

SCHEME OF EXAMINATION

PG DIPLOMA IN PUBLIC RELATIONS AND ADVERTISING MANAGEMENT (PGDPR&AM)

ONE YEAR PROGRAMME (ANNUAL SCHEME)

2011

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

Paper No.	Nomenclature	External	Internal	Marks
DEPGDPRAM-101	Personality Development & Business Communication	70	30	100
DEPGDPRAM-102	Advertising & Public Relations	70	30	100
DEPGDPRAM-103	Advertising Management	70	30	100
DEPGDPRAM-104	Management of Marketing Communication	70	30	100
DEPGDPRAM-105	Production Portfolio(Practical Assignments) and Viva Voce	100*		100

* 50 Marks for Production Portfolio (Practical Assignments) and 50 Marks for Comprehensive Viva Voce.

**PG DIPLOMA IN PUBLIC RELATION AND ADVERTISING MANAGEMENT
(PGDPRAM)**

PERSONALITY DEVELOPMENT AND BUSINESS COMMUNICATION

PAPER CODE: DEPGDPRAM-101

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks the theory marks secured by the candidate shall be proportionately enhanced.

Module - I: Business English

Parts of Speech, Determiners, Tenses and Auxiliary Verbs, Plurals, Opposites, Comparatives and Superlatives, Questions, Words, Question Tags, Improving English Skills.

Module - II: Business Communication

Basics of Communication, Business Communication, Writing Skills: Business Letters, Internal Communication, Report Writing, Conducting Meetings, Resume Writing, The Role of Technology in Effective Communication.

Module - III: Personality Development

Meaning of Personality, Developing Self, Developing Communication Competence, Presentation Skills—'Speak for Yourself', Group Discussion, Interviews, Workplace Success.

ADVERTISING AND PUBLIC RELATIONS.

PAPER CODE: DEPGDPRAM-102

External: 70

Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Unit I

Evolution and growth of advertising, definitions of advertising, classification of advertising, national and global advertising.

Unit II

Advertising objectives, advertising campaigns, advertising agency, budget.

Unit III

Advertising media, media planning and scheduling, advertising effectiveness, regulations of advertising in India.

Unit IV

Nature and scope of public relations, qualifications and responsibilities of a public relations officer. Difference between publicity, public opinion, propaganda and public relations.

Unit V

House journals, corporate communication, professional organizations in public relations.

ADVERTISING MANAGEMENT
PAPER CODE: DEPGDPRAM-103

External: 70
Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Module I

Advertising - An overview; meaning, nature and scope - evolution, importance, functions - Advertising and marketing mix, advertising and promotion mix.

Module II

Advertising management - Advertising department - Advertising agency - Functions - Selection and co ordination - Campaign planning - Strategy and execution - Advertisement objectives- advertisement budget - Purpose and methods.

Module III

Advertising creativity - Creative thinking process - Creative strategy - Style, appeal- Copy writing - Elements and types, copy writing for print, broadcast and other media - Copy testing - Art direction - Design elements and principles - Designing and producing print and broad cast advertisements

Module IV

Advertising media - Media decisions - Media planning - Objectives and strategy - Media profile - Print , broad cast, out door and other forms - Online advertising - Media scheduling - Measurement of advertisement effectiveness

Module V

Media Audience measurement methods - Readership research - Advertising evaluations - Multimedia package

MANAGEMENT OF MARKETING COMMUNICATION
PAPER CODE: DEPGDPRAM-104

External: 70
Internal: 30

Note:

1. There will be 70 multiple choice questions (MCQ's) in the question paper consisting of one mark each. Students are required to attempt all the questions.
2. Internal assessment marks shall be given on the basis of marks secured by the candidate in the Descriptive Examination to be conducted by the respective study centre. Study centres are required to keep the record of the descriptive examination with them for inspection by the University. The marks of Internal Assessment must be submitted to the University before the termination of the University Examination in the concerned subjects. In the event of non receipt of the Internal Assessment Marks, the theory marks secured by the candidate shall be proportionately enhanced.

Module 1

Introduction to marketing communications, history of marketing communications, marketing communication and consumer behaviour, role of promotion in the marketing mix, integrated marketing communication, advertising, PR, publicity, sales promotion, direct marketing, event management, relative advantages and disadvantages, Internet and marketing communications.

Module 2

Need for marketing communications, market research, media options, different types of media, comparative advantages and disadvantages, media management, media planning, media scheduling, development of a media plan, market identification and media strategy, media strategies at different stages of brand life cycle.

Module 3

Introduction to creativity concept, growth of advertising in India, objectives of advertising, benefits of advertising, types of advertising, advertising organization, advertising communication process, construction of an advertisement, developing and appraising advertising messages, advertising media, budgeting for advertising programmes, research in advertising, evaluation of advertising effectiveness and advertising agencies, economic and social aspects of advertising, the ethical aspects of advertising, trends in advertising.

Module 4

Sales Promotion: Definition, scope, sales promotion tools, developing sales promotion campaigns, implementation and evaluation of sales promotion campaigns, trends in sales promotions.

Module 5

Publicity and Public Relations: Role and importance, tools used, direct marketing, scope and tools, telemarketing, Internet marketing, direct mailers, event management, event as a promotional tool, integration of marketing communication.

PRODUCTION PORTFOLIO**PAPER CODE: DEPGDPRAM-105****Evaluation: 50****Viva-Voce: 50**