

Ch. Charan Singh University, Meerut
Syllabus of Post Graduate Diploma in Public Relations and Advertising
W.e.f. 2021-22 (B.O.S. 06/09/2021, AC.....)
(For University Department Only)
(One Year / Two Semesters Programme)

Programme Objective :

In the era of Information revolution, Public Relations and Advertising is playing a vital role in the field of Government, Private and Corporate Sector. P.G. Diploma in Public Relations and Advertising is a career oriented course. This course is full fill the requirements of students regarding their carrier opportunities in various sectors. Working in PR or Advertising enables persons to explore exciting career opportunities. Students are able to use their creativity fully and improve their skills which help them in their careers. This course allows students to maintain good relations with several people and form well relationship. It not only helps in future career but also increase the goodwill of the person.

General Rules:

1. The whole programme (PGDPRA) is divided into two semesters (One Year). There will be four Theory and One Course Related Practical-Viva in each semester. Each theory paper will carry 100 marks, out of which an external examination will be held carrying 50 marks and internal assessment of 50 marks. Course Related Practical-Viva (Max. Marks 100) will be conducted by external examiner only. The examination of each paper and Course Related Practical Viva shall be held towards in the end of each semester
2. P.G. Diploma in Public Relations and Advertising (PGDPRA) is a career oriented course and spread over Two Semesters (One Year). After Completion of the Course student is eligible for lateral entry in final year of MA JMC in the department

Note: Admission rules the same as per G.O. and University Norms.

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Course	Subject	Marks (External)	Marks (Internal)
I	Communication : Concept and Process	50	50
II	Advertising Principles, Concepts and Management	50	50
III	Media Planning & Marketing	50	50
IV	Creativity and Campaign Planning	50	50
V	Course Related Practical Viva	100 (External Only)	-----
VI	Public Relations & Corporate Communication: Principles, Tools & Techniques	50	50
VII	Government and Public Service Communication	50	50
VIII	Production Techniques & Methods	50	50
IX	Advertising, Marketing and PR Research	50	50
X	Course Related Practical Viva	100 (External Only)	-----
Total Marks 1000		600	400

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Semester-I

Course-I Communication: Concept and Process

Max. Marks 100 (Ext. 50 & Int. 50)

Objective: This course is designed to introduce the fundamentals of communication and mass communication. The study of this course will help the students to understand the process of communication, Mass Communication and related theories and models of communication.

Unit-I Introduction to Communication

1. Communication: Concept, Definitions
2. Development of Communication
3. Elements and process of Communication
4. Types of Communication
5. Visual Communication

Unit-II Mass Communication

1. Concept of Mass and Mass Communication
2. Nature and Process of Mass Communication
3. Functions of Mass Communication
4. Channel of Mass Communication
5. Organization and Structure of Mass Communication

Unit-III Models of Communication

1. Aristotle's definition of Rhetoric, Laswell's Model, Berlo's SMCR Model
2. Shanon-Weaver Mathematical Model, Westley and Maclean Conceptual Model
3. Newcomb's Model, George Gerbner's Model of Communication
4. Charles Osgood's Model and Schramm's interactive model
5. Dance's Helical Spiral Model

Unit-IV Ideologies and Theories of Mass Communication

1. Normative Theories of Mass Communication :
Authoritarian, Libertarian, Social Responsibility & Soviet Media Theory
2. Psychological and Sociological theories of communication :
Cognitive Dissonance, Selective Perception, Cultivation, Uses and Gratification, Agenda Setting Theory
3. Critical and Cultural theories : Hegemony, Political Economy and Frankfurt School
4. Media Effects : Hypodermic Needle, Two Step / Multi Step Flow
5. Populist theories of Media

Unit-V Media Convergence

1. Conceptual Framework
2. Technological Dimension
3. Economic Dimension
4. Socio - Cultural Dimension
5. Implication to Mass Communication

Recent Articles: Every year two recent articles related to contents will be prescribed

Pedagogy: Teaching will be based on Lectures, PowerPoint presentations, Discussions, Seminars, Discussion on recent articles, Students participation in discussions and seminars. Thus participatory interaction will be encouraged.

Books Recommended:

Fiske. J.

1982: Introduction to Communication Studies, London, Roulledge:

Ravindran, R.K.

1999: Media and Society, Delhi, Commonwealth Pub., (1st ed.)

Narula, Uma

2006: Communication Models, New Delhi, Atlantic Pub.

Narula, Uma

2006: Hand book of Communication, New Delhi, Atlantic Pub.

Kumar, Keval J.

2007: Mass Communication in India, Mumbai, Jaico Pub. (3rd ed.)

McQuail, Denis

2008: Mass Communication Theory, New Delhi, Vistar Pub., (5th ed.)

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Course II Advertising Principles, Concepts and Management

Max. Marks : 100 (Ext. 50 &Int.50)

Objective: To introduce the students to the concepts and principles of Advertising, Ad Agency Management and Brand Management.

Unit I: Understanding Advertising

- Concept, Nature, Definitions, History
- Role, Objectives, Functions, and Significance
- Advertising as a tool of Communication
- Types of Advertising and Classification of Advertising
- Role of Advertising in Marketing Mix, PR
- Types of Appeals and Advertising Messages
- Advertising Theories and Models-AIDA Model, DAGMAR Model, Maslow's Hierchy Model , Communication Theories Applied to Advertising

Unit II: Agency Structure: Roles and Responsibilities Across Levels

- Evolution of Ad Agencies- Various Stages and Current Status
- Various Functional Departments and Scope of their works
- (Account Planning, Account Servicing. Creative- Copy & Art, Media, Production, Billing, HR etc.)
- Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client-Agency Relationship
- Revenue and Commission Systems

Unit III: Account Management

- Introduction to Account Management-Scope, Definition, Responsibilities and Implementation Paths
- Agency Operation: The Organizations in Advertising, the Role of Advertising Agency, Types of Advertising Agencies
- Client Related Issues and Process: Stages in the Client- Agency Relationship, Factors affecting Client-Agency Relationship, the Pitching Mechanism-Simulation
- Creative and Media Briefing Process:
- Agency -Media Interface
- Agency Revenue Process
- Setting and Allocating the Budget, Various Methods
- of Budgeting
- Budget and Audit Process:
- Allocation of Budget and Methods
- Agency Revenue Processes
- Audits and its Processes

Unit IV:Advertising and Society

- Advertising and Gender issues
- Ethical Issues in Advertising
- Social Criticism of Advertising
- Laws in Advertising
- Laws relating to Indecent Portrayal of Women (The Indecent Representation of Women (Prohibition) Act, 1986, The Information Technology Act, 2000, Cable Television Networks (Regulation) Act, 1995 etc.)
- Advertising Statutory Bodies in India, Role of AAAand ASCI and the study of various codes of conduct and case studies.
- Analysis of Gender Issues in Professional Codes of

- Ethics of ASCI, AAAI at BCCCI and BARC.
- Unit V : Strategic Planning and Brand Management No of Sessions: 15 (15 Marks) Part A) Strategic Planning
- Introduction to Strategic Planning and Client Servicing
- The Concept of a Brand, Characteristics of Brands (Generic, Expected, Augmented, Potential), The Importance of Brand Planning, Issues Influencing Brand Potential
- Role and Relevance of Strategy in Advertising: Understanding the Branding Process and Advertising Perspective
- Structure and Process of Strategic Planning

Part B) Brand Management

- The Evolution of Branding in Today's World
- Understanding Brand Management
- Various Theories and Models in Brand Management,
- Brand Prism Model, Perceptual Mapping,
- Brand Purchasing Under Dissonance Reduction, Brand Name Spectrum,
- Brand Positioning, Brand Benefits, Consumer Benefits
- Brand Matrix And Media Matrix
- Product Research—Important Tools and Analysis
- Brand Anatomy, Strategy and Structure, Brand- Positioning, Personality
- Image, Brand Extensions- Advantages and Pitfalls
- Brand Architecture
- How Integrated Marketing Communications (IMC) Builds Brands – Including Digital Ecosystem and the Integration of Digital Channels
- Brand Audit – Inventory and Exploratory and Tracking, Co-Branding/Licensing, Luxury Brands, B2B Brands
- The Making of Indian & Global Brands
- Leveraging Secondary Brand Associations to Build
- Brand Equity
- Digital Brand Building: The FLIRT Model
- What is a Global Brand? How Can Indian Brands
- Become Global?
-

Suggested Readings:

- Bhatia K.Tej: Advertising and Marketing in Rural India (Macmillan India Ltd. 2007)
- Clifton Rita & John Simmons: Brands and Branding (Profile Books Ltd. UK, 2011)
- Dorothy, Cohen: Advertising, (USA: Scott. Forsmon and Co. 1988)
- Elliott Richard: Strategic Advertising Management (NTC Business Book, USA, 2009)
- Gelder Sicco Van: Global Brand Strategy (Kogan Page, UK, 2004)
- Ghosal, Subhash: Making of Advertising (McMillan 2002)
- Haig, Matt: Brand Failures (Kogan Page India, 2008)
- Halve Anand: Darwin's Brands, Adapting For Success (Sage Publications India Pvt. Ltd. New Delhi, 2012)
- Jethwaney Jaishri & Jain Shruti: Advertising Management, Second Edition, 2011 (Oxford University Press)
- Kevin Lane Keller: Strategic Brand Management - 3rd Edition (Prentice Hall Financial Times, 2008)
- Kapferer Jean-Noel: Strategic Brand Management- Creating & Sustaining Brand Equity (Kogan Page, 2009).
- Kapferer J.N & Bastien V: The Luxury Strategy (2 Edition) (Kogan Page, New Delhi, 2012)
- Lepla, Joseph F: Integrated Branding (London Kogan Page 2002)
- Loken Barbara ,Et.Al: Brands And Brand Management, Contemporary Research Perspectives (Psychology Press New York, 2010)

- Manukonda R.: Advertising Promotions and News Media (Dps Publishing House India, 2013)
- Marieke De Mooij: Consumer Behavior And Culture: Consequences For Global Marketing & Advertising (Sage Publication New Delhi, 2011)
- Martin Lindstrom: Brand Sense (Kogan Page Publishers, 2005)
- Melissa Davis: The Fundamentals of Branding (Ava Pub., 2009)
- Monley Lee, Johnson Carla: Principles Of Advertising: A Global Perspective (Viva Books, New Delhi, 2007) Naomi Klein:
- No Logo (Macmillan, 2003)
- Mueller, Barbara: Dynamics Of International Advertising: Theoretical And Practical Perspectives (New York: Peter Lang, 2006)
- Nirmalaya Kumar: India's Global Powerhouses (Harvard Business Press, 2009)
- Ogilvy David: Ogilvy On Advertising (London, Prion Books. 1997)
- Russel, Thomas J: Kleppner's Advertising Procedure: (Usa Pentice Hall, 2002)
- Schroeder E. Jonathan, Miriam Salzer-Morling: Brand Culture (New York: Routledge, 2010)
- Scudson, Michael: Advertising, The Uneasy Persuasion (London: Routledge, 1993)
- Shitole G.Y & Bageshree P.B.B: Social Advertising And Youth (Adhyayan Publications And Distributions, 2011)
- Vilanilam J. V & Verghese A.K: Advertising Basics (Sage Publications, India, 2012)

MAGAZINES/JOURNALS:

- Advertising Age Brand Reporter
- Brand Equity (Economic Times)
- Campaign
- International Journal of Advertising
- Pitch

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Max. Marks 100 (Ext. 50 & Int. 50)

Course-III Media Planning & Marketing

Objective: To take the students through media planning process, tools and functioning.

Unit I : An overview of Indian Media Scenario

- Understanding Media and its Landscape, ownership,
- consolidation and convergence, sociology
- Difference between Print, Electronic & Digital Media
- Media management: Concepts, Origin, Growth,
- Characteristics and models
- Defining Media Planning
- The shift of Media Planning function from Advertising Agencies to independent Buying Agencies – The ramifications.
- Major media buying agencies and agency affiliations
- Sources of Media Information : Population census, Annual Economic Survey, India-Year book, INFA Year Book, Audit Bureau of Circulation, Indian Newspaper Society (INS) handbook, Syndicated Research, Indian Readership Survey (IRS), Database for Electronic Media, BARC, Data on market share.

Unit II: Understanding Marketing

- Marketing: Concepts, Principles and Process
- Nature and scope of marketing,
- Types of Marketing- Service, Retail, Direct, Rural
- Online Marketing
- Marketing and Branding

Unit III : Developing Marketing Strategy.

- The strategic Planning Process
- Marketing Planning
- Marketing Strategy
- Consumer Behavior Research: How to choose the most responsive segment.
- Understanding online consumer Behavior, Culture, Spotting challenges and opportunities.

Unit IV : Media Planning and its Applications.

- Defining media objectives : target audience objectives, distribution objectives, media terms, media weight theories
- Various Models of Media Planning : Bill Harvey's Expansion Model, Recency Model and Other Models
- Applications : Analysis, techniques and implication of a media plan
- Information Needs for Making a Media Plan: Marketing and copy background, marketing objectives, rationale, media strategy, gross impression analysis, media rationale
- Preparing a Media Brief: Marketing information checklist, the objectives, product category information, geographic location, seasonality and target audience

Unit V : Media Buying

- Media Buying Process : Structure, Roles and Responsibilities
- Steps in Buying Process and Objectives of a Media Buyer New Trends in Media Buying, Problems in Media Buying, Evaluating Media Buys,
- Media Costs, Media negotiations and strategies
- Media Buying Problems
- Considerations in Planning and Buying
- Media buying and planning for Digital Media
- Media Planning Softwares
- IRS, BARC

Suggested Readings

- Atanton William J & Others: Marketing Management, (New York 1989, Mcgraw-Hill Book Co. 1990) Brian Sheehan: 
- Marketing, (Switzerland : An Ava Books, 2010)
- Bird Drayton: Common Sense Direct & Digital Marketing (Kogan Page India Ltd, 2008)
- Joel R Evans & Barry Berman: Marketing (Collien Macmillan)
- Kerin, Roser: Strategic Marketing Problems Case Studies (New Jersey)
- Kotler Philip: Marketing For Hospitality And Tourism (Oxford Focal Press, 1999)
- Kotler Philip: Social Marketing (The Free Press, New York, 1989)
- Peter J Paul & Olson Jerry C: Consumer Behaviour- Marketing Strategy Perspective (Illinois: Richard Irwin Inc, 1987)
- Rob Donovan: Social Marketing: An International Perspective (Cambridge University Press, 2010)
- Ryan Damian, Clvin Jones: Understanding Digital Marketing (2 Edition)(Replica Press Pvt. Ltd. India, 2012) S Shajahan:
- Strategic Marketing: Text And Cases, (Viva, 2010)
- Encyclopaedia of Strategic Marketing Management (Jaico Publishing House, New Delhi, 2005)
- E.C. Thomas Business and Financial Journalism, (Department of Publication, IIMC, 2018)

MAGAZINES/JOURNALS

- Journal of Marketing
- Journal of Consumer Research
- Harvard Business Review
- Business India
- Business World
- Business Today

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Max. Marks 100 (Ext. 50 & Int. 50)

Course-IV *Creativity & Campaign Planning*

Objectives:

- Preparing national Media Plan for a company
- Preparing an international Media Plan for a company.
- To acquaint the students with the creative process and the role of creativity in brand building
- To enable students to integrate the learning of various courses while conceptualizing, planning and producing campaigns in groups

Unit I : Understanding Creativity

- Creativity in Advertising, Stages in the Creative Process
- Making of Creative Brief
- Insights- Learning How to Use Them
- Lateral Thinking, Brainstorming and Various Creative
- Thinking Modes Like —Thinking Hats And Others
- Major Creative Thinkers in Advertising
- Creating Advertising Appeals: Rational and Emotional
- Conveying the Big Idea
- Appreciation and Presentation of Some of the Great and Failed Campaigns
- Digital Media for Communication – The Concept of Advertising on the Net, Viral Advertising, Advertising Beyond Print and The Small Screen, Etc.

Unit II : Creative Writing

- Collecting Information
- Ideation
- Product Description
- Writing Headlines
- Copy Designing
- Elements and Types of A Copy
- How to Write an Effective Copy
- Creating the Right Mood and Appeal (Humor, Verse, Parody, Offbeat Etc)
- Writing for Print, Electronic, Online

Unit III : Language and Creativity

- Evolution of Indian Languages in Advertising
- Indian Languages in Advertising – An Imperative?
- Challenges and Opportunities
- The Concept of ‘Hybrid’ Language
- Linguistics and Semiotics Aspects
- The Usage of Advertising Language – How it is Different From Other Languages (Literary And Spoken)
- Case Studies

Unit IV : Campaign Planning :

- Defining Campaign Planning
- Brand Versus Social Campaign

- Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and Production of Message, Measurement Of Results.

Unit V : Process and Strategies

- Situation Analysis
- **The Planning Cycle:** Varying Strategies In Promoting Products/Brand and Social Products
- **Positioning Objectives:** Current and Desired Perception
- **Budget Setting:** Factors Determining Budget, Steps Involved Budget Plan And Execution.
- **Message Strategy:** What To Say (Selection Of Attributes, Benefits, Motives and Appeals - Laddering), How To Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement Of Arguments)
- **Measurement Of Results:** Criteria For Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPS, Etc. Research Techniques For Pre and Post Testing

Suggested Readings

- Berman Margo: The Copywriter's Toolkit (Blackwell Publishing West Sussex Uk, 2012)
- Bonnie L Drewniany: Creative Strategy In Advertising (USA: Wordsworthcengage, 2011)
- Burtenshaw, Ken Et.Al: The Fundamentals Of Creative Advertising (Switzerland: An Ava Publishing, 2006)
- Felton George: Advertising: Concept And Copy (New Jersey: Printice Hall, 1994) -
- Fennis Bob M. & Stroebe Wolfgang: The Psychology Of Advertising (Psychology Press, Uk, 2010)
- Ind, Nicholal AS: Great Advertising Campaigns (London Kogan Page, 1993)
- Jim Aitchison / Neil French: Cutting Edge Advertising: How To Create The World's Best Brands In The 21st Century (Pearson Prentice Hall, 2004)
- Luke Sullivan: Hey Whipple, Squeeze This (John Wiley And Sons, 2008)
- Rice E.Ronald & Charles K. Atkin: Public Communications Campaign (Sage Publications, Inc. Us, 2013)
- Rose Chris: How To Win Campaigns (Usa: Earthscan, 2007)
- Prahalad Ck: The New Age Of Innovation, (Tata Mcgraw Hill, New Delhi, 2008)
- Schultz Don E: Strategic Advertising Campaigns (Usa: Ntc Business Books, 1996)
- Stobart Paul, Ed: Brand Power (London Macmillan Press, 1994)
- Sengupta Subrato: Brand Positioning: Strategies For Competitive Advantage (New Delhi: Tata Mcgraw Hill Co. 1990) Tag R
- Nancy: Ad Critique (Sage Publications, Us 2012)
- Tom Levenson: Bill Bernbach's Book: A History Of Advertising That Changed The History Of Advertising - (Villard 1987)
- Valladares(Ja): The Craft Of Copy Writing (Sage Publications, Asia Pascific, New Delhi, 2000)

MAGAZINES/JOURNALS

- Advertising Age Campaign
- Journal of current issues and research in Advertising
- USP Age
- Pitch

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Semester-I

Course V

Course Related Practical Viva

Maximum Marks: 100(External only)

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Max. Marks 100 (Ext. 50 & Int. 50)

Course-VI Public Relations & Corporate Communication: Principles, Tools & Techniques

Objectives:

- To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of corporate communication and its expanded role in organizational and marketing communication

Unit I : Understanding PR & CC

- PR –Concepts, Definitions, Role, Scope, Functions, New emerging trends
- Brief History of Public Relations and emergence of Corporate Communication - The historical links.
- The Pioneers of PR and their works -Ivy Lee and Edward Bernays
- Theories and Models in PR - JM Grunig's Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory, Structural-Functional Theory, the Excellence Theory
- Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other
- Understanding various concepts, viz., PR, press agency, publicity, propaganda and advertising
- The Power of public opinion and persuasion
- Defining publics/stakeholders

Unit II: PR Practice and Process

- In house PR- Structure, Scope, Role & Function
- PR Consultancy- Structure, Role, Scope & Function
- Difference between In-house PR and a PR Consultancy
- PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship
- The PR process: Research, Strategy, Measurement, Evaluation and Impact
- PR and Media Relations

Unit III : Introduction to Corporate Communication

- Definition, Role, Scope, Functions & Relevance of
- Corporate Communication
- Defining and Segmenting Stakeholders in Corporate
- Communication
- Internal and External Communications.
- Elements of a Corporate Communication Plan

Unit IV : Corporate Communication Strategies and Tools: Applications

- Corporate Governance
- Crisis communication
- Corporate Reputation management Corporate Identity
- Events, Sponsorships, Trade Shows Corporate Advertising
- CC/PR in Brand Building
- Corporate Social Responsibility Development

- Financial Markets and Communication Investor Relations
- Trade Media and its relevance in CC

Unit V : Crisis Communication

- Defining Crisis and Crisis Communication
- Crisis Communication Theories
- Media Handling in Times of Crisis
- Various Types of Crises
- Case Studies
- Presentations on Perception Management
- Case Studies of Indian Media organizations CSR Presentations
- Case Studies of Advertising and PR Agencies in India
- Crisis Communication Presentations
- Media Tracking of Current Corporate Issues/ Crises

Suggested Readings:

- Gregory Anne: Public Relations in Practice (2 edition) (Kogan Page India Pvt. Ltd. 2008)
- Jethwaney Jaishri & N N Sarkar: Public Relations Management, 2015
- L'etang Jacquie: Public Relations, Concepts, Practice and Critique (Sage Publications India, 2008)
- Moss Danny & Barbara Desanto: Public Relations A Managerial Perspective (Sage Publications, London, 2011)
- Parsons, Patricia J: Ethics in Public Relations: A Guide to Best Practice (London: Kogan Page, 2005)
- Smith D. Ronald: Becoming A Public Relations Writer (4 edition) (Routledge New York, 2012)
- Theaker Alison : The Public Relations Handbook (4 Edition) (Routledge, Uk, 2012)
- Theaker Alison, Yaxley Heather: The Public Relations Strategic Toolkit (New York: Routledge, 2013)

JOURNALS

- PR Quarterly,
- Journal of Public Relations,
- Public Relations review
- PR Strategist
- The Communicator

MAGAZINES/NEWSPAPERS

- Business India
- Business World
- Business Today
- Business Standard, The Economic Times, The Financial Express, The Business Standard
- Pitch,
- USP Age

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Course-VII Government and Public Service Communication

Objectives:

- To make students understand the role, scope and relevance of the Government Information system in the process of nation building.
- To make students understand various tools of the Government information dissemination system and their role and functioning.

Unit I : Government Communication System From the Colonial Era till the Present

- History, Evolution and the Necessity of the Government Communication System
- Basic Principles of Government Communication System
- Overview, Functioning, Scope and Significance
- Growth and Development of Government's Information Machinery Both at the Centre and the State Level

Unit II : Government Information System

A) Role and functions Information Wing

- Press Information Bureau
- Bureau of Outreach Communication
- Publication Division
- Photo Division
- Registrar of Newspapers for India
- New Media Wing
- Press Council of India

B) Broadcasting Wing

- Prasar Bharati
- AIR
- Doordarshan
- Electronic Media Monitoring Centre
- Community Radio Stations
- Broadcasting Acts and Rules
- Broadcasting codes, Guidelines and Policy

C) Films Wing

- Directorate of Film Festivals
- Central Board of Film Certification
- Films Division
- Films Codes, Guidelines and Policy

Unit III : Media Relations

- Building Relations with Private Media and Other
- Information Sources
- The Press Information Officers in the Ministry and Government Departments.
- The RTI Act

Unit IV : Understanding Public Service Advertising

- Emergence of PSA
- Concept, Nature, Role, Objectives, Function
- The Uses & Effects of PSA
- PSA's as Change Agents
- PSA vs Commercial Advertising
- PSA vs Propaganda
-

Unit V : How PSA Works

- Situation Analysis
- Aims and Objectives
- Creating PSA Messages
- PSA and Media Partnership
- Government Policies Related to Various Campaigns
- Campaign Planning : Process, Message Strategy, Selection Of Media, Budget, Measurement of Results, Case Studies

Suggested Links

- AIR - <http://allindiaradio.gov.in/Default.aspx>
- Directorate of Advertising & Visual Publicity- <http://www.davp.nic.in/>
- Directorate of Filed Publicity - <http://dfp.nic.in/>
- Doordarshan – <http://www.ddindia.gov.in/Pages/Home.aspx>
- Electronic Media Monitoring Centre- <http://emmc.gov.in/Default.aspx>
- New Media Wing - <http://mib.nic.in/information/new-media-wing>
- Prasar Bharati - <http://prasarbharati.gov.in/default.aspx>
- Press Council of India - <http://presscouncil.nic.in/>
- Press Information Bureau - <http://pib.nic.in/newsite/mainpage.aspx>
- Registrar of Newspapers for India - <http://rni.nic.in/>
- Song and Drama Division - <http://www.mass-communication.in/song-drama-division/>

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Course-VIII Production Techniques & Methods

Objectives:

- To acquaint the students with various technological tools and software applications
- To provide working knowledge of visual art, especially graphics to help them understand their role in both advertising and corporate communication

Unit I: Art and Design

- Concept and Role of Graphics in Communication/ Advertising
- Components of Graphics and its Functions– Typography and Visuals
- Layout and Various Stages of Layout
- Design Appreciation Based on Design Principle
- Colour Theory and its Logical Use in Design
- Design Applications –Advertising, Direct Printed Pieces, Poster, Magazine And Digital Outdoor, Packaging Designs, Corporate Identity/ House Colours

Unit II: Print Production

- Printing Process – Major, On-Demand and Specialized
- Copy For Printing –Verbal, Visual and Colour
- Artwork And Digital Pre-Press Technology
- Colour Printing and Process
- Spot Printing and Process
- Printing Paper –Varieties, Appropriateness and Calculation For Printing a Job
- Graphic Design Business
- Pre-Production and Post-Production Work
- Making of Radio/TV Programmes and Commercials

Unit III : Photography

- Basics of Photography
- Camera Techniques: Lighting Techniques
- Creating a Focal Point
- Use of Different Lenses
- Photo Feature
- Photography For Advertising
- Digital Photography

Unit IV: Electronic Medium

- Familiarization with AV Equipment and Their Operation.
- Techniques of Video and Radio Production
- Shooting, Editing, Animation
- Pre-Production and Post-Production Work
- Making of Radio/TV Programmes and Commercials

Unit V : Digital Technology and Graphics

- Use of Computer in Designing and Preparation of Artworks.
- Select Software Exposure (In Design, Adobe, Illustrator, Corel Draw, Photoshop, MS Office)
- Introduction to Digital Tools for Infographics, storymaps, Timelines, Data analytics, Digital stories

Suggested Readings

- Albert Book & Dennes Schiel: Fundamentals Of Copy & Layout (Usa: National Text Book Company, 1997)
- Boyce (Jim): Adobe Photo Shop 5.0: Classroom In Book (New Delhi, Techmedia, 1998)
- Gerlach Barbara & John: Digital Wildlife Photography (Focal Press, Uk, 2013)
- Lanier Lee: Digital Compositing With Nuke (Focal Press, Uk, 2013)
- Amyes Tim: Audio Post Production (India: Focal Press. 1999)
- Bernstein Steven: Film Production (Focal Press, 1994)
- Dawkins Steve and Wyand Ian: Video Production (Us: Dawkins, Steve And Ian Wynd, 2010)
- Hirsch Robert: Light And Lens: Photography In The Digital Age (Oxford: Focal Press Is An Imprint Of Elsevier, 2008)
- Heller Steven: Genius Moves- 100 Icons Of Graphic Designs (North Light Books 2002)
- Ingledew John: The Creative Photographer (New York: Harry N Abrams, 2005)
- Klepner L. Michael: The Handbook Of Digital Publishing (Pentice Hall 2000)
- Landa Robin: Advertising By Design (John Wiley & Sons 2000)
- Langford Michael: Langford's Basic Photography: The Guide For Serious Photographers (Ed9th London: Focal Press Is An Imprint Of Elsevier, 2010)
- Lester Paul Martin: Visual Communication, Images With Messages (Australia: Wadsworth Thomson Learning, 2000)
- Sarkar NN: Art And Print Production, (Oxford University Press 2013)
- Schlemmer Richard: Handbook Of Advertising Art And Production (New Jersey: Prentice Hall, 1990)
- Sherr Leslie H & Kajd David J: Design For Response, (Rockport Publishers 1998)
- Wagner Jon: Images Of Information (New Delhi: Sage Publications, 1979)

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(For University Department)

Max. Marks 100 (Ext. 50 & Int. 50)

Course-IX Advertising, Marketing and PR Research

Objectives: Research being an important decision making tool, the course would take the students through principles and various methodologies of research in Marketing, Advertising, PR & Corporate Communications.

Unit I : Marketing Research: Introduction & Overview

- Nature and Scope of Marketing Research, Types of Research/Data Sources, (Primary, Secondary and Tertiary) Qualitative & Quantitative Methodologies
- Introduction to Web Analytics
- Overview of MR Industry
- Introduction to Some Top Marketing & Advertising Research Firms

Unit II : Advertising Research:

- The Nature of Advertising Research, Contribution Of Research to Communication Planning and Other Agency Functions.
- The Process of Advertising Research, Various Kinds of Advertising Research, Positioning Research, Audience Research /Target Market Research/Audience Tracking.

Unit III; Role, Scope and Use of Advertising Research

- Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy
- Ad-Tests (Print/Audio-Visual): Concept Testing/Storyboard Tests/Copy Testing/TVC Testing
- Media Efficacy Studies: Reach, Visibility, Notice Ability, Positioning/Branding Research
- Audience Research/Audience Tracking/Ad- Spend Tracking And Modeling
- Advertising Content Analysis
- The Role of Research in Brand Management

Unit IV: Use of Research in Formulating Strategy

- Introduction to Some Statistical Concepts Used in MR:
- Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co Variance
- Sampling Techniques
- Preparation of Research Design, Sequential Stages of a Marketing Project.
- Data Collection Methods & Tools
- Case Studies

Unit V: PR Research and Evaluation

- Various Areas Of Research In PR (Opinion Surveys, Benchmark Research Communication Audits Etc.)
- Attitude Research/ Usage Research
- Software Learning
- SPSS Software Learning
- Google Analytics

Suggested Readings

- Bagazzi Richard: Advanced Methods Of Marketing Research (Us: Blackwell, 1994)
- Blankenship Ab & Breen George Edward: State Of The Art Marketing Research (American Marketing Association 1995)
- Burstlin & Et Al: Collecting Evaluation Data: Problems And Solutions (New: Sage, 1985)
- Cooper R Donald & Shind Ler S Pamela: Business Research Methods (Tata Mcgraw Hill 2004)
- David J Luck & Ronald S Rubin: Marketing Research (Pentioce Hall Of India 2001)
- Fletcher Alan Et Al: Fundamentals Of Advertising Research (Usa: Wadsworth 1991)
- Frey James: Survey Research By Telephone (London: Sage, 1991)
- Jensen Klaus Bruhn: A Handbook Of Media And Communication Research: Qualitative And Quantitative Methodologies (London: L Routledge, 2002)
- Jugenheimer, Donald W: Advertising And Public Relations Research (New Delhi: Phi Learning, 2010)
- Miller Delbert C: Handbook Of Research Design And Social Measurement (London: Sage, 1991)
- Maanen JV: Qualitative Methodology (New Delhi: Sage, 1985)
- Monippally Mmand Pawar A S: Academic Writing- A Guide For Management Students And Researchers (New Delhi: Response Books 2010)
- Morrison A. Margaret Et.Al: Using Qualitative Research In Advertising, Strategies, Techniques And Applications (Sage Publications Inc. Us, 2012)
- Hamilton,Justice:Advertising and Media Research,ED-Tech Press(UK)

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Semester-II

Course X	Course Related Practical Viva	M. Marks: 100 (External only)
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