

MA Advertising and Public Relations

The MA in Advertising and Public Relations is an intensive two-year program designed to equip students with the essential skills and knowledge needed to thrive in the industry. Through a comprehensive curriculum, students gain hands-on experience and practical training across a wide range of specialized courses. This program not only focuses on theoretical foundations but also emphasizes skill development, ensuring that graduates are well-prepared to meet the demands of the ever-evolving advertising and public relations sectors.

Program Objectives:

The program will train students to,

- Equip students with the practical skills and expertise required to excel in the fields of advertising and public relations.
- Encourage students to think critically and creatively, developing strategies that address real-world challenges in advertising and PR campaigns.
- Provide students with extensive opportunities to work on live projects, case studies, and internships, bridging the gap between academic learning and industry practice.
- Strengthen students' communication skills, both written and verbal, while fostering leadership and teamwork capabilities for effective management of campaigns and client relationships.
- Ensure students stay updated on the latest trends, technologies, and best practices in advertising, public relations, and digital media.
- Promote ethical decision-making and professional integrity in all aspects of advertising and PR practice.
- Equip students with the knowledge and versatility to pursue a wide range of roles within the advertising and public relations sectors, from creative design to strategic planning and media management.

Program Outcomes:

1. Demonstrate Knowledge and Understanding

Graduates will possess a comprehensive understanding of advertising and public relations theories, concepts, and industry standards. They will be able to recall and explain key principles in media strategy, branding, and communication.

2. Apply Practical Skills

Students will be able to apply learned theories and strategies in real-world scenarios, utilizing industry tools and techniques for campaign development, media planning, and digital communication.

3. Create and Design Integrated Campaigns

Students will be able to develop and execute innovative, integrated advertising and PR campaigns that leverage both traditional and digital media. They will design strategic plans that address client objectives and market demands.

4. Demonstrate Ethical and Social Responsibility

Graduates will be able to evaluate and apply ethical standards and considerations in advertising and public relations. They will demonstrate a commitment to responsible communication practices that consider social, cultural, and environmental impacts.

5. Develop Leadership and Communication Skills

Students will enhance their ability to lead teams, manage projects, and communicate effectively with clients, stakeholders, and audiences. They will refine both written and verbal communication for diverse platforms.

6. Stay Updated on Industry Trends

Graduates will be equipped to stay informed about emerging trends, new technologies, and evolving best practices in the advertising and public relations industries. They will be adaptable and prepared for continual learning in a fast-paced environment.

7. Foster Career Readiness

The program will prepare students for a wide range of career opportunities within advertising, public relations, digital media, content creation, and corporate communications, making them competitive candidates in the industry.

Program Structure

Semester 1	Course Code	Title	Total Hours	Number of credits	Continuous Internal Assessment	ESE Marks	Total marks
Theory	APR 7122	Communication Theory	30	02	25	25	50
Theory	APR 7222	Consumer and Stakeholder Behaviour	60	04	50	50	100
Theory	APR 7324	Advertising - Principles and Concepts	60	04	50	50	100
Theory	APR 7424	Public Relations - Principles and Concepts	60	04	50	50	100
Theory	APR 7524	Marketing and Brand Management	60	04	50	50	100
Theory	APR 7624	Political Public Relations and Advertising	60	04	50	50	100
Practical	APR 7P125	Language, Writing, and Communication	30	02	-	50	50
Practical	.APR 7P225	Art and Design	30	02	-	50	50
Practical	.APR 7P325	Copywriting	30	02	-	50	50
Practical	.APR 7P425	Consumer and Stakeholder Behaviour	30	02	-	50	50
		TOTAL CREDITS			30		

Semester 2	Course Code	Title	Total Hours	Number of credits	Continuous Internal Assessment	ESE Marks	Total marks
Theory	APR 8125	Digital Communication	60	04	50	50	100
Theory	APR 8224	Indian and Global Economy	60	04	50	50	100
Theory	APR 8324	Integrated Marketing Communication	60	04	50	50	100
Theory	APR 8424	Marketing Research	30	02	25	25	50
Theory	APR 8522	Corporate Communications	30	02	25	25	50
Theory	APR 8624	Media Law and Ethics	30	02	25	25	50
Theory	APR 8723	Creative Campaign Planning	30	02	25	25	50
Practical	APR 8P124	Digital Communication	30	02	-	-	50
Practical	APR 8P224	Marketing Research	30	02	-	-	50
Practical	APR 2P3	NGO Internship	-	02	-	-	-
Practical	APR 8P424	Creative Campaign Planning	15	01	-	-	50
Practical	APR 8P525	Data Analytics and Visualisation	40	04		100	100
		TOTAL CREDITS		31			

Semester 3	Course Code	Title	Total Hours	Credits	Continuous Internal Assessment	ESE MARKS	Total marks
Theory	APR 9124	Rural Marketing Communications	60	04	50	50	100
Theory	APR 9223	Account Planning & Management	60	04	50	50	100
Theory	APR 9325	Crisis Communication	60	04	50	50	100
Practical	APR 9P125	Writing for Public Relations	60	04	-	100	100
Practical	APR 9P225	Event Management	30	02	-	50	50
Practical	APR 9P325	Rural Marketing Communications	30	02	-	50	50
Practical	APR 9P425	Basics of News Writing	60	04	-	100	100
Practical	APR 9P525	Media Planning and Buying	30	02	-	50	50
		TOTAL CREDITS		26			
Semester 4	Course Code	Title	Total hours	Credits	Continuous Internal Assessment	ESE Marks	Total marks
Practical	APR 0P125	AI Skills for Communication	30	02	-	-	50
Practical	APR 0P224	Corporate Etiquette and Organizational Behaviour	30	02	-	-	50
Practical	APR 0P324	Term Paper	30	02	-	-	50
Practical	APR 4P4	Industry Internship	90 days	08			200
		TOTAL CREDITS		14			