

Semester	III
Course	Major
Paper Title	Advertising and Public Relations
Paper Code	C2MV230311T
No. of Credits	4
Theory / Practical / Composite	Theory
Minimum No. of preparatory hours per week a student has to devote	4
Number of Modules	2
Syllabus	<p><b>Module I</b></p> <p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>● Advertising tools and models</li> <li>● Economic and social implications of advertising</li> <li>● Legal aspects and codes of conduct</li> <li>● Understanding Ad agency operations</li> <li>● Understanding audience: Tools of research</li> <li>● Developing ad campaigns</li> <li>● Understanding brands</li> <li>● Emerging trends and technologies: Algorithms and AI</li> </ul> <p><b>Module II</b></p> <p><b>Public Relations</b></p> <ul style="list-style-type: none"> <li>● Basic concepts</li> <li>● PR Tools</li> <li>● Crisis management in PR</li> <li>● Corporate communication, CSR</li> <li>● Strategic communication</li> <li>● PR and Marketing</li> <li>● Event Management</li> <li>● Emerging trends in PR</li> </ul>
Learning Outcomes	<ul style="list-style-type: none"> <li>● Understanding basic concepts of advertising and its application.</li> <li>● Understanding the relationship of PR with market and audience.</li> <li>● Applying relationship between the two verticals and its influence on IMC</li> <li>● Imbibing the two elements into the practice of audience identification and capture.</li> </ul>

Reading/Reference Lists	<p><b>Texts</b> Selected excerpts, chapters, and essays from the reading list.</p> <p><b>Reading/ reference List</b></p> <ul style="list-style-type: none"> <li>● Batra, R., John G. M, and David A. A. (1996) <i>Advertising Management</i>. Prentice Hall.</li> <li>● Black, S., and Melvin L. S. (1983) <i>Practical Public Relations: Commonsense Guidelines for Business and Professional People</i>. Prentice Hall.</li> <li>● Chunawalla, S. A., and Sethia k.C. (2002) <i>Foundations of Advertising: Theory &amp; Practice</i>. Himalaya Publishing House.</li> <li>● Heath, R. L., and Gabriel M. V. (2001) <i>Handbook of Public Relations</i>. SAGE.</li> <li>● Jefkins, F. (1991) <i>Advertising Made Simple</i>. Butterworth-Heinemann Limited.</li> <li>● Jefkins, F. (1994) <i>Public Relations Techniques</i>. Butterworth-Heinemann Limited.</li> <li>● Kotler, P. and Keven. L. K. (2017) <i>Marketing Management</i>. Pearson Education India.</li> <li>● Majumdar, R. <i>Product Management in India 3Rd Revised Ed</i>. PHI</li> <li>● Ogilvy, D. (2007) <i>Ogilvy On Advertising</i>. Prion.</li> </ul>	
Evaluation	<p><u>Full Theory – 100 marks paper</u> End Semester Exam: 70 marks CIA - 30 marks (Mid Semester Test: 20 marks Class Seminars/Assignments: 5 marks Attendance: 5 marks)</p>	
Paper Structure for Theory Semester Exam	<p><u>Module I – 35 Marks</u></p> <ol style="list-style-type: none"> <li>1. 2 Long answers of 15 marks each from an option of 3 questions</li> <li>2. 5 Objective type questions of 1 mark each</li> </ol> <p>OR</p> <p>1 Short Notes of 5 mark from an option of two questions</p> <p><u>Module II– 35 Marks</u></p> <ol style="list-style-type: none"> <li>1. 2 Long answers of 15 marks each from an option of 3 questions</li> <li>2. 5 Objective type questions of 1 mark each</li> </ol> <p>OR</p> <p>1 Short Notes of 5 mark from an option of two questions</p>	