

<b>Semester: III</b>	
<b>Course : Mass Communication and Videography</b>	
<b>Paper Title: Advertising and Public Relations</b>	
<b>Paper code: C2MV230311T</b>	<b>Credits: 4</b>
<b>Hours/week : 4</b>	
<b>Category: Core/MDC/SEC/VAC : CORE (Major)</b>	
<b>Theory / Practical / Composite : Theory</b>	
<b>No of Modules : 2</b>	
<p><b>Course Overview:</b> This course offers an introduction to the basic concept of advertising and public relations. It focuses on a number of aspects of the subject, viz. understanding the subject, evolution of the fields of study, understanding the elements and determinants of advertising and PR and factors that either facilitate or disrupt them, understanding audience, legal and ethical considerations, applications of AI in advertising and PR, and important theories of advertising and PR.</p>	
<b>Course Outcome:</b>	
<p>1. Remember: Major landmarks and developments in the evolution of advertising and public relations as both art and profession, with contributions from important personalities and organizations in this field</p>	
<p>2. Understand: The concept of advertising, public relations, integrated marketing communication, branding, product development, audience and other associated factors and the socio-politico-cultural contexts that contribute to the evolution as well as theorization of this field of study</p>	
<p>3. Apply: The concepts and selected theories to the present day application of advertising and public relations.</p>	
<p>4. Analyze: How marketing communicators apply the various styles and concepts of branding, advertising and PR to create demand and brand awareness as well as contribute to the success of the brand. It will also include how marketers negotiate between marketing demands and social responsibility.</p>	
<p>5. Evaluate: Critically assess the aesthetic and ideological dimensions of advertising and public relations, drawing on relevant theoretical frameworks</p>	

6. Create: Print and audio-visual commercials by applying and referring to the discussed concepts of advertising and public relations with emphasis on the digital world of communication

**Prerequisites:** *Basic knowledge about any prior course*

**SYLLABUS**

UNIT/Module	CONTENT	HOURS or NUMBER OF CLASSES	CO Mapping	COGNITIVE LEVEL
I.	<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>	4 classes/week	<p>CO1 CO2 CO3 CO4 CO5</p>	KI,K2,K3,K4.K5, K6

<b>II.</b>	<b>Public Relations</b> <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>	<b>4 classes/week</b>	<b>CO1</b> <b>CO2</b> <b>CO3</b> <b>CO4</b> <b>CO5</b>	<b>K1,K2,K3,K4.K5, K6</b>

**Text Books**

Selected excerpts, chapters, and essays from the reading list.

**Reading/ reference List**

- Chunawalla, S. A., and Sethia k.C. (2002) *Foundations of Advertising: Theory & Practice*. Himalaya Publishing House.
- Jefkins, F. (1991) *Advertising Made Simple*. Butterworth-Heinemann Limited.
- Jefkins, F. (1994) *Public Relations Techniques*. Butterworth-Heinemann Limited.

**Suggested readings**

- Batra, R., John G. M, and David A. A. (1996) *Advertising Management*. Prentice Hall.
- Heath, R. L., and Gabriel M. V. (2001) *Handbook of Public Relations*. SAGE.
- Kotler, P. and Keven. L. K. (2017) *Marketing Management*. Pearson Education India.
- Majumdar, R. (2009) *Product Management in India 3Rd Revised Ed*. PHI

- Ogilvy, D. (2007) *Ogilvy On Advertising*. Prion.

### Web Resources

Javier Piedrahita. (2007, September 17). *A conversation about advertising, with David Ogilvy*  
 [Video]. Youtube. <https://www.youtube.com/watch?v=0kfsnjcUNiw>

### Evaluation

Full Theory – 100 marks paper  
 End Semester Exam: 70 marks  
 CIA - 30 marks  
 (Mid Semester Test: 20 marks  
 Class Seminars/Assignments: 5 marks  
 Attendance: 5 marks)

### Paper Structure for Theory Semester Exam Module

Module I – 35 Marks  
 1. 2 Long answers of 15 marks each from an option of 3 questions  
 2. 5 Objective type questions of 1 mark each  
 OR  
 1 Short Notes of 5 mark from an option of two questions

Module II – 35 Marks  
 1. 2 Long answers of 15 marks each from an option of 3 questions  
 2. 5 Objective type questions of 1 mark each  
 OR  
 1 Short Notes of 5 mark from an option of two questions

<b>COs</b>	<b>CO Description</b>	<b>Cognitive levels</b>
<b>CO1</b>	Remember: Major landmarks and developments in the evolution of advertising and public relations as both art and profession, with contributions from important personalities and organizations in this field	K1
<b>CO2</b>	Understand: The concept of advertising, public relations, integrated marketing communication, branding, product development, audience and other associated factors and the socio-politico-cultural contexts that contribute to the evolution as well as theorization of this field of study	K2
<b>CO3</b>	Apply: The concepts and selected theories to the present day applications of advertising and public relations.	K3
<b>CO4</b>	Analyze: How marketing communicators apply the various styles and concepts of branding, advertising and PR to create demand and brand awareness as well as contribute to the success of the brand. It will also include how marketers negotiate between marketing demands and social responsibility.	K4
<b>CO5</b>	Evaluate: Critically assess the aesthetic and ideological dimensions of advertising and public relations, drawing on relevant theoretical frameworks	K5
<b>CO6</b>	Create: print and audio-visual commercials by applying and referring to the discussed concepts of advertising and public relations with emphasis on the digital world of communication	K6