

BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)

6th SEMESTER

DISCIPLINE SPECIFIC ELECTIVE-3A (DSE-3A)

(OPTION-I)

MCH620D1A: ADVERTISING

CREDITS: THEORY: 4; PRACTICAL: 2
MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30
MINIMUM MARKS: THEORY: 24; PRACTICAL: 12

THEORY (4 CREDITS: 60 HOURS)

Unit-I (15 HOURS)

- Advertising: Concept and definition
- Society-Ethics and Social Responsibility
- Advertising Agencies-structure and function of different departments
- Media Planning and Solution

Unit-II (15 HOURS)

- Advertising and Marketing, Marketing Mix
- Consumer Behaviour
- Models: AIDA, Hierarchy of Effects, Diffusion of Innovation Model
- A. H. Maslow's Human Needs Structure
- Advertising Appeals: Rational, Emotional, and Moral Appeal

Unit-III (15 HOURS)

- Visualization-Idea Generation Techniques
- Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo
- Principles of Design and Layout
- Creative Copy writing

Unit-IV (15 HOURS)

- Comparative Advertising
- Values and Life style Advertising
- Public Service Advertising
- Creating Print Ad
- Creating Radio Ad

PRACTICALS (2 CREDITS: 60 HOURS) MAXIMUM MARKS: 30 MINIMUM MARKS 12

Practicals: Based on Theory Course

BACHELOR IN MULTI MEDIA AND MASS COMMUNICATION (HONOURS)
6th SEMESTER
DISCIPLINE SPECIFIC ELECTIVE-3B (DSE-3B)
(OPTION-II)

MCH620D1B: PUBLIC RELATIONS

CREDITS: THEORY: 4; PRACTICAL: 2
MAXIMUM MARKS: THEORY: 60; PRACTICAL: 30
MINIMUM MARKS: THEORY: 24; PRACTICAL: 12

Objectives/Expected Learning Objectives:

- *The objective is to promote a deep theoretical insight of both the communication and public relations discipline.*
- *Students will learn to develop strategies to meet the set objectives.*

THEORY (4 CREDITS: 60 HOURS)

Unit I (15 HOURS)

- PR: concept & definitions
- Origin of Public Relations
- Need for Public Relations
- Functions & elements of Public Relations

Unit II (15 HOURS)

- Organisational Image
- Components and tools of Public Relations
- Public Relations objective & strategy
- Public Relations process

Unit III (15 HOURS)

- Media Relations
- Writing press release, handling press questions, coping with bad publicity
- Work profile of Public Relations Officer, traits of efficient PRO

Unit IV (15 HOURS)

- Developing PR message and identifying suitable media
- Propaganda versus PR
- Ethical standards in PR, TARES Test in PR
- Selected case studies

PRACTICALS (2 CREDITS: 60 HOURS) MAXIMUM MARKS: 30 MINIMUM MARKS 12

Practicals: Based on Theory Course

SUGGESTED READINGS:

- ✓ Black, Sam (1996), Practical Public relations, Universal Book Stall, New Delhi
- ✓ Cutlip, Scott M. & Allen H., Center (1985). Effective Public Relations (3rd edition), Prentice Hall, USA.
- ✓ Health, L., Robert (Ed.) (2000). Handbook of Public Relations, Sage Publications, USA.