2	-	1

UNIT-2	Online Reputation Management I	L	T	P
2.1	Understanding RM, Need of ORM	2	1	-
2.2	Online Reputation	2	1	-
2.3	Factors in Fluencing ORM	2	1	-
2.4	Benefits of ORM	2	1	-
2.5		2	1	-

UNIT-3	Online Reputation Management I	L	T	P
3.1	Budgeting in ORM	2	1	-
3.2	Tools of ORM	2	1	-
3.3	Effective Online ORM	2	1	-
3.4	Do's & Dont's of Online ORM	2	-	1
3.5	Maintaining ORM	2	-	1

UNIT-4	Business & Online Reputation Management	L	T	P
4.1	Business & Input of Online Reputation Management	2	1	-
4.2	Research in Online Reputation Management	2	1	-
4.3	Online Reputation Management Planning	2	1	-
4.4	Execution & Control	2	-	1
4.5	Review	2	-	1

UNIT-5	Content Management	L	T	P
5.1	Different types of Content	2	1	-
5.2	Writing Styles	2	1	-
5.3	Publishing	2	1	-
5.4	Effective Strategies	2	-	1
5.5	Audience	2	-	1

### Practical / Projects / Assignments

- Case study of CSR activities of Tata, ONGC, Reliance & other related Companies
- Industrial Visit
- Students Assignment and Presentations

### Suggested Readings

- Badi, R.V. & Badi N. V., Business Ethics, Vrinda Publication Pvt. Ltd., 2008
- Baxi C.V, Prasad Ajit Corporate Social Responsibility, Concepts and Cases, Excel Book, 2009
- Corporate Social Responsibility : doing the most good for your company and your cause, Philip Kotler & Nancy Lee 3
- Investing in Corporate Social Responsibility: A guide to Best Practice, Business Planning & the UK's Leading Companies, Kogan Page Publishers, John Hancock
- S Murthy, C.S.V., Business Ethics, Himalaya Publishing House, 2006

### E-Resource

- <http://www.egyankosh.ac.in/simple-search?query=statistics>
- <https://www.mv.helsinki.fi/home/jmisotal/BoS.pdf>
- <https://www.math.arizona.edu/~jwatkins/statbook.pdf>

**Semester VIII**  
**PRG 08 : WEB ADVERTISING**

Total Marks: 100 Theory-50 Practical-30 Internal-20 Credit-5

**COURSE OBJECTIVES**

- To understand Digital Media and its various Application in Advertising.
- To integrate various Digital Tools into the Practice of Advertising.
- To master Web Advertising with Social Media Tools and Search Engine Marketing in real World.
- To develop Socially Responsible Marketers.
- To develop an understanding of Digital Tools and its Uses.

**LEARNING OUTCOMES**

- Clarity about the skills to Plan, Write and Evaluate Web Ad Tactics.
- Understand the Strategic Advertising Function Social media can perform.
- Be familiar with the Knowledge, Skills and Techniques required to communicate effectively by the Tools of New Media Tools and Technologies.
- Accustom the students with the content writing for Digital Media.
- Acquire fundamentals of Web Design.

UNIT-1	<b>Introduction to Digital Advertising</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Digital Advertising- Definitions, Scope, Importance, Measuring Effectiveness of Digital Advertising	2	1	-
1.2	Tools of Digital Advertising- Email Ads, Banner Ads, Interstitial Ads, Pop-up Ads, Floating Ads, Paid search terms	2	-	1
1.3	SEO, SMO and SEM: Concept, Difference and Functioning	2	-	1
1.4	Developing Content for Advertising on the Internet- Make your Website Sticky, Role of user generated content on the Internet	2	-	1
1.5	Case Study of successful Digital Ad Campaigns: Flipkart, Vicks-Generation of Care	2	-	1

UNIT-2	<b>Social Media and Search Engines</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Social Media: Introducing Social and Digital media, Fundamentals of working on the Social Media	2	-	1
2.2	Tools of Social Media for Marketing: Facebook, Twitter, Instagram, LinkedIn, Google+	2	-	1
2.3	Use of Social Media in Public Relations and Advertising: Why is Social Media an important Tool of digital PR and Advertising	2	-	1
2.4	Search Engines- Concept, Types; Crawler based and Human Power Directories, Different Search Engines available.	2	-	1
2.5	Search Engine as a tool of Digital PR and Advertising;	2	-	1

UNIT-3	<b>Production of Advertising</b>	L	T	P
3.1	Introduction to Front Page, Choosing Text to Format, Font Properties	2	-	1
3.2	Changing Background Settings, Hyperlink, Change Image Properties	2	-	1
3.3	Hot Spot, Image Map, Themes, Style Sheet	2	-	1
3.4	Search Engine Optimization	2	-	1
3.5	On-Page & Off -Page Optimization	2	-	1

UNIT-4	<b>Web Designing, MS and Front Page</b>	L	T	P
4.1	Creating Form Templates, adding Field to Form	2	-	1
4.2	Dividing a Page into Frame, Editing in Frame	2	-	1
4.3	Online Text Boxes, Scrolling Text Boxes, Radio Box, Check Box and Push Button	2	-	1
4.4	Publishing & Web Server, Uploading the Web Pages on the Web Server	2	-	1
4.5	Social Media for Various Businesses: B2C & B2B	2	-	1

UNIT-5	<b>Digital Advertising Research &amp; Analytics</b>	L	T	P
5.1	Analytics & Usage	2	-	1
5.2	Performance Management	2	-	1
5.3	Tools & Techniques	2	-	1
5.4	Digital Audience	2	-	1
5.5	Content Management	2	-	1

#### **PRACTICALS:**

- Elaboration of tools for Advertising using examples.
- Assignment on planning for Ad campaign digitally.
- Analysis of various types of advertisements on the social media.
- Develop content for the assigned brand for its website and social media handles.

#### **SUGGESTED READINGS:**

- McStay, Andrews (2009): Digital Advertising, Palgrave Macmillan
- Krug Steve, Don't Make Me Think! A Common Sense Approach to Web Usability, NewRiders; 1 edition (2000)
- Tiwary Avinash, Know online advertising, 2006
- Rogers Cadenhead, Ms Frontpage 2000 in 24 Hours, Techmedia New Delhi.
- Harris Godfev, Advertising On The Internet Let Your Fingers Do The Talking, AtlanticPublishers, New Delhi.
- Matthaig, E-PR The Essential Guide to Public Relations On The Internet, 2000
- McStay, Andrews (2009): Digital Advertising, Palgrave Macmillan

#### **E-RESOURCE:**

- <http://www.digitalbuzzblog.com/>
- <https://www.smartinsights.com/online-pr/>
- <https://www.afaqs.com/>

**Semester VIII**  
**PRP 02: DISSERTATION**  
Total Marks: 100 Theory- 00, Practical- 80, Internal- 20, Credit-05

**GUIDELINES-**

- The Dissertation will be assigned to students on Individual basis.
- The Topic can be suggested by faculty and then students will submit as per their guidelines.
- The project will be marked as per the scheme specified in the curriculum.



## Choice 2

**BA : APR (Research)**

**Fourth Year**

## Choice Option 2

### Sem- VII

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRC 17	Research Methodology	5	50	30	20	100
2.	PRE 09 or PRE 10	Statistics & SPSS or Marketing Research	5	50	30	20	100
3.	PRG 05	Digital Public Relations	5	50	30	20	100
4.	PRP 03	Project	5	-	80	20	100
Total credits- 20			Total marks- 400				

**Semester VII**  
**PRC 17: RESEARCH METHODOLOGY**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**COURSE OBJECTIVES**

- Understand concepts of research and its methodologies
- Develop an understanding of professional ethical principles and work ethically.
- Encouraging students to think independently for the development of skills required for research.
- Compare and contrast Quantitative and Qualitative research.
- Describe the diverse marketplaces and demonstrate how research can bring deeper understanding and meaning to diverse groups.

**LEARNING OUTCOMES**

- Identify appropriate research topics.
- Perform literature reviews using print and online databases.
- Writing Research Proposal.
- Training in Media research writing leading to publication.
- Students become capable of designing and conducting minor research projects.

<b>Unit-1</b>	<b>Foundations of Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Meaning, Definition, Nature and importance of research.	2	1	-
1.2	Origin of Research in Communication; Scientific research	2	1	-
1.3	Areas of Communication Research, status of Communication Research in India.	2	1	-
1.4	Overview of research problem and objective	2	1	-
1.5	Steps of Research process	2	1	-

<b>Unit-2</b>	<b>Framework of Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Review of Literature	2	1	-
2.2	Hypothesis: concept: function of hypothesis and types	2	1	-
2.3	Concepts, Constructs and Variables	2	1	-
2.4	Types of Research	2	1	-
2.5	Areas of Communication Research	2	1	-

<b>Unit -3</b>	<b>Research Design and Methodology</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Research design (Descriptive, exploratory, experimental).	2	-	1
3.2	Research Methods and its types	2	-	1
3.3	Qualitative and Quantitative Techniques	2	-	1
3.4	Definition of Sampling, techniques and its types	2	-	1
3.5	Statistics in Research	2	-	1

<b>Unit-4</b>	<b>Methods and Tools of data Collection</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Types of Data	2	-	1

4.2	Data Collection and its tools	2	-	1
4.3	Reliability and Validity in Data Collection	2	-	1
4.4	Tabulation and Classification of Data	2	-	1
4.5	Data Analysis, Software's for data analysis	2	-	1

<b>Unit-5</b>	<b>Planning Research Proposal and Writing a Research Report</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Research proposal and its planning	2	-	1
5.2	Data Representation	2	-	1
5.3	Methodology of Report writing: Indexing, citation and bibliography.	2	-	1
5.4	Executive summary	2	-	1
5.5	Ethical issues in research	2	-	1

### **PRACTICAL/PROJECTS/ASSIGNMENTS:**

The course will require the students to participate in practical research, attend workshops and make presentations. In nutshell students will

- Prepare a schedule on any topic assigned by the teacher
- Perform literature review.
- Collect Data from 30 students
- On the basis of collection of data interpret and analyze data.
- Prepare Report of your research study.

### **SUGGESTED READINGS:**

- Berger, A. A. (2000). Media and Communication Research Methods: An introduction to qualitative and quantitative approaches: California: Sage Publications and Thousand Oaks.
- Kothari, C. R. (1990). Research Methodology: Methods and Techniques: New Delhi: New Age International (P) Limited.
- Kumar, Ranjit.(2009). Research Methodology, A step by step guide for Beginners: Australia: Pearson Education.
- Wimmer, R.D. and Dominick, J.R. (2005).Mass Media Research: London: Wadsworth Publishing.
- Mukherjee, N.R & Agarwal, B. (2016). Samajik Anusandhan ki pradhtiya : Agra: SBPD Publication.
- Kumar, Ranjit.(2017). Sodh Karya Pranali: New Delhi: Sage Publication.

### **E-RESOURCE:**

- <http://shodhganga.inflibnet.ac.in/>
- <https://journals.sagepub.com>
- [www.indianjournals.com](http://www.indianjournals.com)

**Semester VII**  
**PRE 09 : STATISTICS AND SPSS**

**Total Marks: Theory- 00, Practical- 00, Internal- 00, Credit-00**

**Course Objectives**

- To develop an understanding of the concept of Statistics.
- To explain the role and methods of SPSS.
- To be acquainted with quantitative elements of Statistics.
- To explain the different functions and practical application of SPSS.
- To refine the need for research practitioners' development through class activities and assignments.

**Course Outcomes**

- Students will be able to understand Statistics.
- Students will receive practical knowledge and understanding of SPSS.
- Efficiency enhancement through research friendly paraphrasing.
- Students will become competent to discuss and write with the researches.
- Development of researching skills for print, electronic and new media.
- Know both definitional and numerical formulas and how to apply them
- Understand the logic behind each formula
- Expose students to the latest thinking in statistical theory and application
- Prepare students to read research articles

<b>Unit-1</b>	<b>Introduction</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	An Overview of Statistics: Meaning, Definition and Characteristics	2	1	-
1.2	Nature, Importance and Limitations of Statistics	2	-	-
1.3	Types of Variables: Continuous and Discrete; Independent, Dependent and Extraneous	4	-	-
1.4	Levels of Measurement (NOIR)	2	-	-
1.5	Importance of Statistics in Media Research (With reference to Content-analysis, Code Book Preparation and Coding)	1	-	-

<b>Unit-2</b>	<b>Descriptive Statistics</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Statistical Series: Importance and Limitations	2	-	1
2.2	Measures of Central Tendency: Arithmetic Mean, Median, Mode	2	-	7
2.3	Measures of Variability I: Range and Mean Deviation	2	-	4
2.4	Measures of Variability II: Quartile Deviation	1	-	2
2.5	Measures of Variability II: Standard Deviation	1	-	3

<b>Unit -3</b>	<b>Introduction to SPSS</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	An Overview and Major features of SPSS	1	-	-
3.2	Nature and Concept of SPSS	1	-	-
3.3	Basic Features of SPSS: Menu and Options	2	-	2

3.4	Data Entry in SPSS	1	-	1
3.5	Data Editing and Data Deletion in SPSS	1	-	3

<b>Unit-4</b>	<b>Descriptive Statistics through SPSS</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Calculation of Frequency analysis	2	-	3
4.2	Graphical Representation of Data	1	-	3
4.3	Calculation of Mean, Median and Mode	2	-	3
4.4	Transformation of Data	1	-	2
4.5	Saving of Data	1	-	1

<b>Unit-5</b>	<b>Quantitative Analysis</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Introduction to Quantitative Analysis	1	-	1
5.2	Reliability and Consistency Analysis: Uses and Interpretation	1	-	3
5.3	Normality Analysis: Uses and Interpretation	1	-	3
5.4	t-test: Uses and Interpretation	1	-	6
5.5	Correlation Analysis: Uses and Interpretation	1	-	2

#### **PRACTICALS/ ASSIGNMENTS:**

- Prepare a list of types of Variables (Any 50 variables).
- Prepare Statistical Series (ascending and descending order) (Any 5).
- Solve numerical on Measures of Central tendency and Measures of Variability, manually and through SPSS (Any 5 each).
- Solve numerical on Correlation manually and through SPSS (Any 5).
- Solve numerical on t-test manually and through SPSS (Any 5)

#### **SUGGESTED READINGS:**

- Arthur Aron, Elliot Coups and Elaine Aron: Statistics for Psychology. Pearson Publishers.
- B.S. Nagi and A.M. Khan. Research Skill Development in Social Sciences, Communication and Management. KITABWALLAH Publishers.
- Henry E. Garret: Statistics in Psychology and Education. Praeger Publishers Inc.
- Lokesh Jasraj. Data Analysis Using SPSS. Cloudtail India Publications.
- S.K. Mangal: Statistics in Psychology and Education. PHI Publishers.

**Semester VII**  
**PRE 10 : MARKETING RESEARCH**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**Course Objectives**

- To introduce basic knowledge of marketing research.
- To impart skills for conducting marketing research.
- To develop thorough understanding of research methods.
- To make the students aware of marketing research and its scope.
- To make students familiar with current scenario of marketing research.

**Course Outcomes**

- Students will have good knowledge of marketing research.
- They will be able to use different methods for marketing research.
- They will enhance their understanding about advertising research.
- They will be able to plan and execute advertising and marketing research.

<b>Unit-1</b>	<b>Need and Importance of Marketing Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	History and Background of Marketing Research	2	1	-
1.2	Introduction, Definition of Marketing Research	2	1	-
1.3	Nature and Concept of Marketing Research	2	1	-
1.4	Need and Importance of Marketing Research	2	1	-
1.5	Uses and Limitation of Marketing Research	2	1	-

<b>Unit-2</b>	<b>Types and Designs</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Process of Marketing Research	2	-	1
2.2	Types of Marketing Research	2	-	1
2.3	Research Designs: Experimental, Descriptive and Exploratory	2	-	1
2.4	Qualitative and Quantitative Studies	2	-	1
2.5	Case studies on Marketing Research: Any two Indian, Any two International	2	-	1

<b>Unit -3</b>	<b>Sampling and Data Collection</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Primary and Secondary Data Sources in Marketing Research	2	-	1
3.2	Sampling in Marketing Research	2	-	1
3.3	Tools of Marketing Research: Questionnaire, Attitude Measurement Scales	2	-	1
3.4	Data Collection Methods in Marketing Research	2	-	1
3.5	Case studies on Data Collection in Marketing Research: Any two Indian, Any two International	2	-	1

<b>Unit-4</b>	<b>Data Analysis and Data Interpretation</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Meaning and Concept of Data Analysis and Data Interpretation	2	-	1

4.2	Data Analysis and Data Interpretation in Marketing Research	2	-	1
4.3	Customer Satisfaction Scales	2	1	-
4.4	Testing and its Application in Marketing Research	2	-	1
4.5	Case studies	2	-	1

Unit-5	Report Writing and Marketing Research	L	T	P
5.1	Meaning and Concept of Report Writing	2	-	1
5.2	Content and Principles of Report Preparation	2	-	1
5.3	Practice of Marketing Research Report Writing	2	-	1
5.4	Marketing Research in India	2	1	-
5.5	Case Studies on Marketing Research in India	2	-	1

#### PRACTICALS/ ASSIGNMENTS:

- Prepare a Hypothetical Marketing Research Case Study.
- Prepare Customer Satisfaction Scales.
- Prepare a Report on any one Market Research.

#### SUGGESTED READINGS:

- Fred Kerlinger: Foundations of Behavioural Research. Surjeet Publications.
- A. K. Singh: Test, Measurements and Research Methods in Behavioural Sciences. Bharat Bhawan Publications.
- Paul Belleflamme and Martin Peitz: Industrial Organizations: Market and Strategies. Cambridge University Press.
- Brown, Suter and Churchill: Basic Marketing Research: Customer Insights and Managerial Actions. Cengage Publishers.
- Mercedes and Vidal-Sanz: Marketing Research Methods.
- Alvin Burns, Ann Veeck and Ronald Bush: Marketing Research. Pearsons Publishers.



**Semester VII**  
**PRG 05- DIGITAL PUBLIC RELATIONS**

**Total Marks: 100 Theory-50 Practical-30 Internal-20 Credit-5**

**COURSE OBJECTIVES**

- To make students efficient in the field of public relations
- To provide the knowledge of the latest trends in PR
- To acquaint students with theoretical and practical aspects of Digital Public Relations
- To prepare with social media marketing skills that are highly required in media jobs
- To inculcate e-PR skills in students needed in the industry

**LEARNING OUTCOMES**

- Understand the basic knowledge of e-PR
- Improving PR skills
- Apply marketing skills required in the industry
- Understand the market demand and work towards it

UNIT-1	<b>Introduction</b>	L	T	P
1.1	e-PR -Definition, Objectives and Function	2	1	-
1.2	e-PR Strategies, Definition & Elements of Action	2	1	-
1.3	Concept & Application of e-PR Activity	2	-	1
1.4	Traditional PR and Online PR	2	-	1
1.5	Research Tools, Search Engine	2	-	1

UNIT-2	<b>Introduction to Digital PR</b>	L	T	P
2.1	PR in the age of Digital media: Definitions, Importance, Scope, Recent trends in PR activities	2	1	-
2.2	PR tools on the Internet, Tools for Internal Publics- Internal online newsletters, Internet mails, Compiling an internal e-mail list	2	1	-
2.3	PR tools on the Internet, Tools for External Publics- E-mail newsletters, Social Media, Blogs, Vlogs, Podcasts, Video conferencing, Website casting, Discussion groups	2	-	1
2.4	Online PR campaigns: Steps of planning an Online PR campaign, Difference between online PR campaigns and classic PR campaigns	2	-	1
2.5	Case Study: Crisis management on digital media- Maggi, Uber	2	-	1

UNIT-3	<b>Social Media and Search Engines</b>	L	T	P
3.1	Social Media: Introducing Social and Digital media, Fundamentals of working on the social media	2	1	-
3.2	Tools of Social Media for marketing: Facebook, Twitter, Instagram, LinkedIn, Google+	2	1	-

3.3	Use of Social media in Public Relation and Advertising: Why is social media an important tool of digital PR and Advertising	2	-	1
3.4	Search Engines- Concept, Types; Crawler based and Human power directories, Different search engines available	2	-	1
3.5	Search Engine as a tool of Digital PR and Advertising;	2	-	1

<b>UNIT-4</b>	<b>Search Engine Optimization and Search Engine Marketing</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Introduction to SEO and SEM	2	1	-
4.2	Growth of SEO & SEM	2	1	-
4.3	Ecosystem of a Serach Engine	2	-	1
4.4	Kinds of Traffic	2	-	1
4.5	Cases	2	-	1

<b>UNIT-5</b>	<b>Digital PR Research &amp; Analytics</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Analytics & usage	2	1	-
5.2	Performance Management	2	1	-
5.3	Tools & Techniques	2	-	1
5.4	Digital Audience	2	-	1
5.5	Content Management	2	-	1

#### Practical / Projects / Assignments

- Elaboration of tools for Internal and External PR using examples.
- Assignment on planning for PR campaign digitally.
- Analysis of various types of advertisements on the social media.
- Develop content for the assigned brand for its website and social media handles.
- Write a report on any social media platform and its marketing techniques
- Group work on marketing tools of the social media platforms
- Designing Web Content For Educational Institution

#### Suggested Readings

- Krug Steve, Don't Make Me Think! A Common Sense Approach to Web Usability, NewRiders; 1 edition (2000)
- Tiwary Avinash, Know online advertising, 2006
- Rogers Cadenhead, Ms Frontpage 2000 in 24 Hours, Techmedia New Delhi.
- Harris Godfev, Advertising On The Internet Let Your Fingers Do The Talking, AtlanticPublishers, New Delhi.
- Matthaig, E-PR The Essential Guide to Public Relations On The Internet, 2000
- McStay, Andrews (2009): Digital Advertising, Palgrave Macmillan

#### E-Resource

- <https://blog.hubspot.com/marketing/online-advertising>
- <https://digitalmarketinginstitute.com/blog/what-is-digital-pr>
- <https://www.augure.com/content/blog/pr-online/>
- <https://www.stuff.co.nz/national/politics/112727507/online-advertising-nz-government- spends- millions-with-facebook-google-and-other-social-media-platforms>

**Semester VII**  
**PRP 03: PROJCT**  
**Total Marks: 100 Theory- 00, Practical- 80, Internal- 20, Credit-05**

**GUIDELINES-**

- The Project will be assigned to students on Individual basis.
- The Topic can be suggested by faculty and then students will submit as per their guidelines.
- The project will be marked as per the scheme specified in the curriculum.

**Choice Option 2**

**Sem- VIII**

Sr no.	Paper code	Course name	Credits	Marks			
				Theory	Practical	Internal	Total
1.	PRE 11 or PRE 08	Advanced Research Methodology or Marketing Research	5	50	30	20	100
2.	PRG 08	Web Advertising	5	50	30	20	100
3.	PRP 04	Thesis	10	-	160	40	200
Total credits- 20			Total marks- 400				

**Semester VIII**  
**PRE 11: ADVANCED RESEARCH METHODOLOGY**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**Course Objectives**

- To develop an understanding of core concepts of Research.
- To orient students in understanding the designing aspects of Research.
- To critically analyze the issues of modern concepts of Research Design.
- To identify the paths and cognition of modern designs of scientific inquiry.
- To develop research experts.

**Learning Outcomes**

- Students will be able to understand research design.
- Students will be imparted practical knowledge and understanding.
- Efficiency enhancement through research friendly paraphrasing.
- Students will become competent to discuss and write with the researches.
- Development of researching skills for print, electronic and new media.

Unit-1	Introduction to Research	L	T	P
1.1	Meaning, Definition, Characteristics and Importance of Research	2	1	-
1.2	Origin of Research in Communication, Scientific Research	2	1	-
1.3	The source and modes of Knowledge: Pre-Scientific sources and Modes of Knowledge, Scientific Research	2	1	-
1.4	Areas of Communication Research (Source analysis, Channel analysis, Message analysis, Audience analysis)	2	1	-
1.5	Trends in Communication Research, Status of Communication Research in India	2	1	-

Unit-2	Framework of Research -I	L	T	P
2.1	Overview of Research Problem and Objective, Deduction and Induction in Research, Experimentation and Generalization	2	1	-
2.2	Steps in Research Process; Characteristics and Requirements, Operational Steps for Carrying out Research	2	1	-
2.3	Review of Literature, Functions of Literature Review, Development of Theoretical and Conceptual Frameworks, Searching for Existing Literature	2	1	-
2.4	Hypothesis: Concept, Function of Hypothesis and Types, Hypothesis Formulation, Logic of Hypothesis Testing	2	1	-
2.5	Concepts, Constructs and Variables: Independent vs Dependent variables, Extraneous variables, Intervening variables; Discrete and Continuous variables, Scales/Levels of measurement: Nominal, Ordinal, Interval and Ratio; Attitude measurement: Likert, Semantic differential and Guttman scale	2	1	-

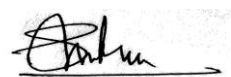
<b>Unit -3</b>	<b>Framework of Research - II</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Types of Research	2	-	1
3.2	Meaning of Research Design, Purpose of Research Design, Criteria of Good Research Design, Parts and Features of Research Design,	2	-	1
3.3	Research Design: Concept and Definition, Types of Research Design - Descriptive, Exploratory, Experiment, Quasi Experimental Design	2	-	1
3.4	Descriptive Research, Observation Method and Field Studies, Case Study and In-depth Study	2	-	1
3.5	Cross-Sectional and Longitudinal research design, Cohort Designs	2	-	1

<b>Unit-4</b>	<b>Framework of Research -III</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Time-Series Design, Equivalent Time-Samples Design, Non-Equivalent Control Group Design, Counter balanced Design, Patched-up Design	2	-	1
4.2	Introduction to Ex-Post Facto Research Design	2	-	1
4.3	Correlation Design, Criterion-Group Design	2	-	1
4.4	Basic Principles of Experimental Design: Replication, Randomization, Local Control, Between Groups Design, Within-Groups Design and Matched Groups Design	2	-	1
4.5	Introduction to Factorial Design and its Types, Fixed Model, Random Model, Mixed Model, Advantages and Limitations of Factorial Design	2	-	1

<b>Unit-5</b>	<b>Research Practices</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Prepare Portfolio on Experimental Research Design (any one)	2	-	1
5.2	Prepare Portfolio on Descriptive Research Design (any one)	2	-	1
5.3	Prepare Portfolio on any one Quasi-experimental Research Design (any one)	2	-	1
5.4	Prepare Portfolio on any one Longitudinal Research Design (any one)	2	-	1
5.5	Prepare Case Study on current/burning Media issue	2	-	1

#### **SUGGESTED READINGS:**

- A. K. Singh: Test, Measurements and Research Methods in Behavioural Sciences. Bharat Bhawan Publications.
- Arthur ASA Berger. Media Research Techniques. SAGE Publications.
- Barrie Gunter. Media Research Methods. SAGE Publications.
- Fred Kerlinger: Foundations of Behavioural Research. Surjeet Publications.
- Prof. Devesh Kishore. Handbook of Communication Research. MCU Publications.
- R.D. Wimmer and J.R. Dominick. Mass Media Research: An Introduction. Cengage Publications.



विभागाध्यक्ष  
विज्ञापन एवं जनसम्पर्क विभाग  
शास्त्रलाल बहुसेनी राष्ट्रीय पत्रकारिता  
एवं संचार विश्वविद्यालय, भोपाल (म.प्र.)

**Semester VIII**  
**PRE 12 : ADVERTISING RESEARCH**

**Total Marks: 100 Theory- 50, Practical- 30, Internal- 20, Credit-05**

**Course Objectives: -**

- To develop a thorough understanding of Research Methods.
- To introduce basic knowledge of Advertising Research.
- To impart skills for conducting Advertising Research.
- To make the students aware of Advertising Research and its scope.
- To make students familiar with current scenario of Advertising Research.

**Course Outcomes: -**

- Students will have good knowledge of Research Methodology.
- They will be able to use multiple methods for Advertising Research.
- They will enhance their understanding about Advertising Research.
- They will be able to plan and execute Advertising Research.
- Students will be able to make out Behavioural effects on Advertising Research.

<b>Unit-1</b>	<b>Unit-I Introduction to Advertising Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
1.1	Meaning, Nature and Concept of Advertising Research	2	1	-
1.2	Scope, Utility and Relevance of Advertising Research	2	1	-
1.3	Ethics in Advertising Research	2	1	-
1.4	Creative Tactics in Advertising Research	2	1	-
1.5	Implementation and Execution of Advertising Campaign	2	1	-

<b>Unit-2</b>	<b>Advertising Research Stages/ Planning and Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
2.1	Approaches and Types of Advertising Research	2	1	-
2.2	Stages of Planning in Advertising Research	2	1	-
2.3	Scheduling in Advertising Research, Tools and Techniques	2	1	-
2.4	Role and Importance of Consumer Behaviour in Advertising Research	2	1	-
2.5	Processing and Execution of Advertising Research Techniques and Strategies	2	1	-

<b>Unit -3</b>	<b>Process of Advertising Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
3.1	Budgeting in Advertising Campaigns	2	1	-
3.2	Coordination and Budgeting in Advertising Research	2	1	-
3.3	Traditional and Popular Concurrent Applications of Advertising Research	2	-	1
3.4	Customer Satisfaction and Total Quality Management	2	-	1
3.5	Overall Evaluation of Processing of Advertising Research	2	-	1



<b>Unit-4</b>	<b>Advertising Research in Current Scenario</b>	<b>L</b>	<b>T</b>	<b>P</b>
4.1	Media in Advertising and Virtual Communication	2	1	-
4.2	Globalization and Challenges in Advertising	2	1	-
4.3	New Media Technology and Advertising Trends	2	1	-
4.4	Brand Equity and Brand Management	2	1	-
4.5	Advertising Research and Public Relations	2	1	-

<b>Unit-5</b>	<b>Behavioural Aspects of Advertising Research</b>	<b>L</b>	<b>T</b>	<b>P</b>
5.1	Applying Research to Advertising Strategy	2	-	1
5.2	Customer Satisfaction in Advertising Research	2	-	1
5.3	Pre and post Advertising Research	2	-	1
5.4	Digital Advertising Research	2	-	1
5.5	Applications of Advertising Research	2	-	1

#### **PRACTICALS/ ASSIGNMENTS:**

- Prepare a Portfolio on Advertising Research (Current Indian scenario)
- Prepare a Portfolio on Advertising Research (Current International scenario)
- Prepare a tool for Advertising Research.
- Conduct a small Advertising Research survey.

#### **SUGGESTED READINGS:**

- Fred Kerlinger: Foundations of Behavioural Research. Surjeet Publications.
- A. K. Singh: Test, Measurements and Research Methods in Behavioural Sciences. Bharat Bhawan Publications.
- Dr. Dilip B. Joshi. Advertising Research. Para Publishers.
- Davis Joel. Advertising Research: Theory and Practice. Pearson Education.

**Semester VIII**  
**PRP 04: THESIS**  
**Total Marks: 200 Theory- 00, Practical- 160, Internal- 40, Credit-05**

**GUIDELINES-**

- All Students are required to do thesis as part of their curriculum and submit a detail thesis based on the work done by him/her during the assigned period.
- This is based on conceptual understanding of the various approaches of research and to develop practical knowledge about the basic steps involved in research designs, the research tools and techniques, to go through various process of analysis and findings of research studies.
- Students can carry out his/her research work on topics relevant to Advertising and Public Relations.
- They shall be marked as per the scheme. The thesis will be assigned to students on Individual basis.
- The Topic can be suggested by faculty and then students will submit as per their guidelines.