

**ST. JOSEPH'S UNIVERSITY
BENGALURU-27**



Re-accredited with 'A++' GRADE with 3.79/4 CGPA by NAAC
Recognized by UGC as College of Excellence

SCHOOL OF COMMUNICATION AND MEDIA STUDIES

SYLLABUS FOR POSTGRADUATE PROGRAMME

MA Advertising and Public Relations

For Batches 2023 - 2024 & 2024 - 2025

Part A										
1	Title of the Academic Program	Advertising and Public Relations								
2	Program Code	(To be given by Examination Section)								
3	Name of the College	St. Joseph's College (Autonomous)								
4	Objective of the College	<ol style="list-style-type: none"> 1. Academic Excellence 2. Character Formation 3. Social Concern 								
5	Vision of the College	"Striving for a just, secular, democratic and economically sound society, which cares for the poor, the oppressed and the marginalised"								
6	Mission of the College	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 5%; text-align: center;">M1</td> <td>St. Joseph's University seeks to form men and women who will be agents of change, committed to the creation of a society that is just, secular and democratic.</td> </tr> <tr> <td style="text-align: center;">M2</td> <td>The education offered is oriented towards enabling students to strive for both academic and human excellence.</td> </tr> <tr> <td style="text-align: center;">M3</td> <td>The college pursues academic excellence by providing a learning environment that constantly challenges the students and supports the ethical pursuit of intellectual curiosity and ceaseless enquiry.</td> </tr> <tr> <td style="text-align: center;">M4</td> <td>Human excellence is promoted through courses and activities that help students achieve personal integrity and conscientise them to the injustice prevalent in society.</td> </tr> </table>	M1	St. Joseph's University seeks to form men and women who will be agents of change, committed to the creation of a society that is just, secular and democratic.	M2	The education offered is oriented towards enabling students to strive for both academic and human excellence.	M3	The college pursues academic excellence by providing a learning environment that constantly challenges the students and supports the ethical pursuit of intellectual curiosity and ceaseless enquiry.	M4	Human excellence is promoted through courses and activities that help students achieve personal integrity and conscientise them to the injustice prevalent in society.
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7	Name of the Degree	Master of Arts in Advertising and Public Relations								
8	Name of the Department offering the program	Communication								
9	Vision of the Department offering program	To equip students with the skills required to become modern media practitioners and empower them to be conscientious professionals in the contemporary media industry.								
10	Mission of the Department offering program	<p>To arm students with competencies required to thrive and meet the challenges of the work environment.</p> <p>To urge students to think critically about how the media operates.</p> <p>To engender debates regarding important socio-political issues and transform students into becoming active participants and stakeholders in the world around them.</p>								

		To create an environment that is as reflective of the present media landscape as possible. To build a bridge and facilitate various platforms of interactions between students and experts from the media industry.
11	Duration of the Program	2 years (Four semesters)
12	Total No. of Credits	
13	Program Educational Objectives (PEOs)	PEO 1
		PEO2
		PEO 3
		PEO4

14	Graduation Attributes	<p>The Following graduate attributes reflect the particular quality and feature or characteristics of an individual, that are expected to be acquired by a graduate through studies at St. Joseph’s College.</p> <ul style="list-style-type: none"> ● Disciplinary knowledge ● Communication Skills ● Critical thinking ● Problem solving ● Analytical reasoning ● Research-related skills ● Cooperation/Team work ● Reflective thinking ● Information/digital literacy ● Self-directed learning and Lifelong learner ● Multicultural competence ● Moral and ethical awareness/reasoning ● Leadership readiness/qualities ● International Outlook
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Programme Outcomes: POs are statements that describe what the students graduating from any of the educational Programmes should be able to do.

- **Guidelines for the POs**
 - Program outcomes basically describe **knowledge, skills and behaviour** of students as they progress through the program as well as by the time of graduation.
 - POs should not be too broad
 - They must be aligned with the **Graduation Attributes**

Part B

MA ADVERTISING & PUBLIC RELATIONS

SYLLABUS STRUCTURE FOR BATCHES 2023-24 & 2024 - 25

Semester 1	Course Code	Title	Instructi ons Hours (Total)	Teachin g Hours/ week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total marks
Theory	.APR 7122	Communication Theory	30	02	02	25	25	50
Theory	.APR 7222	Consumer and Stakeholder Behaviour	60	04	04	50	50	100
Theory	.APR 7324	Advertising - Principles and Concepts	60	04	04	50	50	100
Theory	.APR 7424	Public Relations - Principles and Concepts	60	04	04	50	50	100
Theory	.APR 7524	Marketing and Brand Management	60	04	04	50	50	100
Theory	.APR 7624	Political Public Relations and Advertising	60	04	04	50	50	100
Practical	.APR 1P1	Language, Writing, and Communication	30	02	02	-	50	50
Practical	.APR 1P2	Art and Design	30	02	02	-	50	50
Practical	.APR 1P3	Copywriting	30	02	02	-	50	50
Practical	.APR 1P4	Consumer and Stakeholder Behaviour	30	02	02	-	50	50
		TOTAL CREDITS			30			

Semester 2	Course Code	Title	Instruct ions Hours (Total)	Teaching Hrs. /week	Number of credits	Continuous Internal Assessment (CIA) Marks	End Semester Marks	Total marks
Theory	.APR 8122	Digital Communication	90	06	06	50	50	100
Theory	.APR 8224	Indian and Global Economy	60	04	04	50	50	100
Theory	.APR 8324	Integrated Marketing Communication	60	04	04	50	50	100
Theory	.APR 8424	Marketing Research	30	02	02	25	25	50
Theory	.APR 8522	Corporate Communications	30	02	02	25	25	50
Theory	.APR 8624	Media Law and Ethics	30	02	02	25	25	50
Theory	.APR 8723	Creative Campaign Planning	30	02	02	25	25	50
Practical	.APR 2P1	Digital Communication	30	02	02	-	-	50
Practical	.APR 2P2	Marketing Research	30	02	02	-	-	50
Practical	.APR 2P3	NGO Internship	-	-	02	-	-	-
Practical	.APR 2P4	Creative Campaign Planning	15	01	01	-	-	50
		TOTAL CREDITS			29			

Semester 3	Course Code	Title	Instru ctions Hours (Tot al)	Teaching Hours/ week	Numb er of credit	Continuous Internal Assessment (CIA) Marks	End Semeste r Marks	Total marks
Theory	APR 9124	Rural Marketing Communications	60	04	04	50	50	100
Theory	APR 9223	Account Planning & Management	60	04	04	50	50	100
Theory	APR 9323	Media Planning and Buying	30	02	02	25	25	50
Theory	APR 9423	Crisis Communica tion	60	04	04	50	50	100
Practical	APR 3P1	Writing for Public Relations	60	04	04	-	100	100
Practical	APR 3P2	Event Managemen t	30	02	02	-	50	50
Practical	APR 3P3	Rural Marketing Communica tions	30	02	02	-	50	50
Practical	APR 3P4	Basics of News Writing	60	04	04	-	100	100
		TOTAL CREDITS			26			

Semester IV	Course Code	Title	Instr uctio ns Hour s (Tot al)	Teachi ng Hrs. /week	Numb er of credit s	Continuous Internal Assessment (CIA) Marks	End Semeste r Marks	Total marks
Practical	.APR 4P1	Presentation S kills	30	06	02	-	-	50
Practical	.APR 4P2	Corporate Etiquette and Organizational Behaviour	30	06	02	-	-	50
Practical	.APR 4P3	Term Paper	30	12	02	-	-	50
Practical	.APR 4P4	Industry Internship	90 days		08			200
		TOTAL CREDITS			14			

MA ADVERTISING & PUBLIC RELATIONS

I SEMESTER SYLLABUS FOR BATCH 2024-25

APR 7122: COMMUNICATION THEORY

Course Credits: 2

Max. Marks: 50

Semester	I
Course Code	APR 7122
Course Titles	Communication Theory
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

Course objectives

The course enables students to get a theorised understanding of communication and its application in contemporary communicative modes and discourses.

Learning outcomes

Students will be introduced to communication models and theories applicable in the realm of information dissemination.

Course description

Unit 1: Communication: overview

6 hours

- a. History, meaning, definition, nature (2)
- b. Various typologies, functions, barriers (2)
- c. The communication process and its elements (2)

Mandatory Readings:

Narula, U. (2006). *Communication Models*. New Delhi: Atlantic Publishers & Distributors.

Unit 2: Communication models and applications

10 hours

- a. Linear models – Aristotle’s model and rhetoric in communication, Lasswell, Shannon & Weaver (4)
- b. Interactive model’s – Osgood & Schraam’s model, Westley & Maclean model (3)
- c. Transactional model – Frank Dance’s Helical model (1)

Mandatory Readings:

- Baran, S. J., & Davis, D. K. (2015). *Mass Communication Theory*. Delhi: Cengage Learning.
- Narula, U. (2006). *Communication Models*. New Delhi: Atlantic Publishers & Distributors.

Unit 3: Communication theories**14 hours**

a. Propaganda Theories

Harold Lasswell's propaganda theory, Walter Lippman, Modern Propaganda

b. Media effects theories

(4)

Cultivation theory, Framing, Priming & Agenda Setting theory, Social Marketing Theory,

Diffusion of Innovation

(7)

c. Audience Theories

Uses & Gratifications, Entertainment Theory

(3)

Mandatory Readings:

- Baran, S. J., & Davis, D. K. (2015). *Mass Communication Theory*. Delhi: Cengage Learning.
- McQuail, D., & Windahl, S. (2015). *Communication Models for the Study of Mass Communications*. Oxon: Routledge.

Assignments:

- 1) Analyse contemporary issues using communication models
- 2) Group discussions on recent trends in communication

Suggested Readings:

- Berger, A. A. (1995). *Essentials of Mass Communication Theory*. California: Sage Publications.
- DeFleur, M. L. (2016). *Mass Communication Theories*. Oxon: Routledge.

Valuation

End-semester exams: 25 marks

Internal Assessment: 25 marks

BLUEPRINT

Code number: APR 7122

Title of the course: **Communication Theory**

Total marks for which the questions are to be asked (including bonus questions)	Number of Hours	Chapter
10	6	Unit I
15	10	Unit II
20	14	Unit III
45	30	TOTAL
Marks excluding bonus questions: 25 marks		

Course Outcomes

CO1	Students will be able to define communication, the use and practice of the concept in the field of communication.
CO2	Students will be able to classify important theoretical concepts and its use in communication.
CO3	Students will be able to employ practical aspects of communication in the realm of advertising and public relations.
CO4	Students will be able to examine the manifestation of communicative techniques in content creation.
CO5	Students will be able to appraise and assess media content.
CO6	Students will develop exclusive ideas on communicative content.

APR 7222: CONSUMER AND STAKEHOLDER BEHAVIOUR (THEORY)

Course Credits: 4

Max. Marks: 100

Semester	I
Course Code	APR7222
Course Titles	Consumer and Stakeholder Behaviour (Theory)
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Course objectives

The course is structured to enable students understand from real-world examples the influence of attitudes, habits and behaviour on the brand and purchase patterns of consumers and the application of the same.

Learning outcomes

Students will be able to identify and analyse how consumers behave, the underlying reasons for their behaviour and use the same in developing brand and communication strategies.

Course description

Unit 1: Definition

5 hours

Definitions, consumer and customers, buyers and users, organisations as buyers, development of marketing concept, consumer behaviour, and its applications in marketing; The consumer Research Process

Mandatory readings:

- Kotler, P., Keller, K. L., Manceau, D., & Hemonnet-Goujot Aurélie. (2022). *Marketing Management*. Pearson.

Unit 2: The Consumer as an Individual

10 hours

Consumer Motivation and Personality, the dynamics of motivation, needs and motives, personality behaviour, consumer perceptions. consumer learning, attitude formation and change, attitude models.

Mandatory readings:

- Moriarty, S. E., Mitchell, N., & Wells, W. (2012). *Advertising & IMC: Principles and Practice*. Pearson.

Unit 3: The Consumer and Environment**20 hours**

Social class and group influences on consumer behaviour: Introduction, nature of social class, social class categories, money and other status symbols, source of group influences, types of reference groups, applications of reference group influences, conformity to group norms and behaviour, family life cycle stages, nature of family purchases and decision-making, husband-wife influences, parent-child influences, consumer socialization of children, word-of-mouth communication within groups, opinion leadership.

Mandatory readings:

- Moriarty, S. E., Mitchell, N., & Wells, W. (2012). *Advertising & IMC: Principles and practice*. Pearson.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. South-Western Cengage Learning.

Unit 4: The Consumer Decision Making Process**20 hours**

Nature of situational influence, situational variables, types of consumer decisions, Nicosia model of Consumer Decision-making (Conflict Model), Howard-Sheth model (also called Machine Model), Engel, Blackwell, Miniard Model (also called Open System), problem recognition, information search and evaluation of alternatives: outlet selection, purchase and post purchase behaviour.

Mandatory readings:

- Schiffman, L. G., Wesinblit, J., & Kumar, S. R. (n.d.). *Consumer Behavior*.
- Shimp, T. A., & Andrews, J. C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications*. South-Western Cengage Learning.

Unit 5: Stakeholder and Influencer Groups**5 hours**

Extended consumers and influencer segments – employees, vendors, suppliers, investors, communities, lobbies, government etc. Role and influence. The power of exclusiveness and inclusiveness; Motivations and expectations; Systems for management of communication and outcomes of relationships. Customer experience enhancement.

Mandatory readings:

- Niraj. (2009). *Integrated Marketing Communication*. Himalayan Books.
- Schiffman, L. G., Wesinblit, J., & Kumar, S. R. (n.d.). *Consumer Behavior*.

Assignments:

1. Why do we buy the things we do?
Field-based surveys using observation and probe methods on various products and brands.
2. Development of a full demographic and psychographic profile of consumers for 3 specific brands within a product category

Suggested Readings:

- Ariely, D. (2010). *Predictably irrational*. Harper Collins.

Valuation

End-semester exams: 50 marks

Internal Assessment: 50 marks

BLUEPRINT:

Course Code: APR 7222

Course Title: Consumer and Stakeholder Behaviour

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit I	5	5
Unit II	10	10
Unit III	20	25
Unit IV	20	20
Unit V	5	12
TOTAL	60	72
Maximum marks for the paper (Excluding bonus question) = 50		

APR 1P4 CONSUMER AND STAKEHOLDER BEHAVIOUR (PRACTICAL)

Course Credits: 2

Max. Marks: 50

Semester	I
Course Code	APR 1P4
Course Titles	Consumer and Stakeholder Behaviour (Practical)
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

List of exercises:

1. Students visit a mall or superstore and conduct a study on product placement
2. Students identify the influence of family on brand choices by analysing the buying behaviour of a family
3. Students conduct a small survey to understand the preferences and brand choices of a particular target group with regard to an FMCG brand
4. Students create the consumer persona for different product categories

Project: Understanding the consumer

- Students would be divided into groups and assigned one brand each.
- Students are expected to research and understand the origins, growth, positioning, advertising objectives, advertising strategy and the profile of target group of the brand
- Students are expected to conduct in-depth interviews with consumers
- Through the interviews, students are expected to gather the following information about the consumer:
 - Motivations
 - Perception of the brand
 - Attitude towards the brand
 - Influence of reference groups

- Advertising, marketing and promotions and their influence on purchase intentions/decisions
- Students should make a presentation of their understanding of the demographics and psychographics of the brand's consumer during the Viva Voce.

Suggested Readings:

- Kotler, P., Keller, K. L., Manceau, D., & Hemonnet-Goujot Aurélie. (2022). *Marketing Management*. Pearson.
- Schiffman, L. G., Wesinblit, J., & Kumar, S. R. (n.d.). *Consumer Behavior*.

Valuation

End-semester exam: 50 marks

Valuation Pattern:

Internal + External = 50

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Activity I	5	10
Activity II	5	10
Activity III	20	30
TOTAL	30	50
Maximum marks for the paper (Excluding bonus question) = 50		

Course Outcomes: At the end of the course, the students will be able to,

CO1	Understand the basic concepts of Consumer and Stakeholder behaviour
CO2	Grasp the basic concepts and research on them
CO3	Apply consumer segments and differentiate them based on psychographics
CO4	Develop tools to test their understanding of consumers and build profiling models
CO5	Create product models using consumer behaviour analysis
CO6	Present a full set of consumer profiles for any brand given to them.

APR 7324: ADVERTISING- PRINCIPLES & CONCEPTS

Course Credits: 4

Max. Marks:100

Semester	I
Course Code	APR 7324
Course Titles	Advertising: Principles and Concepts (Theory)
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Course objectives

To build in students a holistic understanding of (a) the concepts and principles of advertising, (b) its role in marketing, (c) the functioning of an advertising agency, (d) its services and (e) the skills required to be a part of this industry.

Course description

Unit 1: Introduction to advertising

10 hours

Content, nature, and definitions of advertising. Advertising vs publicity. Evolution of advertising. Indian advertising scene. Types of advertising: Product, service, institutional/ corporate, industrial, and public service ads.

Mandatory readings:

- Lane, W. R., King, K. W., & Russell, J. T. (2012). *Kleppner's advertising procedure*. Pearson Education.

Unit 2: Media vehicles and their formats

10 hours

Mediums of advertising: Print, radio, TV, film, mobile, new media; Supplementary media, transit, and outdoor advertising. Surrogate and covert advertising; Guerrilla advertising. Ambush marketing. Judging good / bad advertising using FAB analysis.

Unit 3: Advertising agency system and operations**15 hours**

Various departments and roles in an ad agency. Types of ad agencies. The Agency – Client relationship and factors influencing it. Defining and delivering an appropriate level of overall service. Methods of agency evaluation.

Mandatory readings:

- Gupta, R. U. C. H. I. (2012). *Advertising principles and practice: With 17 recent Indian case studies*. S Chand & Co Ltd.
- Keeler, F. Y., & Haase, A. E. (2015). *The Advertising Agency: Procedure and practice*. Routledge.

Unit 4: The agency as a communications creator**15 hours**

The relationship between the brand and its creative. The role of the creative function and its importance in building brands. The process of reviewing creative and benchmarking.

Mandatory readings:

- Keeler, F. Y., & Haase, A. E. (2015). *The Advertising Agency: Procedure and practice*. Routledge.

Unit 5: The agency as a business**10 hours**

Income, costs, and profits. How an agency earns its money. The factors that influence income and costs. The need for investing in people and upgrading skills.

Mandatory readings:

- Keeler, F. Y., & Haase, A. E. (2015). *The Advertising Agency: Procedure and practice*. Routledge.

BLUEPRINT

Course Code: APR 7324

Course Title: Advertising -Principles & Concepts: Theory

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit 1	10	10
Unit 2	10	15
Unit 3	15	25
Unit 4	15	17
Unit 5	10	5
TOTAL	60	72
Maximum marks for the paper (Excluding bonus questions) = 50		

Course Outcomes: At the end of the course, the students should

CO1	Be able to define advertising and publicity, and identify the different elements in an ad.
CO2	Be able to classify advertising into “good” and “bad” and explain why they believe so.
CO3	Be able to apply the concepts learnt to comprehend how an agencies function.
CO4	Be able to analyse advertising and the creative strategy behind it.

Valuation

End-semester exams: 50 marks

Internal Assessment: 50 marks

Suggested books

- Ogilvy, D. (2013). *Confessions of an advertising man*. Southbank Pub. Confessions of an Advertising Man – David Ogilvy
- Ogilvy, D. (2011). *Ogilvy on advertising*. Prion. Ogilvy on advertising. David Ogilvy
- Pandey, P. (2015). *Pandeymonium: Piyush Pandey on advertising*. Penguin Books India Pvt. Ltd. Pandeymonium. Piyush Pandey
- Sridhar, K. V. (n.d.). *The 30 second thrillers*. The 30 second thrillers. K V Sridhar.

APR 7424: PUBLIC RELATIONS - PRINCIPLES AND CONCEPTS (THEORY)

Course Credits: 4

Max. Marks 100

Semester	I
Course Code	APR7424
Course Titles	Public Relations: Principles and Concepts (Theory)
Number of teaching hours per week	4
Total number of teaching hours per semester	60
Number of credits	4

Course objectives

The foundational course provides a big picture of the Public Relations process, the key growth areas in Public Relations, about the ongoing trends in technology and culture and the ways in which these trends are shaping PR across the globe, and the future of the practice.

Learning outcomes

The course is designed to help students understand the basics of Public Relations in practice and discuss nuances of concepts for practical application.

Unit 1:

(13 hours)

Basics of Public Relations

Definitions of public relations; Common Misconceptions about PR; Identifying and knowing stakeholder publics; Internal and External Publics, Primary and Secondary publics, Objectives of public relations in terms of communicating with the different primary and secondary stakeholder publics; Functions of public relations; Features of public relations, Advantages, and disadvantages of public relations ;How it is different from advertising, propaganda, publicity and marketing, Publics and public opinion.

Mandatory Readings:

- Franklin, B. (2009). Key concepts in public relations. SAGE
- Theaker, A. (2021). The Public Relations Handbook. Routledge

Unit 2:**(13 hours)****Brands and Reputation Management**

Defining, differentiating and connecting brand, image, identity and reputation; Image restoration theory of PR; Stakeholder communications and trust, credibility, reliability, authenticity, and consistency; Reputation and Issues Management, Corporate Social Responsibility v/s Corporate philanthropy, Corporate branding V/s product branding, Frameworks to measure corporate reputation- Common Industry Indices of reputation ranking. Persuasion and change; Persuaders and their appeals; Overview on ethics in PR.

Mandatory Readings:

- Harris, J.D., Moriarty, B.T., & Wicks, A.C. (2014). Public Trust in business. Cambridge
- Helm, S., Liehr-Gobbers, K., & Storck, C. (2011). Reputation management. Springer.
- Young, P. (2020). Ethics in public relations: As clear as your conscience. SAGE Publications

Unit 3:**(10 hours)****Agency functions and theoretical approaches**

PR Agencies and their functions; Client service and relations, media relations, Approaches and Models – co-creational, rhetorical, critical and excellence perspectives of PR; Grunig and Hunt Model; PR process – RACE (Research, action, Planning, Communication implementation and evaluation)

Mandatory Readings:

- Bernays, E. L. (2013). Public relations. University of Oklahoma Press.
- Vilanilam, J. V. (2011). Public relations in India: New tasks and responsibilities. SAGE.

Unit 4:**(12 hours)****PR internal and external communications**

Internal communications- Objectives, Methods & Tools (email blast, Newsletter, Intranet, Town Halls, Enterprise Social Networks-(ESN)); Influencer relations; Investor Relations- Objectives, Methods & Tools; Government relations- Objectives, Methods and Best Practices; Industry Connect

Mandatory Readings:

- Cornelissen, J. O. E. P. P. (2020). Corporate communication: A guide to theory and practice. Sage Publications.
- Gond, J.-P., & Moon, J. (2012). Corporate Social Responsibility. Routledge.

- Richardson, K. B. (2015). *Applied Public Relations: Cases in stakeholder management*. Routledge.

Unit 5: Media Relations and Channel Selection

(12 hours)

Types of media channels -Paid, Earned, Shared and Owned channels

Choosing the medium; Choosing the message, Key tools in external PR/Media Relations: Press Conference, Media interview, Press Release, Byline articles and feature participation. Digital/social media.

Mandatory Readings:

- McCusker, G. (2006). *Public relations disasters: Talespin--inside stories and lessons learnt*. Kogan Page.
- Regester, M., Larkin, J., & Regester, M. (2008). *Risk issues and crisis management in public relations: A casebook of best practice*. Kogan Page.
- Sheehan, M., & Xavier, R. (2009). *Public relations campaigns*. Oxford University Press Australia & New Zealand.

Suggested Readings:

- Argenti, P. A., & Forman, J. (2002). *The power of Corporate Communication: Crafting the voice and image of your business*. McGraw-Hill.
- Fombrun, C. J., & van, R. C. B. M. (2004). *Fame & Fortune: How Successful Companies Build winning reputations*. Pearson Education.
- Newsom, D., Turk, J. V. S., & Kruckeberg, D. (2013). *This is Pr: The realities of public relations*. Wadsworth, Cengage Learning.
- Scott, D. M. (2022). *The New Rules of Marketing & Pr: How to use content marketing, podcasting, social media, Ai, live video, and Newsjacking to reach buyers directly*. John Wiley & Sons, Inc.

BLUEPRINT:**Course Code: APR 7424****Course Title: Public Relations: Principles and Concepts (Theory)**

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit I	13	12
Unit II	13	15
Unit III	10	15
Unit IV	12	20
Unit V	12	10
TOTAL	60	72
Maximum marks for the paper (Excluding bonus question) = 50		

Valuation

End-semester exams: 50 marks

Internal Assessment: 50 marks

Course Outcomes: At the end of the course, the student should

CO1	Students will be able to grasp fundamental concepts of Public Relations.
CO2	Students will be able to understand the difference between Public Relations and other forms of promotion.
CO3	Students will be able to apply the various PR tools in practice.
CO4	Students will be able to analyse industry related case studies.
CO5	Students will learn to evaluate PR campaigns by comparing with PR best practices.
CO6	Students will be able to create PR campaigns for brands.

APR 7524: MARKETING AND BRAND MANAGEMENT

Course Credits: 4

Max. Marks: 100

Semester	I
Course Code	APR 7524
Course Titles	Marketing and Brand Management
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Course objectives

The course enables students get a concise understanding of branding and marketing management and the application of the same in the fields of advertising, public relations and related media.

Learning outcomes

Students will be able to know the field of marketing management and specific concepts that entail practical thought.

Course description

Unit 1: The Fundamentals of Marketing Management

10 hours

- a. Nature and scope of marketing: The consumer as the holy grail in marketing; Introduction to target audience mapping; psychographics and demographics.
- b. Introduction to 'Product Categories' and the very different dynamics that different categories embody; low involvement vis a vis high involvement purchase decision, needs vs wants etc.
- c. Core concepts; product development & management; approach to pricing/pricing strategy, traditional distribution channels and new age retail, understanding 'promotion' - key concepts/tools/ used in promoting a brand; Understanding corporate brands/employer brands ; corporate values, mission. vision, purpose and organizational culture.
- d. CSR as a function of marketing.
- e. Evolution and structure of a marketing department, budgeting and business unit level planning.

- f. The Function of sales; Sales funnels and targets. The difference between sales and marketing.

Mandatory readings:

- Harvard Business Review (2013) HBRs 10 Must Reads on Strategic Marketing: On Strategic Marketing Paperback. Harvard Business School Press India.
- Kotler, P., Keller, K. L., Manceau, D., & Hemonnet-Goujot Aurélie. (2022). *Marketing Management*. Pearson.
- Panda, K.P. (2022). Taxmann's Marketing Management. Taxmann Publications.

Unit 2: The Marketing Plan

15 hours

- a. The concept of a good marketing plan; value proposition with regard to a company/ product or service. goal/objective setting.
- b. The role of data and business intel; Business problem identification, market opportunity mapping; Feasibility study models; Market environment analysis (SWOT) Macro environment analysis (PESTEL), Micro environment analysis (NOISE).
- c. Tactical/short term/ 'push' strategies vs longer term and long term 'pull' strategies.
 - i. offers, discounts, sales, CRM, Performance marketing etc.
 - ii. Brand story telling - the Emotional connect.
- d. Target Audience: definition and segmentation (in more detail); demographics, psychographics - identifying sub groups based on geography, behaviour etc.

Mandatory readings:

- Chernev, A. (2020). The Marketing Plan Handbook. Cerebellum Press.
- Chernev, A. (2014). Strategic Marketing Management. Cerebellum Press.

Unit 3:

Brands and brand equity

15 hours

- a. Difference between products/services and brands - Definition of a brand. How is it different from the term 'branding'. What does 'Branding' refer to.
- b. The evolution of some famous products and brands. Case studies.
- c. Product lifecycle and brand lifecycle; Types of brands: Leader brands, follower brands, challenger brands; Product positioning and brand positioning. Case studies; case studies of brands that have changed or evolved their 'position' - The concept of rebranding.
- d. Definition of Brand Equity - Difference between brand image and brand equity; Elements of brand equity; Models to build and measure brand equity; Keller & Aaker; Brief introduction to other models such as Brand asset valuator, pyramid model etc.

Mandatory readings:

- Aaker, D.A. (1991). Managing Brand Equity. Free Press.
- Aaker, D.A. (1995). Building Strong Brands. Free Press.
- Dutta, L. (2012). Brand Management: Principles and Practices. Oxford University Press.
- Ries, A. & Trout, J. (2001). Positioning: The Battle for your Mind. McGraw Hill Education.

Unit 4 Strategic Brand Management in a connected world

15 hours

- a. Development of a brand plan. Brand Planning & Management, over time; Brand entry strategies Vs mature brand strategies
- b. RTB'S (Reasons to believe) and the importance of 'rationale' and logic, to brand building.
- c. Brand identity models; Brand key, Kapferers Brand Prism, Haylens Model - The importance of articulating and documenting a brand - creating blueprint; Brand extensions & diversification
- d. New age branding models; Cause Based, Purpose Based, Problem- Solution based, D2C brands etc; Global Brands; best practices. Case studies.

Mandatory readings:

- Keller, K.L. & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.

Unit 5 Beyond Branding

5 hours

- a. Brand Experiences; Extending a brand idea 'through the line' - 360 degree campaigns
- b. Ethics in branding/communication
- c. Lighthouse brands - case studies
- d. Digital marketing and its impact on brand building - boon or bane? Case Studies.
- e. Changes in marketing since the Digital age? What is the difference between traditional marketing and the new age marketing trends of today?
- f. Data, data Analytics, and the movement towards personalised/customised marketing & communication
- g. The role of AI in marketing and brand identity.

Mandatory readings:

- Bhatia, P. (2019). *Fundamentals of Digital Marketing*. Pearson.
- Kotler, P. & Hessekiel, D. & Lee, N.R. (2012). *Good Works!: Marketing and Corporate Initiatives that Build a Better World...and the Bottom Line*. Wiley.
- Ramershoven, S. (2021). *D2C Growth Revolution: The No. 1 Growth Strategy for Consumer Brands*. Kindle.

Suggested readings:

- Dutta, L. (2012). *Brand Management: Principles and Practices*. Oxford University Press.
- Kotler, P., Keller, K. L., Manceau, D., & Hemonnet-Goujot Aurélie. (2022). *Marketing Management*. Pearson.
- Keller, K.L. & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson.

BLUEPRINT:**Course Code: APR 7524****Course Title: Marketing & Brand Management: Theory**

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit I	10	9
Unit II	15	17
Unit III	15	20
Unit IV	15	20
Unit V	5	6
TOTAL	60	72
Maximum marks for the paper (Excluding bonus question) = 50		

Valuation

End-semester exams: 50 marks

Internal Assessment: 50 marks

Course Outcomes: At the end of the course, the student should

CO1	Be familiar with the basic concepts of marketing and brand management
CO2	Be able to recognise and articulate the fundamental theories and cases for each of the concepts.
CO3	Be able to apply the theories and concepts in classroom deliberations
CO4	Critically examine brand problems and come up with alternative and effective suggestions
CO5	Create a brand from scratch based on a product brief
CO6	Intern with a marketing organisation in the brand department as a diligent resource

APR 7624: POLITICAL PUBLIC RELATIONS AND ADVERTISING

Course Credits: 4

Max. Marks:100

Semester	I
Course Code	APR 7624
Course Title	Political Public Relations and Advertising
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Course Objectives:

- To understand the concept of nation-state, democratic party structures, public sphere, nationalism, and their historical development for comprehensive political analysis.
- To evaluate the role of political PR and advertising in shaping public opinion and influencing electoral outcomes.
- To teach students about the diverse political PR and advertising strategies and tactics within political campaigns, by employing various case studies.

Unit 1. Media Systems and Politics

(8 hours)

Understanding the Nation State, Systems of Governance (Historical western systems and Tribal systems) federalism, and political environments; Media systems in the context of political public relations and advertising, role of media in political party system, media ownership, and media as propaganda machinery.

Mandatory readings:

McNair, B. (2017). *An introduction to political communication*. Routledge.

Ziegfeld, A. (2012). Coalition government and party system change: Explaining the rise of regional political parties in India. *Comparative Politics*, 45(1), 69-87.

Noam, E. M. (Ed.). (2016). *Who owns the world's media?: media concentration and*

ownership around the world. Oxford University Press.

Unit 2. Democracy and Promotional Culture

(12 hours)

Democracy and its many forms, citizenship, public opinion and the public sphere (critique of the public sphere), nationalism, The concept of choice and objectivity, capitalism and power, manufacturing consent

Mandatory readings:

Chomsky, N., & Barsamian, D. (1992). *Manufacturing consent*. Montreal: National Film Board of Canada.

Ganguly, S., Diamond, L., & Plattner, M. F. (Eds.). (2007). *The state of India's democracy*. JHU Press.

Stromback Jesper, & Kioussis, S. (2011). *Political public relations: Principles and applications*. Routledge, Taylor & Francis Group.

Unit 3. Communicating Politics: Political Advertising and Campaigns

(15 hours)

Political advertising and its key components. Concepts in political advertising: Branding, crafting messaging, targeting. Evolution of media and its impact on political advertising. Types of political ad campaigns across media. Political advertising strategies and tactics: position technique, creative strategy - positive, comparative and negative approach. Americanisation of elections, the press and the broadcasting environment.

Digital political advertising. Visual narratives and symbolism- images, videos, myth, and symbolism. Negative and knocking advertising. Ethical, regulatory frameworks for political advertising and model code of conduct, laws and regulations governing political advertising.

Suggested case studies:

- Pay CM advertising campaign during Karnataka assembly elections 2023
- Obama 's 'Yes We Can' campaign
- India Shining campaign

Mandatory readings:

- Chukwuemeka, I. R., & Aririguzoh, S. (2018). Political advertising strategies and tactics: An overview. *International Journal of Arts and Humanities*, 2(4), 263-277.
- Johnson-Cartee, K. S., & Copeland, G. (2013). *Negative political advertising: Coming*

of age. Routledge.

- Kaid, L. L., & Holtz-Bacha, C. (2006). *The Sage handbook of political advertising*. Sage Publications.

Unit 4. Communicating Politics: Political Public Relations and Campaigns (15 hours)

Political PR scope, significance and areas. Political PR roadmap and principles to win elections. Mediatization and its four phases. Strategies and tactics of political PR-Relationship management and cultivation (building coalitions and alliances with collateral organisations and pressure groups), creating the self/myth (image management), stakeholder engagement, positioning and segmentation, opposition research, and rhetoric. Pseudo-events, political contest (framing identities), and lobbying. Political spin (spin doctors) and its implication to electoral practices; campaign fund raising and voting behaviour.

Suggested case studies:

- Campaign strategies employed by Prashant Kishor
- Indian National Election Campaigns (2014, 2019, and 2024)
- Jacinda Ardern's leadership during crisis (Christchurch Mosque shooting and Covid 19)
- Rise of AAP in Delhi

Mandatory readings:

Strömbäck, J., & Kioussis, S. (2013). Political public relations: Old practice, new theory-building. *Public relations journal*, 7(4), 1-17.

Strömbäck, J. (2008). Four phases of mediatization: An analysis of the mediatization of politics. *The international journal of press/politics*, 13(3), 228-246.

Karlsson, M., Clerwall, C., & Buskqvist, U. (2013). Political public relations on the Net: A relationship management perspective. *Public Relations Journal*, 7(4).

Herman, E. S., & Chomsky, N. (2021). Manufacturing consent. In *Power and Inequality* (pp. 198-206). Routledge.

Unit 5. Government Relations

(10 hours)

Public Diplomacy, Corporate Foreign Policy and Public Affairs Transparency, Dialogic communications, Agenda building and setting; Communicating Policy, Conflict (internal/External), and Propaganda.

Mandatory readings:

Blyskal, J., & Blyskal, M. H. (1985). *PR: How the Public Relations Industry writes the news*. W. Morrow.

Fitzpatrick, K. (2007). Advancing the new public diplomacy: A public relations perspective. *The Hague Journal of Diplomacy*, 2(3), 187-211.

Molleda, J. C. (2011). Global political public relations, public diplomacy, and corporate foreign policy. In *Political Public Relations* (pp. 283-301). Routledge.

Note: 8 hours of self-study will be assigned from the above units.

Valuation: End-semester exams: 50 marks

Internal Assessments: 2 activities (25 marks) +Mid sem (25 marks) =50 marks

Suggested Readings:

- Achbar, M. (Ed.). (1994). *Manufacturing consent: Noam Chomsky and the media: the companion book to the award-winning film by Peter Wintonick and Mark Achbar* (Vol. 207). Black Rose Books Ltd.
- Baines, P. (2011). Political public relations and election campaigning. In *Political public relations* (pp. 124-146). Routledge.
- Bardhan, P. (2008). Democracy and distributive politics in India. *Divide and deal: The politics of distribution in democracies*, 280-297.
- Chomsky, N., & Arcal, L. (2002). *Propaganda*. Danger public.
- Kaid, L. L. (2004). Political advertising. In L. L. Kaid (Ed.), *Handbook of political communication research* (pp. 155–202). Lawrence Erlbaum Associates Publishers.
- Kaid, L. L., Nimmo, D. D., & Sanders, K. R. (1986). New perspectives on political advertising.
- Saffir, L., & Tarrant, J. J. (1993). *Power public relations: How to get Pr to work for you*. NTC Business Books.
- Strömbäck, J., & Kioussis, S. (Eds.). (2011). *Political public relations*. Taylor & Francis.

- Stromback, J., & Kiouisis, S. (Eds.). (2019). *Political public relations: Concepts, principles, and applications*. Routledge.

Blueprint

Code number: APR 7624

Title of the course: Political Public Relations and Advertising

Total marks for which the questions are to be asked (including bonus questions)	Number of Hours	Chapter
10	8	Unit I
15	12	Unit II
18	15	Unit III
18	15	Unit IV
11	10	Unit V
72	60	TOTAL
Maximum marks for the paper (Excluding bonus question) = 50		

Course Outcomes: At the end of the course, the student will be able to -

CO1	Understand the fundamental concepts of governance systems, nation-states, and the political party system within the context of political PR and advertising.
CO2	Comprehend the political PR and advertising roadmap and components for effective political campaign planning and execution in modern political landscapes.
CO3	Apply theoretical concepts to practical scenarios through case studies, allowing for a deeper understanding of real-world political PR and advertising strategies and tactics and their outcomes.
CO4	Assess the construction of agendas and their impact on policy outcomes
CO5	Critically evaluate the ethical considerations in political PR and advertising campaign planning and execution.

APR 1P1: LANGUAGE, WRITING, AND COMMUNICATION

Course Credits: 2

Max. Marks: 50

Semester	I
Course Code	APR 1P1
Course Titles	Language, Writing, and Communication
Number of teaching hours per week	2
Total number of teaching hours per semester	30
Number of credits	2

Course objectives

The course provides the foundational principles, organisational strategies, and simple steps to communicate ideas with impact in a business environment.

Learning outcomes

Students will learn step-by-step the language, writing and communication methods and practices with clarity, simplicity, elegance, and eloquence.

Course description

Unit 1: 5 hours

Use courtesies, verbal mannerisms, and language appropriate for communication – emails, telephone conversations, IM platforms, clientele, networks.

Unit 2: 5 hours

Writing with correct grammar and punctuation; basic requisites for day-to-day articulation and persuasion, note taking for businesses.

Unit 3: 10 hours

Using well-known techniques, ability to structure and revise writing with method and precision, apply principles and simple tools to improve writing.

Unit 4: 10 hours

Prepare for the audience, master fear, develop a creative formula, and use verbal and body language.

Suggested Reading:

- Cole, Nicolas. (2020). The Art and Business of Online Writing. Nicolas Cole
- Murray, Simone. (2018). The digital literary sphere: reading, writing, and selling books in the Internet era. Johns Hopkins University Press
- Kuhnke, Elizabeth. (2016). Body Language Learn how to Read Others and Communicate with Confidence. Wiley

Assignments:

1. Create a portfolio (exercise)
2. Create a blog.
3. Group Discussions/ Dialogues/ Debates

Exercise:

- Students will have to maintain a single record of all writing exercises given as classwork
 - Selected works must be rewritten within a specific time limit (as decided by the concerned faculty)
 - All writing work must all be compiled into a report (to track the cognitive process of the student's reading-writing process)
- Students have to submit a writing portfolio for end semester valuations.

Evaluation Pattern

Internal + External = 50

Course Outcomes: At the end of the course, the student should

CO1	Be able to know the nuances of writing and language skills.
CO2	Be able to understand how to communicate during group discussions and presentations.
CO3	Be able to apply the skills learnt in practical scenarios like job interviews.
CO4	Be able to interpret and analyse best practices in the field of communication.
CO5	Be able to evaluate expert portfolios and resumes.
CO6	Be able to create a professional portfolio and writing platforms.

APR 1P2: ART AND DESIGN

Course Credits: 2

Max. Marks: 50

Semester	I
Course Code	APR 1P2
Course Titles	Art and Design
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

Course objectives

Enable students to get a robust understanding of the creative development process and the industry tools used to achieve the same.

Learning outcomes

Students will get hands-on use of software as well as training and industry oriented practical exposure.

Unit 1: The Creative Process

8 hours

- Communication objectives and understanding various creative mediums, their structure and formats, uses, and limitations.
- The ideation process.
- Basics of branding
- Appreciating the use of visuals, fonts, and text as mediums of stimulus and response.
- Understanding a creative brief
- Case studies of how various forms and styles of creative are used for target audiences.

Mandatory readings:

- ACT Institute of TAFE. (1992). *Graphic communication*.
- Landa, R. (2022). *Advertising by design: Generating and designing Creative Ideas Across Media*. Wiley.

Unit 2: Tools of the Trade

15 hours

- Introduction to design software: Vector and raster software
- Creation of designs and layouts using the above

Unit 3: Digital Design

7 hours

- Conceptualisation and creation of a social media campaign

Mandatory readings:

- Hand, D., & Middleditch, S. (2013). *Design for media: A handbook for students and professionals in journalism, Pr and advertising*. Pearson Education.

Valuation

End-semester exams: 50

Evaluation Pattern

Internal + External = 50

(40% + 60%)

Suggested readings:

- Altstiel T, Grow J. Advertising creative: Strategy, copy, design. Los Angeles: SAGE; 2017.
- Ambrose G, Harris P. Design thinking. London: Fairchild Books, Bloomsbury Publishing Plc; 2014.
- Lupton, E., & Phillips, J. C. (2015). *Graphic design: The new basics*. Princeton Architectural Press, Maryland Institute College of Art.
- Maslen, A. (2019). *Persuasive copywriting: Cut through the noise and communicate with impact*. KoganPage.
- Turnbull AT, Baird RN. The graphics of communication: Typography--layout--design. third edition. Holt; 1975.

Course outcome: The students shall be able to,

CO1	Understand the importance of design in the field of graphic communications.
CO2	Apply a variety of brainstorming techniques to generate unique ideas
CO3	Use the software taught in class for design generation
CO4	Communicate the content, context, and process of their work visually

APR 1P3: COPYWRITING

Course Credits: 2

Max. Marks: 50

Semester	I
Course Code	1P3
Course Titles	Copywriting
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

Course objectives

Introduce and explain the basics of copywriting. It starts from understanding and interpreting briefs, the approach to creative conceptualization and working out ways in which customers can be engaged and persuaded. It will also dwell on the approaches to writing for different audiences, touching upon how writing for traditional and digital media needs to be tackled. The objective is not to impress customers through clever use of language as much as to involve them and see things from their point of view.

Course description

Unit 1: What is Copywriting?

5 hours

Approaching the craft and discipline of copywriting. Starting with observation, understanding, emulation and translation of the objectives stated in a client brief.

Mandatory Readings:

- Morrison D. The client brief: A best practice guide to briefing communications agencies. London; 2004.

Unit 2: Learning from the Masters

10 hours

A deep dive into books like 'The Copy Book, Hey Whipple Squeeze This and Stephen King's book, On Writing

Mandatory readings:

- Sullivan L. Hey Whipple, squeeze this: The classic guide to creating Great Advertising. Hoboken, NJ: Wiley; 2022.

Unit 3: Copywriting is not about being clever

10 hours

The need for clarity and simple but striking prose. Through a series of exercises and product categories, understand why it is important to keep the customer in mind at all times.

Mandatory Readings:

- Applegate, E. (2016). *Strategic copywriting: How to create effective advertising*. Rowman & Littlefield.

Unit 4: Write every day. There is no option

5 hours

Emphasising the need to constantly write and refine ideas. No idea comes fully formed as the final line. It has to be arrived at through distilling thoughts, rewriting and churning through a series of ideas and concepts.

Mandatory Readings:

- Applegate, E. (2016). *Strategic copywriting: How to create effective advertising*. Rowman & Littlefield.

Valuation

End-semester exams: 50

Evaluation Pattern

Internal + External = 50

(40% + 60%)

Suggested Readings:

- Altstiel T, Grow J. (2017). *Advertising creative: Strategy, copy, design*. Los Angeles: SAGE
- Higgins, D., & Bernbach, W. (2003). *The art of writing advertising*. McGraw-Hill.
- Lezzi, T. (2010). *The idea writers: Copywriting in a new media and Marketing Era*. Palgrave Macmillan.
- Meeske, M. D. (2009). *Copywriting for the Electronic Media: A Practical Guide*. Wadsworth Cengage Learning.
- Sugarman J. (2007) *The Adweek Copywriting Handbook: The ultimate guide to writing powerful advertising and marketing copy from one of America's top copywriters*. Chichester: J. Wiley

Course outcome: The students shall be able to :

CO1	Understand the importance of writing, not just copywriting
CO2	With the requisite effort, craft clear and coherent copy over years
CO3	Apply the importance of observation and empathy
CO4	Appreciate the effort involved in attracting customer attention
CO5	Look within themselves as customers and analyse what happens
CO6	Take this learning and apply it to resumes and their own careers

Semester II

APR 8122: DIGITAL COMMUNICATION

Course Credits: 6

Max. Marks: 100

Semester	II
Course Code	APR 8122
Course Titles	Digital Communication
Number of teaching hours per week	06
Total number of teaching hours per semester	90
Number of credits	06

Course objectives This course is designed to familiarise students with the key aspects of digital marketing. It will focus on in-depth learning on various platforms for digital communication. It will comprise Media, Content, Analytics and Data.

Learning outcomes

Students will be given an understanding of various sections in Digital Marketing with practical implementations.

Course Description:

Unit 1. Digital Marketing Program Introduction

4 hours

- a. Digital fundamentals
- b. Digital Terminologies
- c. Media Assets
- d. Paid Media Formula.
- e. Platform Introduction.
- f. Preparing a Media Brief

Mandatory Readings:

- Bishop, B. (1998). *Strategic marketing for the Digital age*. American Marketing Association.

Unit 2. SEO Foundation

15 hours

- a. How search engines work
- b. Types of SEO
- c. Keyword research and competitive intelligence
- d. On-page optimization
- e. Off page optimization
- f. Design and Architecture
- g. SEO Tools

Mandatory Readings:

- Jones KB. *Search engine optimization your visual blueprint for effective internet marketing*. Indianapolis, IN: Visual/Wiley; 2013.

Unit 3. PPC

10 hours

- a. Psychology of search
- b. Search Ads and Keyword targeting
- c. Increasing reach with display network
- d. Reaching target audience
- e. Setting and measuring marketing goals

Mandatory Readings:

- Shenoy, A., & Prabhu, A. (2016). *Introducing seo: Your quick-start guide to effective Seo practices*. Apress.

Unit 4. Content Marketing foundation

12 hours

- a. Overseeing a content marketing program
- b. Social media and content publishing platforms
- c. Measurement
- d. Content best practices

Mandatory Readings:

- Quesenberry KA. Social Media Strategy: Marketing, advertising, and public relations in the consumer revolution. Lanham, MD: Rowman & Littlefield, an imprint of The Rowman & Littlefield Publishing Group, Inc.; 2021.

Unit 5. Google Ads

15 hours

- a. Creating a campaign
- b. Creating an ad group
- c. Controlling bids and budgets
- d. Improving campaign performance

Mandatory Readings:

- McDonald J. Google ads (adwords) workbook: Advertising on google ads, YouTube, & the display network. S. I.: JM Internet Group; 2020.

Unit 6. Programmatic buying

10 hours

- a. What is programmatic buying
- b. Programmatic direct vs RTBs
- c. Programmatic workflows
- d. Targeting strategies in programmatic

Mandatory Readings:

- Clotter, M. M. (2015). *Big Data in digital media buying: Programmatic advertising sales - transforming the publishers' eco-system.*

Unit 7. Google Analytics

6 hours

- a. Navigating the interface
- b. Advance table filtering
- c. Creating segments
- d. Multiple goals and goal types
- e. Campaign tracking
- f. Analyzing marketing effectiveness

Mandatory Readings:

- Kelsey, T., & Lyon, B. (2017). *Introduction to google analytics: A guide for absolute beginners*. Apress.

Unit 8. Social Media

5 hours

- a. Social media strategy and planning
- b. Social media channel management
- c. Platform strategy
 - i. Understanding the types of users on each platform
 - ii. Content that does well
 - iii. Different formats to communicate across paid vs organic
 - iv. Creating plan for each platform
- d. Social media tools
- e. Measurement and Reporting

Mandatory Readings:

- Quesenberry KA. *Social Media Strategy: Marketing, advertising, and public relations in the consumer revolution*. Lanham, MD: Rowman & Littlefield, an imprint of The Rowman & Littlefield Publishing Group, Inc.; 2021.

Unit 9. Marketing Automation

4 hours

- a. Automation platforms introduction
- b. Retargeting and Remarketing
- c. Emailer Automation.
- d. Customer Data Platform Introduction.

Mandatory Readings:

- Brown RE, Jones VK, Wang M. *The new advertising: Branding, content, and consumer relationships in the data-driven social media era*. Santa Barbara, CA: Praeger; 2016.

Unit 10. Customer journey and dynamic segmentation

hours

3

- a. Customer Journey Introduction
- b. Customer and Brand Journey Stages
- c. Online Purchase Pathway

d. Marketing Strategy & Actionable During Customer Journey

Mandatory Readings:

- Katz, H. E. (2019). *The Media Handbook a Complete Guide to Advertising Media Selection, planning, research, and buying*. Routledge.

Unit 11. Performance Marketing

3 hours

- a. Understanding the brief
- b. Audience Segmentation
- c. Introduction to Performance Platforms
- d. Building Performance Media Plan

Mandatory Readings:

- Rott, A. (2021). *Performance marketing*. Lecturio GmbH.

Unit 12. Measurement and Attribution

3 hours

- a. Platforms for Measurement
- b. Types of Measurement and Attribution
- c. Setting KPI and Goals

Mandatory Readings:

- Parmenter, D. (2015). *Key performance indicators: Developing, implementing, and using winning Kpis*. John Wiley & Sons.

Blueprint

Code number: APR 8122

Title of the course: Digital Communication

Total marks for which the questions are to be asked (including bonus questions)	Number of Hours	Chapter
06	4	Unit I
12	15	Unit II
05	10	Unit III
10	12	Unit IV
12	15	Unit V
08	10	Unit VI
05	6	Unit VII
05	5	Unit VIII
05	4	Unit IX
03	3	Unit X
03	3	Unit XI
01	3	Unit XII
72	90	TOTAL
Maximum marks for the paper (Excluding bonus question) = 50		

Valuation: End-semester exams: 50 marks

Internal Assessment: 50 marks

Course Outcomes: At the end of the course, the student should

CO1	Understanding of media strategy, Ability to create Media Plan, Understanding of Social tools, digital analytics understanding.
CO2	The students will experience first-hand on different pillars of digital communication and how to prepare for them.
CO3	The students will learn about digital strategy and integrated account planning and reporting.
CO4	Students will apply learnt digital marketing skills in the industry.
CO5	Students will analyse and evaluate real world digital marketing case studies.
CO6	Students will create digital marketing campaigns.

APR 2P1 DIGITAL COMMUNICATION

Course Credits: 2

Max. Marks: 50

Semester	II
Course Code	APR 2P1
Course Titles	Digital Communication
Number of teaching hours per week	2
Total number of teaching hours per semester	30
Number of credits	2

Course description

Unit 1. Role 1: As a Communicator/ Marketer for an Agency

1. Campaign planning and management
2. Content Development for digital platforms
 - a. Researching
 - b. Structuring
 - c. Writing
 - d. Editing
 - e. Repurposing
3. Identifying Keywords and using them in text
4. Competitor Analysis – Primary, Secondary and Tertiary
5. Website Aesthetics and User Interface including Menus and Hierarchies
6. Leveraging social media
 - a. Purpose and Objective
 - b. LinkedIn
 - c. X (formerly Twitter)
 - d. Facebook
 - e. Instagram
7. Using video platforms – YouTube
8. Running a paid advertising service using applications or social media (eg: LinkedIn)
9. Website Hosting Services Overview
10. Tools for the Web
 - a. Content Development
 - b. Photo/Video Repositories
 - c. Measurement and Analytics

Mandatory Readings:

- Katz, H. E. (2019). *The Media Handbook a Complete Guide to Advertising Media Selection, planning, research, and buying*. Routledge.
- Quesenberry KA. *Social Media Strategy: Marketing, advertising, and public relations in the consumer revolution*. Lanham, MD: Rowman & Littlefield, an imprint of The Rowman & Littlefield Publishing Group, Inc.; 2021.

Unit 2. Role 2 : As a Communicator/ Marketer for a Corporate

- a. Understanding the Company's Value proposition, mission and vision
- b. Building the Core Value proposition of the products and services and planning a campaign
- c. Building employee engagement using the intranet
 - a. Developing Content for the Intranet
 - b. Managing Competitions and Quizzes
 - c. Crowdsourcing Content
 - d. Applications for the intranet
- d. Content Development for digital platforms
 - a. Researching
 - b. Structuring
 - c. Writing
 - d. Editing
 - e. Repurposing
- e. Understanding SEO
- f. Competitor Analysis – Primary, Secondary and Tertiary
- g. Website Aesthetics and User Interface including Menus and Hierarchies – Broad Guidelines
- h. Leveraging social media
 - a. Purpose and Objective
 - b. LinkedIn
 - c. X (formerly Twitter)
 - d. Facebook
 - e. Instagram
- i. Using video platforms – YouTube
- j. Website Hosting Services Overview
- k. Tools for the Web
 - a. Content Development
 - b. Photo/ Video Repositories
- l. Measurement and Analytics
- m. Archiving, Indexing and Storing information and information retrieval

- n. Understanding Paid Advertising
- o. Conducting Website Audits and Reviewing outcomes
- p. Selecting the right agency partners

Mandatory Readings:

- McDonald J. Google ads (adwords) workbook: Advertising on google ads, YouTube, & the display network. S. I.: JM Internet Group; 2020.

Valuation

End-semester exams: 50

Evaluation Pattern

Internal + External = 50
(40% + 60%)

Course Outcomes: At the end of the course, the student should

CO1	Understanding of media strategy, Ability to create Media Plan, Understanding of Social tools, digital analytics understanding.
CO2	The students will experience first-hand on different pillars of digital communication and how to prepare for them.
CO3	The students will learn about digital strategy and integrated account planning and reporting.
CO4	Students will apply learnt digital marketing skills in the industry.
CO5	Students will analyse and evaluate real world digital marketing case studies.
CO6	Students will create digital marketing campaigns.

Suggested Readings:

1. García, A. H. (2018). The digital transformation playbook: Rethink your business for the digital age. *Economía industrial*, (409), 149-151.

Website link: *Digital Marketing Online Course at Columbia Business School: Certificate Program*. Online Course at Columbia Business School | Certificate Program. (n.d.). Retrieved December 14, 2022, from <https://online1.gsb.columbia.edu/digital-marketing>

APR 8224: INDIAN AND GLOBAL ECONOMY

Course Credits: 4

Max. Marks: 100

Semester	II
Course Code	APR 8224
Course Titles	Indian and Global Economy
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

COURSE OBJECTIVES:

- To provide basic knowledge about the principles of economics and on real-world applications of economic theory.
- To enable understanding of the decision-making behaviour of economic agents.
- To provide insight and perspectives on policy formulation in the economy.

UNIT I: BASIC MICROECONOMICS

(10 hours)

The scope and method of micro economics, the economic problem: scarcity and choice, economic science, markets and competition, determinants of individual demand/supply, demand/supply schedule and demand/supply curve, market versus individual demand/supply, shifts in the demand/supply curve.

CASE STUDY ANALYSIS AND DISCUSSION (5 Hours)

Mandatory Readings:

- Guruswamy, M., Sharma, K., Mohanty, J. P., & Korah, T. J. (2005). FDI in India's Retail Sector: More Bad than Good?. *Economic and Political Weekly*, 619-623.

UNIT II: INDIAN ECONOMY- PRE AND POST LIBERALISM

(15 Hours)

Economic crisis 1991, Market failure, Government intervention, Role of IMF and IBRD, Economic Reforms, Implications of Globalisation, Privatisation and Liberalisation on Indian

Agriculture, Industry and Trade, demographic trends, population policy, reduction in poverty, social security, HDI ranking, growth of the service sector in India.

Mandatory readings:

- Nagaraj, R. (2003). Industrial policy and performance since 1980: Which way now?. *Economic and Political Weekly*, 3707-3715.

UNIT III – FISCAL AND MONETARY POLICY

(10 Hours)

Monetary policy, instruments of monetary policy, fiscal policy, components of fiscal policy, Structural policies, Reserve Bank of India and its role, Gross Domestic Product-types and its components.

Mandatory Readings:

- Nagaraj, R. (2003). Industrial policy and performance since 1980: Which way now? *Economic and Political Weekly*, 3707-3715.

UNIT IV - GLOBAL TRADE DYNAMICS

(15 Hours)

Export Import Policy, Trade Policy- CAD, Balance of Payments, Foreign Direct Investment, Exchange Rate Management, International Economic Institutions – IMF, World Bank, WTO, Share market, SENSEX and NIFTY, Financial markets, primary and secondary markets, economic cycle, the Bull and the Bear trends, Why does a share market crash? Reading a balance sheet, profit and loss statement, annual report of companies, budget.

CASE STUDY ANALYSIS AND DISCUSSION (5 Hours)

Mandatory Readings:

- Guruswamy, M., Sharma, K., Mohanty, J. P., & Korah, T. J. (2005). FDI in India's Retail Sector: More Bad than Good?. *Economic and Political Weekly*, 619-623.
- Kumar, N. (2005). Liberalisation, foreign direct investment flows and development: Indian experience in the 1990s. *Economic and Political weekly*, 1459-1469.
- Economic news and discussion

Suggested Readings:

1. Puri, V. K., & Misra, S. K. (2017). Indian economy.
2. Kapila, U. (Ed.). (2008). *Indian Economy since independence*. Academic Foundation.

Valuation

End Semester exams: 50 marks

Internal Assessment: 50 marks

BLUEPRINT:**APR 8224 Indian and Global Economy**

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit 1	15	15
Unit 2	10	16
Unit 3	10	16
Unit 4	15	25
TOTAL	60	72
Maximum marks for the paper (Excluding bonus question) = 50		

COURSE OUTCOME:

CO1	To be able to develop a basic understanding about the microeconomics.
CO2	To be able to recognise the real-world applications of economic theory
CO3	To be able to analyse and interpret decision-making behaviour of economic agents.
CO4	To be able to provide insight and perspectives on policy formulation in the economy.
CO5	To be able to understand the functioning of the financial markets of India
CO6	To be able to recognize the dynamics of the global economy

APR 8324: INTEGRATED MARKETING COMMUNICATIONS (THEORY)

Course Credits: 4

Max. Marks: 100

Semester	II
Course Code	APR 8324
Course Titles	Integrated Marketing Communications (Theory)
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Course objectives

To introduce the concept of Integrated Marketing Communications (IMC) and impress upon students the realisation that (a) marketing and marketing communications need to work in concert, (b) marcomms has a measurable impact on business and brands, (c) different tools and media need to work in concert to make an impact, and that (c) Advertising & PR are different fruits from the same tree.

Course description

Unit 1: Introduction to IMC

5 hours

Meaning and role of Integrated Marketing Communications, Scope of IMC in marketing process, Understanding Communication process- Source, message and channel factors

Mandatory readings:

- Percy, L. (2008). *Strategic integrated marketing communications*. Routledge.

Unit 2: Models in IMC

10 hours

Communication response hierarchy, AIDA Model, Hierarchy of effects model, Innovation adoption model, information processing model, the standard learning Hierarchy, Duncan's IMC macro model, Wang-Schlutz IMC planning model, circular model of consumer journey.

Mandatory readings:

- Solomon, M. R. (2020). *Consumer behavior: Buying, having, and being*. Pearson.

Unit 3: Advertising and Sales promotion

15 hours

Factors in an 'Ad' that accomplish Persuasion and Attitude conversion. Role of Sales Promotion in communicating and offering Value to its customers, The surge in Sales Promotion in Recent years, The two major components of Sales Promotion: Trade and Consumer Promotion, Events, Experiences and Sponsorships

Mandatory readings:

- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective*. McGraw-Hill.

Unit 4: Publicity and Public Relations

15 hours

Publicity a potent tool in communication, Role and functions of publicity, publicity in digital economy, potential challenges in publicity and marketing communications, public relations: meaning and scope, role and functions of PR in digital economy, communication process in public relations: research, planning, communication.

Mandatory readings:

- Botan, C. (2006). Grand strategy, strategy, and tactics in public relations. *Public relations theory II*, 223-247.

Unit 5: Managing Digital Communications

10 hours

Emergence of digital communication, managing marketing communications on social media, creating and managing digital word of mouth, mobile marketing: The scope of mobile marketing, elements of an effective mobile marketing program, AI for marketing planning, marketing and brand management.

Mandatory readings:

- Kartajaya, H., Kotler, P., & Hooi, D. H. (2019). Marketing 4.0: moving from traditional to digital. *World Scientific Book Chapters*, 99-123.

Unit 6: IMC and Campaign Planning

5 hours

Translating an IMC strategy into the use of appropriate marcomms tools in the proper sequence and for the right duration. Defining goals and recommending appropriate metrics to measure the impact.

Mandatory readings:

- Niraj. (2009). *Integrated Marketing Communication*. Himalayan Books.

Assignments:

1. Formulate an IMC plan for a brand.
2. Analyse sample advertisement and identify the various aspects of the hierarchy of effects.

Valuation

End Semester exams: 50 marks

Internal Assessment: 50 marks

BLUEPRINT:

Course Code: APR 8324

Course Title: Integrated Marketing Communication (Theory)

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit 1	6	8
Unit 2	10	15
Unit 3	5	13
Unit 4	24	20
Unit 5	5	4
Unit 6	10	12
TOTAL	60	72
Maximum marks for the paper (Excluding bonus question) = 50		

Course Outcomes: At the end of the course, the student should

CO1	Be able to look at a sample of advertising (any medium) and identify the various aspects of the Hierarchy of Effects that it follows.
CO2	Be able to recognise which aspect of a brand's communications strategy requires emphasis.
CO3	Be able to analyse and interpret available information to determine what communications strategy a given brand ought to follow.
CO4	Be able to formulate an IMC plan for a brand in a given situation and write a recommendation for it.
CO5	Be able to recommend a set of communications tools that would be used to deliver a given strategy and justify that selection.
CO6	Be able to develop, recommend, present and defend a comprehensive IMC plan including choice of communications tools and brand metrics.

Suggested Books

- Hall, B. F. (2004). On measuring the power of communications. *Journal of advertising Research*, 44(2), 181-187.
- Dutta, K. (2016). *Integrated marketing communications*.
- Rao, C. (2019). *Making Marketing Music: Integrated Marketing Communications at Work*. Bloomsbury Publishing.

APR 8424: MARKETING RESEARCH (THEORY)

Course Credits: 2

Max. Marks: 50

Semester	II
Course Code	APR 8424
Course Titles	Marketing Research (Theory)
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

Course objectives

This course provides a comprehensive introduction to the concepts, processes, and techniques of marketing research as applied in the field of Advertising and Public Relations.

Course description

Unit 1: Introduction to Marketing Research

3 hours

Meaning, characteristics, nature & scope, types of research. Application of research in the marketing world. Role of marketing research in advertising and PR.

Mandatory readings:

Birks, D. F., & Malhotra, N. K. (2006). *Marketing Research: an applied approach*. England: Pearson Education UK.

Clow, K. E., & James, K. E. (2013). *Essentials of marketing research: Putting research into practice*. SAGE publications.

Unit 2: Qualitative and Quantitative Research Methods and Techniques

5 hours

Quantitative Research Methods: Census, Survey, Experiment, Content analysis.

Qualitative Research Methods: Case study, Content analysis, Focus Group Discussion, Observation, Interviews, and Projective technique.

Mandatory readings:

Clow, K. E., & James, K. E. (2013). *Essentials of marketing research: Putting research into practice*. SAGE publications.

Morrison, M., Haley, E., Sheehan, K., & Taylor, R. (2002). *Using qualitative research in advertising*. Thousand Oaks, CA: Sage

Unit 3: The Research Process

7 hours

Formulation and components of a Research brief. Marketing research process, Research design, Sampling techniques and Sample design, Questionnaire design, Data collection, Data analysis, Interpretations and Report writing.

Mandatory readings:

Bradley, N. (2007). *Marketing research: tools & techniques*. Oxford University Press, USA.

Unit 4: Branches of Marketing Research in Advertising and PR with case studies

9

hours

Formal and informal research, Formative and evaluation research, Copy research, Positioning research, Pricing research, Competitor research, Consumer research, Brand research, new product development and Product testing, Market simulation, Media research, Opinion polling.

Mandatory Readings:

Davis, J. (2012). *Advertising Research: Theory and Practice* (2nd ed. revised). Prentice Hall.

Frandsen, F., Johansen, W., Tench, R., & Romenti, S. (Eds.). (2019). *Big ideas in public relations research and practice*. Emerald Group Publishing.

Smith, S. M., & Albaum, G. S. (2005). *Fundamentals of marketing research*. Sage.

Unit 5: Trends in Marketing Research

6 hours

Archival and online research, social media-based sentiment analysis tools. Nuances of rural research. Research tools and software.

Mandatory readings:

Nunan, D., Birks, D. F., & Malhotra, N. K. (2020). *Marketing research: an applied approach*. Pearson.

Valuation

End semester exams: 25 marks

Internal Assessment: 25 marks

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit 1	3	5
Unit 2	5	6
Unit 3	7	11
Unit 4	9	13
Unit 5	6	10
TOTAL	30 hours	45
Maximum marks for the paper (Excluding bonus question) = 25		

Suggested Readings:

Jugenheimer, D. W., Kelley, L. D., Hudson, J., & Bradley, S. (2015). *Advertising and public relations research*. Routledge.

Stevens, R. E., Loudon, D. L., Ruddick, M. E., Wrenn, B., & Sherwood, P. K. (n.d.). *The Marketing Research Guide*.

Wilmshurst, J., & Mackay, A. (2010). *Fundamentals of Advertising*. Routledge.

Wimmer, R. D., & Dominick, J. R. (2000). *Mass media research: an introduction (6th ed.)*. Belmont, CA: Wadsworth Publishing Company.

2P2: Marketing Research (Practical)

Course Credits: 2

Max. Marks: 50

Semester	II
Course Code	2P2
Course Titles	Marketing Research (Practical)
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

- 1) Practical application of research as elucidated in theory **30 Hours**
- 2) Surveys, Interviews

Marketing Research (Practical)

- Activity I** - Brand health assessment study **8 hours**
Activity II - Ad pre-test study **10 hours**
Activity III - Positioning study **12 hours**

It is mandatory for every student in the group to take on a minimum of one role for the project. Each student will be marked on their individual performance and team contribution.

Valuation

End Semester Exam: 50 marks

Internal + External: 50 marks

(40% + 60%)

BLUEPRINT:

Course Code: 2P2

Course Title: Marketing Research (Practical)

Course Outcomes: At the end of the course, the student should be able to -

CO1	Demonstrate the understanding of marketing requirements and research methodology into a research specs document
CO2	Comprehend and interpret specifications documents, translating them into the development of specific tools for research.
CO3	Apply sampling techniques and data collection methods according to research requirements.
CO4	Analyse data using appropriate statistical methods and techniques, demonstrating proficiency in data analysis.
CO5	Interpret the research data effectively, drawing meaningful insights and conclusions.
CO6	Evaluate research findings and consumer insights to formulate a comprehensive marketing action plan.

APR 8522: CORPORATE COMMUNICATIONS (THEORY)

Course Credits: 2

Max. Marks: 50

Semester	II
Course Code	APR 8522
Course Titles	Corporate Communications (Theory)
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

Course objectives

Articulate the relationship between the communication function and other business functions of corporations. Explain corporate identity based on the understanding of the significance of the corporate voice. Assess internal and external corporate communication needs and develop strategic communication plans. Effectively communicate with multiple stakeholder groups using various modes of communication. Articulate the roles corporations play within the larger social, cultural, political, and economic context of our contemporary global society.

Learning outcomes

Students learn about the nuances of corporate communication and are expected to be ready to handle the various challenges of organisational PR.

Course description

Unit 1: Introduction to Corporate Communication

4 hours

Definition; Functions; Changing environment for Indian Business

Mandatory Readings:

- Cornelissen, Joep (2020). *Corporate communication: A guide to theory and practice*. Sage Publications.

Unit 2: Media Relations**5 hours**

The nature of news and social media; case studies

Mandatory readings:

- Blyskal, J., & Blyskal, M. H. (1985). *Pr: How the Public Relations Industry writes the news*. W. Morrow.

Unit 3: Community Relations and Corporate Strategy**4 hours**

Community- company relationships; community investment; Marketing strategy

Mandatory Readings:

- Wiersema, M., & Beck, J. (2011). *Corporate strategy*. Edward Elgar Pub.

Unit 4: Internal Communication and Investor Relations**4 hours**

Internal and external aspirations and expectations; sustainable value; strategic content; transparency.

Mandatory Readings:

- Cornelissen, J. O. E. P. P. (2020). *Corporate communication: A guide to theory and practice*. Sage Publications.

Unit 5: Campaign Planning for Corporate Communications**5 hours**

Elements of a Corporate Communications Campaign:

- Target Audience
- Setting realistic goals
- Message Development
- Knowing your competitors
- Using the right tools to tell your story

3 Cs of a Corporate Communications Campaign

- Compelling
- Consistent
- Credible

Thought Leadership for CEO

- Participation in seminars, panel discussions
- CEO as the chief spokesperson
- Executive communications
- Social media presence

Mandatory Readings:

- Wiersema, M., & Beck, J. (2011). *Corporate strategy*. Edward Elgar Pub.

Unit 6: Ethics in Corporate Communications.

4 hours

- Integrity
- Competence
- Truth
- Trust
- Transparency
- Conflict of Interest
- Confidentiality
- Code of Ethics

Mandatory readings:

- Henderson, E. A., & McIlwraith, M. (2013). *Ethics and corporate social responsibility in the meetings and events industry*. John Wiley & Sons Inc.

Unit 7: Corporate Social Responsibility

4 hours

Meaning and Scope of CSR

- The meaning and importance of Corporate Social Responsibility-
- Evolution of CSR
- Evolving role of stakeholders
- The role of social responsibility

CSR's contribution to society at large

- Stakeholder advocacy
- The role of corporates in society
- Awareness and willingness to pay for socially responsible corporate behaviour

CSR and its benefits to corporates

- CSR as a balance between profit creation and social responsibility
- CSR's role as a promoter of good corporate governance
- CSR as a competitive advantage
- CSR's role in running a purposeful business

Mandatory readings:

- Henderson, E. A., & McIlwraith, M. (2013). *Ethics and corporate social responsibility in the meetings and events industry*. John Wiley & Sons Inc.

Valuation: End-semester exams: 25 marks

Internal Assessment: 25 marks (Assignments, activities, tests)

Suggested Case studies

- Antenna Gate: Apple’s Loss of Signal (A)
- Johnson & Johnson’s Strategy with Motrin: The Growing Pains of Social Media
- Tata Teleservices Crisis
- ICICI Bank Crisis
- Pepsi-Cola’s Syringe Crisis
- Video: “Claim It”

Suggested books

- Argenti, P. (2009). Corporate Communication, 5th edition. Boston, MA: Irwin / McGraw-Hill
- Caywood, C. (1997). The Handbook of Strategic Public Relations & Integrated Communications: McGraw Hill

BLUEPRINT

Code: APR 8522

Course: Corporate Communication

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit 1	4	10
Unit 2	5	10
Unit 3	4	5
Unit 4	4	5
Unit 5	5	5
Unit 6	4	5
Unit 7	4	5
TOTAL	30	45
Maximum marks for the paper (Excluding bonus question) = 25		

Course outcomes

CO 1	Students will understand the relationships between corporate functions and business.
CO 2	Students will be able to practically understand ethics in a corporate culture.
CO 3	Students will be able to design a communications campaign
CO 4	Students will be able to distinguish key ideas for a corporate cultural set-up.
CO 5	Students will be equipped to transition from learners to corporate professionals.

APR 8624: MEDIA LAW AND ETHICS

Course Credits: 2

Max. Marks: 50

Semester	II
Course Code	APR 8624
Course Titles	Media Law and Ethics
Number of teaching hours per week	2
Total number of teaching hours per semester	30
Number of credits	2

Course objectives

The course attempts to provide understanding of the law and ethics on the operation of media with emphasis on PR and advertising ethics. It explores how the various laws as external sets or rules and ethics as self-regulatory mechanisms impact on the media.

Course description

Unit 1: Overview of law and practice

10 hours

Constitutional frameworks – fundamental rights; freedom of speech and expression; reasonable restrictions, legislature, executive and judiciary; Right to Privacy; Right to Information.

Mandatory readings:

- Aggarwal, S. K. (1993). Media and Ethics. India: Shipra Publications.

Unit 2: Legal Restrictions

10 hours

Censorship; CBFC; Sedition, Hate Speech; Decency and Morality; IPR with emphasis on copyright and case studies.

Mandatory readings:

Thapar, S. & Singha, N. (2013). Handbook of Media Laws. Unistar Books.

Unit 3: Ethical principles and codes

10 hours

Protecting public interest; advertorials, pressure groups, freebies, and junkets; misrepresentation and misleading advertising; ethics in PR and advertising – PRSI, PRCI, IPRA and ASCI code

Mandatory readings:

- PG, T. (2012). *Media ethics: Truth, fairness, and objectivity*. . New Delhi: Oxford Higher Education.

Assignments:

1. Analyse and present case studies.
2. Analyse different media law related issues on contemporary media.

Valuation

End semester exam: 25 marks

Internal Assessment: 25 marks

Suggested Readings:

- Basu, DD (2002) *Laws of the Press*. New Delhi: Prentice-Hall of India.
- Hakemulder, de Jonge , Fray A.C. and P P Singh (1998) *Media Laws and Ethics*. New Delhi : Anmol Publications.
- MacDonald, Barrie and Michel Petheram (1998) *Key Guide to Information Sources in Media Ethics*. London: Mansell Publishing.
- *Mass media laws and regulations in India*. Singapore: Asian Media Information and Communication Centre; 2000.
- Masterson, Murray (Ed.) (1996) *Asian Values in journalism*. Singapore: Asian Media Information and Communication Centre.

BLUEPRINT:**Course Code: APR 8624****Course Title: Media Law and Ethics**

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit I	10	15
Unit II	10	15
Unit III	10	15
TOTAL	30	45
Maximum marks for the paper (Excluding bonus question) = 25		

Course Outcomes: At the end of the course, the student should be able to

CO1	Understand the different laws pertaining to the media.
CO2	Interpret media laws in the context of contemporary situations.
CO3	Learn to apply media laws in live projects.
CO4	Analyse media law-related case studies.
CO5	Evaluate the outcomes of different case studies.
CO6	Help create an ethical and professional landscape in their work environment, as media professionals.

APR 8723 CREATIVE CAMPAIGN PLANNING: THEORY

Course Credits: 2

Max. Marks: 50

Semester	II
Number of credits	02
Paper Code	APR 8723
Paper Title	Creative Campaign Planning: Theory
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Marks	50

Unit 1: Planning an advertising campaign

(6 hours)

- a. Campaign Planning Process: Situational Analysis – Campaign Objectives – Budget - Marketing Strategy – Advertising Plan -Creative Brief - Message Creation and Creative Execution - Media Selection – Media Scheduling – Campaign Execution – Review
- b. Creativity and its significance in advertising
- c. Strategy thinking in the creative process
- d. The Creative Process: Immersion – Incubation - Ideation – Illumination – Evaluation; Conceptual Framework of the Creative Thought Process: Osborn, Taylor, Wells
- e. Idea generation techniques

Mandatory reading:

- Reeves, R. (2015). *Reality in Advertising*. imusti

Unit 2: Understanding advertising campaigns

(12 hours)

- a. Decoding creative campaigns of established brands
- b. Deconstruction and critique of recent advertising campaigns
- c. Understanding semiotics in advertising messages

Mandatory readings:

- Higgins, D., & Bernbach, W. (2003). *The Art of Writing Advertising*. McGraw-Hill.
- Ogilvy, D. (1983). *Ogilvy on Advertising*. Crown

Unit 3: Learning from the legends

(12 hours)

- a. Understanding the creative strategy put forth in the works of Bill Bernbach, David Ogilvy, Helen Lansdowne Resor, Mary Wells Lawrence, Hal Riney, Howard Luck Gossage, Lester Wunderman
- b. Piyush Pandey, Prasoon Joshi, Prahlad Kakkar, R. Balki, Sam Balsara, Alyque Padamsee
- c. Contemporary stalwarts in advertising and their creative work - an analysis

Mandatory reading:

- D&AD (2018). *The Copy Book: How Some of the Best Advertising Writers in the World Write Their Advertising*. Taschen America.

Suggested readings:

- Bly, R. (1985). *The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells*. St. Martin's Griffin.
- D&AD. (2018). *The Copy Book: How Some of the Best Advertising Writers in the World Write Their Advertising*. Taschen America.
- Lane, R., King, K. & Russell, T. (2010). *Kleppner's Advertising Procedure*. 18th Ed. Pearson.
- Ogilvy, D. (1983). *Ogilvy on Advertising*. Crown.
- Ogilvy, D. (1963). *Confessions of an Advertising Man*. Atheneum.
- Pandey, P. (2015). *Pandeymonium: Piyush Pandey on Advertising*. Penguin Portfolio.
- Reeves, R. (2015). *Reality in Advertising*. imusti

Course Code: APR 8723

Course Title: Creative Campaign Planning

Chapter	Number of Hours	Total marks for which the questions are to be asked (including bonus questions)
Unit I	10	15
Unit II	10	15
Unit III	10	15
TOTAL	30	45
Maximum marks for the paper (Excluding bonus question) = 25		

Course Outcomes:

CO1	Students understand the creative campaign process
CO2	Students understand the relevance of ideation and creative thinking in advertising
CO3	Students learn to analyse and critique advertisements
CO4	Students gain different perspectives on creative planning by learning from the legends in the advertising industry

APR 2P3: NGO Internship

Course Credits: 2

Semester	II
Course Code	APR 2P3
Course Titles	NGO Internship
Duration	1 month

Objective: The internship is meant to sensitise students to the grass-root realities and the marginalised sections of the society; hence they are expected to work with NGOs that work with grassroots. For this purpose, they may not intern with NGOs working with animals and other non-human direct beneficiaries.

While working for NGOs, they may contribute to it in their capacity as specialist communicators, but their primary engagement will be with the direct and human beneficiaries of the NGOs.

After the completion of the internship, students will obtain a certificate of completion from the NGO and submit it to the School of Communication and Media Studies

- There won't be any evaluation of the internship, hence no marks assigned to it.
- The NGO internship will be marked as "completed" or "incomplete" in marks cards.

CO 1	Students will be able to understand NGO related administration and practice
CO 2	Students will be able to distinguish the needs of such organizations.
CO 3	Students will receive hands on practice assignments during their training.
CO 4	Students will be able to relate industry methods in classroom learning.
CO 5	Students will be able to inculcate an understanding of the society through this practice.

APR 2P4 CREATIVE CAMPAIGN PLANNING (PRACTICAL)

Course Credits: 1

Max Marks: 50

Semester	II
Number of credits	01
Paper Code	APR 2P4
Paper Title	Creative Campaign Planning (Practical)
Number of teaching hours per week	01
Total number of teaching hours per semester	15
Marks	50

Students learn to walk through the entire creative campaign planning and create a comprehensive advertising campaign for a brand.

1. Students are divided into groups wherein they take in different roles as Brand Strategist/Account Executive, Copywriter, Visualizer, Graphic Designer, Ad Film makers
2. Students are introduced to a real-time client/brand who briefs them about their brand and their advertising requirements
3. The Account Executive creates the Client Brief and then translates it into the Creative Brief
4. The entire team works together on the big idea generation for the campaign
5. Copywriters work on the copy and the visualizers work on the layout
6. The execution of the creatives is done by the Graphic Designers and the ad film-makers
7. Creative deliverables that are mandatory: Print ads; TVC, radio ad, social media advertising, hoardings, POP promotional materials, brand activation strategies, product packaging, if required,
8. Creative pitch deck preparation by Account Executive and presentation to the client and to the examiners during the Viva Voce.

Note:

- It is mandatory for every student in the group to take on a minimum of one role for the project. Students can take on multiple roles based on their interest.
- Marks will be awarded based on two criteria – individual performance and group outcomes.
- Groups are required to meet up with the faculty in-charge of the project on a regular basis for continuous updates and inputs. Students are required to maintain a record of these meetings and present them during the Viva Voce.

Suggested Readings:

- Bly, R. (1985). *The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells*. St. Martin's Griffin.
- Lane, R., King, K. & Russell, T. (2010). *Kleppner's Advertising Procedure*. 18th Ed. Pearson.
- Ogilvy, D. (1983). *Ogilvy on Advertising*. Crown.
- Padamsee, A. (2020) *A Double Life: My Exciting Years in Theatre and Advertising*. India: Penguin
- Pandey, P. (2015). *Pandeymonium: Piyush Pandey on Advertising*. Penguin Portfolio.

Valuation: Internal + External = 50

(40 % + 60 %)

Course Outcomes:

CO1	Students walk through the entire creative campaign process
CO2	Students undertake the ideation process
CO3	Students write copy and design advertisements
CO4	Students create an advertisement campaign and acquire the skills of advertisement strategy, advertisement creation and presentation of their creatives

SEMESTER III

BATCHES: 2023 - 2024

APR 9124: RURAL MARKETING AND COMMUNICATIONS (THEORY)

Course credits: 4

Max Marks: 100

Semester	III
Paper Code	APR 9124
Paper Title	RURAL MARKETING COMMUNICATIONS (THEORY)
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04
Marks	50

Course Objective: To provide students with an in-depth knowledge of the rural marketing process and give them the knowledge to create campaigns targeted at rural India.

Learning Outcome:

The course is designed to help the learner gain insights into rural markets, understand the rural consumer, strategize for rural India and understand rural marketing within the framework of Integrated Marketing Communication.

Unit 1: Understanding Rural Markets (10 hours)

Rural India – definition and composition: demographics, economic indicators, socio-cultural and political nuances; indicators of development in rural India; Urban Vs Rural markets – differences, opportunities and challenges in rural markets; Advent of rural marketing in India; Phases of rural marketing in India; Conceptual framework: Rural marketing model; 4A's of rural marketing

Readings:

Jodhka, S.S. (2018). *Handbook of Rural India: Readings on the Economy, Polity and Society*. The Orient Blackswan.

Sainath, P. (2002). *Everybody Loves a Good Drought: Stories from India's Poorest Districts*. Penguin.

Unit 2: Understanding the Rural Consumer

(15 hours)

Rural consumer – motivations, attitudes, aspirations, values and belief systems; Social class and community influence on rural consumer; Buying behaviour of rural consumers; buying process – challenges and opportunities; factors affecting buying behaviour; Rural consumption patterns; BoP marketing; Semi-urban consumer – the emerging market

Mandatory readings:

Mahajan, V. (2016). *Rise of Rural Consumers in Developing Countries*. Sage Publications India.

Prahalad, C.K. (2006). *The Fortune at the Bottom of the Pyramid*: Dorling Kindersley Pvt Ltd.

Unit 3: Going In-depth into Rural Markets (15 hours)

Significance of rural market research - agencies and tools; Segmentation, Targeting and Positioning (STP) for rural markets; Rural marketing mix, new product development and product lifecycle; Media formats to reach rural India; Rural sales and distribution mechanisms; Government interventions in rural markets

Mandatory readings:

Agrawal, M. (2009). *Consumer Behaviour & Rural Marketing in India*. New Century Publications.

Dogra, B. & Ghuman, K. (2008). *Rural Marketing: Concept & Cases*. Tata McGraw-Hill.

Unit 4: Marketing Strategies for Rural Markets (10 hours)

Marketing agricultural inputs and produce – Role of Agricultural Produce Market Committee (APMC) and Farmer Producer Organisation (FPO), ITC e-Choupal. Marketing FMCGs and CPGs; Marketing financial services; Marketing consumer durables. Case studies

Mandatory readings:

Acharya, S.S. & Agarwal, N.L. (2021). *Agricultural Marketing in India*. CBS Publishers & Distributors.

Krishnamacharyulu, C.S.G. & Ramakrishnan, L. (2010). *Rural Marketing: Text and Cases*. Pearson India.

Unit 5: Integrated Marketing Communication (IMC) for Rural Markets (10 hours)

Elements of IMC for rural India - Direct marketing, mobile technologies for marketing, sales promotions, advertising, public relations - CSR and development marketing strategies; Brand management for rural India; IRMA case studies.

Mandatory readings:

Agrawal M. (2016). *Rural Marketing, Media Planning & Consumer Protection*, Ingram Short Title.

Velayudhan, S.K. (2007). *Rural Marketing - Targeting the Non-urban Consumer*. Sage Publications.

Note: Reading of rural news in general interest newspapers and economy-specific newspapers is a mandatory component of the coursework.

Mandatory readings:

- Banerjee, A., & Duflo, E. (2012). *Poor Economics*. Random House India.
- Bhatia, T.K. (2007). *Advertising & Marketing in Rural India*. Laxmi Publications.
- Dutta, K. (2016). *Integrated Marketing Communications*. Oxford University Press
- Kashyap, Pradeep (2016) *Rural Marketing*, Pearson India.
- Singh, A.K. & Pandey, S. (2007). *Rural Marketing: Indian Perspective*. New Age International Publishers.

BLUEPRINT

APR 9124

Course: Rural Marketing Communications

Total marks for which the questions are to be asked (including bonus questions)	Number of Hours	Chapter
15	10	Unit I
20	15	Unit II
07	15	Unit III
15	10	Unit IV
15	10	Unit V
72	60	TOTAL

Course Outcomes:

CO1	Students will gain an understanding of rural India
CO2	Student will gather insights into the attitudes and behaviour of the rural consumer and learn to interpret them
CO3	Students will understand the need for IMC for rural markets
CO4	Students will be able to devise brand strategies for rural markets.

Semester	III
Number of credits	02
Paper Code	APR 3P3
Paper Title	Rural Marketing Communications (Practical)
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Marks	50

Course Objective: To provide students with hands-on training on creating campaigns targeted at rural India.

Learning Outcome:

At the end of the course, the learner would be able to create an end-to-end rural marketing campaign.

Rural Communications Campaign

- Decide on a product line to be marketed in rural India
- Rural India Familiarization and Market Insights
 - A four-day field trip to a rural community for rural interaction, understanding of demographics, psychographics and media habits of rural markets
- Create a Consumer Persona based on the data collected during the field trip
- Devise a marketing strategy for the product line
- Draft the creative brief for the branding and launch of the product line
- Branding the product line
 - Creatives – Print, TVC, Outdoor, POP, Digital, Brand activation strategies

Note: A trip to a traditional Bengaluru *Santhe* is suggested as a part of this exercise to get students acquainted with semi-rural areas around Bengaluru.

Course Outcomes:

CO1	Students will gain insights into life in rural India
CO2	Students will learn to strategize and target rural markets.
CO3	Student will create a comprehensive advertising and marketing campaign for a rural market

References:

- Puri, S. S. (2020). *Rural Market Unleashed : Position Yourself in the Rural Market Effectively*. Notion Press
- Singh, A.K. & Pandey, S. (2007). *Rural Marketing: Indian Perspective*. New Age International Publishers.
- Velayudhan, S.K. (2007). *Rural Marketing - Targeting the Non-urban Consumer*. Sage Publications.
- Verma, S.B & Narayan, M. & Thryambakam, P. (2014). *Rural Marketing*. Scientific Publishers.

Semester	III
Paper Code	APR 9223
Paper Titles	ACCOUNT PLANNING AND MANAGEMENT
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Objective: To understand the practice-based experiences of account management with industry integration and highlights from theoretical concepts

Learning outcomes: The syllabus is designed to benefit students from practice based lectures and the understand key areas of a career.

PART 1 – ACCOUNT MANAGEMENT (ADVERTISING) (15 hours)

Unit 1: The Account Management Function & Practice

- a) Description of the function and the roles to be played across various levels of seniority in the advertising business (Management Trainee to a Business Group Head). The Key Result Areas at each level and the skillsets and knowledge requirements for each.
- b) Attitudes, Values, and Culture:
The mindset needed to become and remain a great account management professional. The need to balance the priorities and objectives of two organizations – the Client and the Agency. The what, whys, and hows of managing a complex professional relationship.
- c) Client Management and Client Engagement:
The nuanced shift from one to the other. Client–agency relationships. Techniques in handling varying profiles of clients, setting deadlines, and delivering to expectations. The process of structured meetings, feedback mechanisms, report writing, presentations, and review mechanisms.

d) Brand Management:

The process of brand benchmarking and competition mapping. Proactive strategy development and advisories. Ideation on marketing, sales, distribution, and promotions. Brand innovations etc.

e) Operations Management:

Managing the cycle of work within the agency – brand briefs, creative briefs, creative presentations, media briefs, media presentation, and the review mechanism. Billings & Collections. Escalation issues – internal and external. Team management skills. Training.

f) Business Management:

The “Profit Centre” model. Budget and Cost management. Vendor development and negotiations. The process of accountability and documentation in line with the same. New business development.

Suggested Readings

- Solomon, R. (2016). *The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers*.
- Goldberg, F. S. (2014). *The Insanity of Advertising: Memoirs of a Mad Man*.

PART 2 - ACCOUNT MANAGEMENT (PR)

(20 hours)

Unit 2: Introduction to account Management (5 hours)

Roles and responsibilities of account management; System and Processes; Team structure.

Unit 3: Client - Agency - Media Relationship (10 hours)

Client-Agency lifecycle- different stages; Building Client Relations; Stakeholder Management Strategy and Planning Campaign; Building Media Relations; Liaising with clients and media on PR campaigns.

Unit 4: PR Campaigns (5 hours)

Analysing PR campaigns – different steps in a PR campaign; Evaluation, Measurement and Reporting PR campaigns; Real-world case studies of PR campaigns

PART 3 - ACCOUNT PLANNING

(25 hours)

Unit 5: The Account Planner (10 hours)

Role and function of the Account Planner in an agency environment. Key attributes and skillsets. Functional levels and roles.

Unit 6: Brand Strategy & Communication Planning; Key Concepts (15 hours)

The brand lifecycle and its implications on the communication process. Category codes in communication – emerging and evolving categories. The different types of brands – Leader, Follower, Challenger, and me-too brands.

The various forms of brand research. What is a brand audit or a brand health tracker? The Consumer - User, Buyer, Influencer.

Brand inertia. Competitive brand strategies – dodger, defender, attacker, lighthouse branding, etc. Brand positioning. The creation and building of brand equity. An introduction to some important models in Planning/Positioning: Brand Key, Brand Prism, Brand Purpose.

NOTE: 6 hours of self-study will be assigned from the above units.

Valuation: End-semester exams: 50 marks

Internal Assessment: 50 marks

References

- Solomon, R. (2016). *The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers*.
- Goldberg, F. S. (2014). *The Insanity of Advertising: Memoirs of a Mad Man*.

Blueprint

Code number: APR 9223

Title of the paper: Account Planning and Management

Total marks for which the questions are to be asked (including bonus questions)	Number of Hours	Chapter
10	15	Unit I
20	15	Unit II
07	05	Unit III
15	10	Unit IV
15	15	Unit V
72	60	TOTAL

Course Outcomes

CO1	Students will be able to understand the functional aspects of jobs in the advertising market.
CO2	Students will be able to analyse strategic aspects of Brand Marketing to ensure they have a well-rounded understanding of business communication.
CO3	Students will learn the functions, operations and processes involved in strategic account management.
CO4	Students will be able to understand, evaluate and create effective brand and communication strategies.
CO5	Students will be able to evaluate situations based on the strategized communicative techniques and methods implemented.
CO 6	Students will be able to apply various tactics learnt while on the job training.

Semester	III
Paper Code	APR 9323
Paper Titles	MEDIA PLANNING AND BUYING: THEORY
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

Unit 1: Media Strategy (4 hours)

How do we align to business and marketing objectives; Audience assessment; Market wise tasks; Budgeting basis brand tasks & Market; Measurement criteria.

Unit 2: The Media function (5 hours)

An overview of the Media Agency, its evolution through time, and present-day structure, roles, and functions, in India and abroad.

Unit 3: The evolution of Indian media (6 hours)

A breakdown of the industry across print, dailies, television, radio, cinema, and outdoor. The various attributes, advantages, and disadvantages of each of the mediums, their various creative formats, terminologies, innovations, and their effectiveness across all the states of India.

Unit 4: Media Planning tools (6 hours)

An introduction to the basic tools of planning and buying. The concepts of Reach, Frequency, OTS, CPT, SoV, SoM, TRPs, GRPs and usage of the same to evaluate markets, target groups and mediums. Exposure also to the various planning, scheduling and audit mechanisms presently available in India.

Unit 5: Media Planning and its application (4 hours)

Defining media objectives, understanding Target Audience based data sets, media mix, media weights, market linking and reading through the data. Evaluation and selection of media vehicles. Setting plan delivery targets. Scheduling strategies. The theory of constraints, Budgeting and Forecasting. The system of plan reviews and course corrections.

Unit 6: Media buying (5 hours)

Introduction to the function. Key processes and people involved. Steps in the buying process specific to each media. Evaluating the media buy. The process of price negotiations.

Valuation: End-semester exams: 25 marks

Internal Assessment: assignments + activities + tests

Suggested reading:

Kohli-Khandekar, V. (2013, January 1). *The Indian Media Business*.

Blueprint

Code number: APR 9323

Title of the paper: Media Planning and Buying

Total marks for which the questions are to be asked (including bonus questions)	Number of Hours	Chapter
10	04	Unit I
05	05	Unit II
05	06	Unit III
10	06	Unit IV
05	04	Unit V
10	05	Unit VI
45	30	TOTAL

Course Outcomes

CO1	Students will be given basic exposure on media planning strategies, tools, and the buying function.
CO2	Students will be able to evaluate the effectiveness and efficiency of tools of planning and buying.
CO3	Students will be able to learn to design and apply effective strategies for media planning and buying.
CO4	Students will be able to device a target audience and their expectations in the process of buying.
CO5	Students will understand the processes of finances and budgeting.
CO 6	Students will be able to apply practical tools in daily industry practices.

Semester	III
Paper Code	APR 9423
Paper Titles	Crisis Communication
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Course description

Unit 1: Crisis Communication Management

(12 hours)

4 stages of the crisis, assessment of the crisis, importance of Crisis Handbook, listening and monitoring crisis, communication during crisis, 4Ts of Communication Protocol, Crisis prevention - preparedness, response, recovery, trouble, transparency, timeliness, social media during crisis, gauging the effectiveness of crisis campaigns on social platforms.

Unit 2: PR and Reputation Management

(12 hours)

The relationship between PR and reputation management, Overview of terminology and interrelationship between corporate communications, corporate image, brand communications and corporate reputation; The emerging trends that are shaping communications via the social web; The growing importance of advocacy and influence above dominance; The shift towards value communication and corporate responsibility.

Unit 3: Structure and Techniques

(14 hours)

The basics of strategic thinking: strategic analysis, choice and implementation, and evaluation; Basic communication plans; Strategic intent: role of vision and mission statements; Internal and external analysis; Tactics and actions: examples of effective communication techniques; Evaluation of strategic plans; Business intelligence and PR research.

Unit 4: Stakeholder Engagement and Message Development

(12 hours)

Stakeholders and target audiences; Stakeholder management and analysis: identification, mapping, and analysis; Engaging with stakeholders.

Developing credible messages; Message framing and delivery; Reframing messages and keeping news away from outlets; Online reputation management strategies: listening and engaging; NGOs and engagement

Unit 5: The Reputation Toolkit

(10 hours)

Issue management and environmental scanning; Crisis reputation management - Spokesperson selection and training; Business and reputation recover; Influencer relationships.

Valuation:

End-semester exams: 50 marks

Internal Assessment: 50 marks

Suggested readings:

- Caywood, C. (1997). The Handbook of Strategic Public Relations & Integrated Communications: McGraw Hill
- Argenti, P. (2009). Corporate Communication, 5th edition. Boston, MA: Irwin / McGraw-Hill

Blueprint

Code number: APR 9423

Title of the paper: CRISIS COMMUNICATION

Total marks for which the questions are to be asked (including bonus questions)	Number of Hours	Chapter
12	12	Unit I
10	12	Unit II
20	14	Unit III
20	12	Unit IV
10	10	Unit V
72	60	TOTAL
Maximum marks for the paper (Excluding bonus question): 50		

Course Outcomes

CO1	Students will be able to understand concepts, dynamics, and management outcomes of crisis
CO2	Students will be able to locate situations to plan and execute management ideas
CO3	Students will be able to examine and think about best reputation management practices.
CO4	Students will be able to incorporate and strategize ideas that renovate an organization.
CO5	Students will be able to create and incorporate effective communicative techniques with stakeholders to handle crisis communication and reputation.
CO 6	Students will be able to apply these concepts practically

Semester	III
Paper Code	APR 3P1
Paper Titles	Writing for Public Relations
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Objective

The course attempts to give students exposure and practice to different styles of writing and communication in PR.

Different forms and styles of writing in PR - Press release – structure and types; media pitches; PR proposal to prospective clients; content creation and design – writing authored articles for the clients; communicating with clients on emails; communicating in a crisis.

Students will be assigned to write articles, excerpts, ideate creative concepts for communication and communicate verbally to clients according to the objective of the assignment.

Digital Lab Journal and work book

Students must maintain a digital lab journal and work book. The digital lab is an online publication. Each student is valued on their performance.

Valuation: 100 marks

Internal + External = 100

(40 % + 60 %)

Work book + Written Test for ESE

Course Objectives

CO 1	Students will be able to create content for clients.
CO 2	They will be able to evaluate the needs of clients for communication purposes.
CO 3	They will be able to apply critical thinking skills to resolve and campaign through writing skills.
CO 4	Students will be able to understand the need for communication and effective writing.
CO 5	Students will be able to remember and apply writing concepts as dealt by industry professionals.

Semester	III
Paper Code	APR 3P2
Paper Titles	Event Management
Number of teaching hours per week	02
Total number of teaching hours per semester	30
Number of credits	02

Course objectives

The course attempts to give students exposure to the nuances of event management. Students learn to practically conduct an event from the basics to the execution stages adapting to professionalism and industry standards.

Students are trained to work under all stages of event: group activities, brain storming, ideation, planning, networking, communication, budgeting, sponsorships, campaigning, canvassing, handling crisis, publicity, promotion, logistics, negotiation, content creation, deliverables – types of media to communicate, execution, and evaluation of the event.

Valuation: Internal + External = 50 marks

(100 % + 100 %)

Course Objectives

CO 1	Students will be able to create content for the execution of the event.
CO 2	They will be able to evaluate the needs of the event with the incorporation of various event planning methods.
CO 3	They will be able to apply skills to handle crisis while executing the event.
CO 4	They will learn to network, negotiate, and promote the event in its execution phases.
CO 5	They will learn to identify constraints and limitations in the execution of the event.
CO 6	They will be able to apply the skills to organise an event in the industry.

Semester	III
Paper Code	APR 3P4
Paper Titles	Basics of News Writing
Number of teaching hours per week	04
Total number of teaching hours per semester	60
Number of credits	04

Course content

The course would make the students aware of the essential writing skills in the news media industry. This course will cover the topics and practice exercises necessary to sharpen students' fundamental writing abilities.

The course is delivered through THREE pedagogical practices.

- A. Classroom teaching
- B. Practice exercises
- C. Daily newspaper reading

1. Understanding news, news values, 5Ws and 1H
2. Introduction to the inverted pyramid style of news writing
3. Lead, features of lead, types of lead, and nut graph.
4. Conducting effective interviews
5. Structuring news articles using the inverted pyramid
6. Using quotes effectively
7. Writing clear and concise news articles
8. Writing headlines, sub-headlines, and captions.
9. Writing feature stories, editorials, columns, and advertorials
10. Business, economics, political and sports reporting
11. Developing critical thinking skills
12. Writing reviews – art, culture, and lifestyle

Practical exercises

1. Students must maintain a practical record (lab journal) of all assignments.

Continuous assessments + End semester practical exam = 100 marks

Internal + External = 40 % + 60 %

Course Outcomes

CO 1	Students will be able to understand the different styles of writing.
CO 2	Students will be able to cultivate the skills to narrativize information for various stories.
CO 3	Students will be able to develop content ideas for various writing forms.
CO 4	Students will be able to cope with required timelines for writing.
CO 5	Students will be able to apply journalistic writing to the realm of public relations writing.
CO 6	Students will be able to understand the needs of clients for various writing purposes.

SEMESTER IV
BATCHES: 2023 - 2024

Semester	IV
Paper Code	APR 4P1
Paper Titles	PRESENTATION SKILLS: PRACTICAL
Number of teaching hours per week	06
Total number of teaching hours per semester	30
Number of credits	02

Course Objective: To amplify the sensibilities and skills of the student in preparing competently agile profiles for a fast-changing industry and diverse market needs.

Course Outcome: Enable students to set goals, recognise and develop soft skills, and conceptualise presentation designs to efficiently present and curate their profile(s).

PART ONE

Activity 1: Individual portfolio compilation (5 hours)

- a. Select EIGHT work pieces of the best indulged practices across Semester I, II, III & IV [whether curriculum or extra curriculum]
- b. Draft a 'Position Paper' based on the work/professional practice of the selected work (1000 words)

Activity 2: Group think (10 hours)

- a. Present findings of the contemporary trends in visual storytelling looking up *Cannes-Lions* winners list in the last 5 years [in the context of design, packaging and delivery]
- b. Present Position Paper and Portfolio of selected work
- c. Presentation to receive two areas that need improvement and two areas of appreciation by each group member (to be done in a spirit of facilitation in the interest of interpersonal ideas and thoughts)
- d. Each student must maintain a record of comments received.

- e. Prepare an individual report (1000 words) on the processes involved in the group thinking with regard to:
 - i. group decision making
 - ii. pros and cons of the process
 - iii. personal reflection

Activity 3: Presentation design (5 hours)

- a. Edit the Position Paper based on the Individual Report (1000 words)
- b. Read at least 4 desired job descriptions in vacancies posted and analyse employer needs
- c. Chalk out individual objectives, strengths, and skills
- d. Assess individual needs, aspirations and goals in pitching a key communication message in the respective presentation

Assignment: Draft a blueprint of a personalised-professional website based on the Position Paper

PART TWO (10 hours)

- 1. MS Office Package: Understanding Microsoft Word, Excel and PowerPoint. Microsoft word: Tables, Numbers and bullets, Formatting, Columns, Word wrapping, Inserting images, page numbers, headers and footers

MS PowerPoint: Presentations, Transitions, Slide layout and design, Slide Master, Colour Palette, Custom Animation, Timing, Slideshow

MS Excel: Understanding cells, Cell properties, Formulae and calculations, Sheets, Formatting pages, Printing, Pivot tables, Charts

- 2. Students will be introduced to various data visualization techniques for presentation.

Valuation: Project submission = 50 Marks

Course Objectives

CO 1	Students will be able to understand the need for soft skills and good presentation techniques.
CO 2	Students will be able to cultivate ideas to communicate with effective documentation.
CO 3	Students will be able to develop content ideas and narrativize them for effective

	presentations.
CO 4	Students will be able to cope with deadlines to make and deliver effective presentations to clients.
CO 5	Students will be able to apply corporate skills and techniques in preparing presentations.

Semester	IV
Paper Code	APR 4P2
Paper Titles	Corporate Etiquette and Organizational Behaviour
Number of teaching hours per week	06
Total number of teaching hours per semester	30
Number of credits	02

Course Description: As this is a practical course, the focus would be on practicing the various concepts in the class. The 30 hrs would be spent, 1 hr per day, with 15 min presentation by the faculty followed by 30min practice of the concepts through various activities and games. The class will end with a 15min debrief to drive down the lessons learned from the activities.

The program can be named “ABC of a professional”. Here the letters stand for Attitude, Behaviour, and Communication.

Attitude covers the way the individual assesses and responds to various situations and opportunities. Behaviour is the right way to respond. Communication covers the way the student presents and projects him/herself in a corporate environment.

Module-1: Attitude

(10 hours)

Sl.No.	Learning Objective	Activity	Learning
1	Confidence	Blindfold obstacle course	It is ok to fail but learn from failures to gain confidence.
2	Happiness	Stay positive- responding to barriers	Focus is on finding the positive side of any situation
3	Leadership	Tower building	How to take lead and manage the team
4	Ownership	Responding to opportunities	Taking responsibility to get things done is critical.
5	Coordination	Drawing pictures in groups	Individual pieces must fit together.
6	Quality	Paper Boat-building	Efficiency may not lead to effectiveness
7	Self-respect	Handling feedback – role plays	Feedback is the only way to improve

8	Respect for others/ Cultural sensitivity	What is your first impression? Writing down impressions after looking at a pic	We should avoid being judgmental and fitting people into stereotypes
9	Team player	Blindfold assembly of the tent	How to share responsibility and work together
10	Enthusiasm to learn	Keeping a learning journal, Affirmations & visualizations, Loving what you do	A record of accomplishments and repeatable skills learned, building a positive future

Module-2: Behaviour

(10 hours)

Sl.No.	Learning Objective	Activity	Learning
1	Dressing Etiquette	Tie knot, graceful dressing, grooming	How to present yourself
2	Dining Etiquette	Snack party	Table manners, passing the food, talking while dining
3	Courtesy	Entry and exit, lifts, corridors, stairs etc.	Showing respect
4	Meeting Etiquette	Conducting and attending a meeting	Planning and conducting effective meetings
5	Time Management	Managing conflicting priorities	Prioritizing, the Pomodoro technique, managing distraction
6	Working and living	Wheel of Life	How to get focused on all important areas of life?
7	Goal Setting	Scheduling priorities	Working with your calendar
8	Work-Life Integration	Balance is impossible	How can we combine multiple activities?
9	Managing Change	Managing a process change	Difficulties of adaptation
10	Stress Management	Breathing exercise, Morning Papers, Daily possibilities	Getting ready for a new day and stress relief

Module-3: Communication

(10 hours)

Sl.No.	Learning Objective	Activity	Learning
1	Email etiquette	Writing formal emails, ball catching game	Dos and DONTs of email
2	Documentation/ Report writing	Spellcheck, coherence, flow	Presenting your thoughts in a systematic manner
3	Presentation preparation	Preparing a presentation on a given topic	Dos and DONTs of PPT

4	Presentation delivery	Delivering presentations	Delivering the message and Doing it without ppt
5	Conflict resolution	Resolving an argument	Identifying and eliciting the underlying assumptions
6	Negotiation	Win-Win solution	5 types of negotiation
7	Assertiveness	Roleplays	How to
8	Avoid Harassment	Case examples and identifying the mistakes	Avoiding workplace and sexual harassment
9	Listening	Catching <i>Ahs</i> and filler words	Improving listening and speaking
10	Emotional Intelligence	What irritates you and makes you angry? Why do you get angry?	Managing emotions

The key to successful implementation is pedagogy and student engagement in activities and discussions. These skills can't be taught through typical lectures.

Some of the skills should be initiated in the first week itself so that the students get to practice them throughout the course. These are sessions 1-10, 2-10, and 3-9.

Exercises

1. Etiquette in today's business world
2. Netiquette
3. Cross-cultural etiquette
4. Organizational Behaviour
5. Various behavioural components – Golden rules of B2B etiquette
6. Communication – Conflict resolution, negotiation, assertiveness, listening and emotional intelligence.

Valuation: Project submission = 50 marks

Semester	IV
Paper Code	APR 4P3
Paper Titles	Term paper
Number of contact hours per week	15 minutes per student
Number of credits	02

Course units

Term paper is a guided paper under the supervision of the faculty; it should showcase their awareness of the issues in the communication world substantiated by in-depth reading and reflection. The students will begin their work in the third semester and submit it in the fourth semester.

Students will be briefed about research and writing of term papers. The course entails development of contemporary case studies.

Word limit: 7000 to 10000

Evaluation: Term paper submission = 50 marks

Semester	IV
Paper Code	APR 4P4
Paper Titles	Industry Internships
Number of practice days	90 days
Total number of teaching hours per semester	N/A
Number of credits	04

The industry internship is for three working months, during which the students will maintain a detailed work diary validated by the industry's internship supervisor.

At the end of the internship, the students will submit a formal, detailed report. Based on these two, the students will face a viva panel that will have an industry expert. Followed by three months of internship.

Valuation: Fortnightly meetings + project submission + viva voce = 200 marks (internal + external)

(40 % + 60 %)

Course outcomes

CO 1	Students will be able to understand the functions of the industry.
CO 2	Students will be able to practice and train themselves for the real-world challenges.
CO 3	Students will be able to grasp methods of professionalism involved.
CO 4	Students will be able to inculcate techniques associated with industry needs.
CO 5	Students will be able to build a career and establish a focus in the field of their internships.

**MA Advertising & Public Relations
Board of Examiners List – 2024 - 2025**

Sl. No.	Name of the faculty
1	Rev Dr Richard Rego S.J
2	Dr Parinitha Shinde
3	Dr Maruthu Pandiyan
4	Mr Ravinandan BB
5	Ms Vidisha D’Souza
6	Ms Muktha Chand
7	Dr Nevil Pradeep D’Souza
8	Mr Avishek Suman
9	Dr Amutha Manavalan
10	Dr Anupama Sharma
11	Mr Shabin PK
12	Dr Rupa Peter
13	Dr Mrudhusha Mohanan
14	Mr Arun Mozhi Varman
15	Mr Thulasi Kumar Marella
16	Mr Jenil K George

1	Mr Suraj Nambiar	Vice President – Tonic WorldWide
2	Mr Praveen Paul	Managing Partner & CEO, Stratos Partners
3	Mr Sandeep Nambiar	Client Director – GRAY Worldwide
4	Mr KS Narahari	Senior Consultant - The Practice
5	Mr Subhash Franklin	Chief Marketing Officer – StratsPrint
6	Mr Prasad Karat	Vice President - The Practice
7	Mr Harish Krishnamurthy	Independent consultant and former Chief Operating Officer - PlanB & Owlworx Design
8	Ms Rithika Misra	Head, Audience & Data strategy - Wavemaker
9	Mr Peter Yorke	Founder, Yorke Communications
10	Ms Rishika D’anto	PR Lead (India) at Salesforce
11	Ms Kavitha Patil	Consumer Insights specialist, Brandsapes Worldwide
12	Ms Shivani Kapoor	Chief Marketing Officer, Genisys Group
13	Mr Vidyanath PA	Group Creative Director, Adsyndicate
14	Ms CV Meenakshi	Brand Communications specialist
15	Mr Vishwanath Patil	Senior Producer, India Today
16	Mr Sajan PK	Public Relations Practitioner
17	Ms Seena Menon	Senior Editor, Bangalore Mirror