

**St Joseph's University, Bengaluru**  
**School of Communication & Media Studies**  
SJUET – March 2026  
**M.A. Advertising and Public Relations**

*This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy studying and reflecting on it. Know what you consume! This will form the basic material for your entrance exam.*

*In addition, there will be questions on logic, basic statistics, English language and grammar, current affairs, general knowledge of the world around you, and more specifically, from the general domain of communication and mass media.*

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**Part A: Creativity and Critical Thinking**

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**Reading material:**

[Santoor: The soap that didn't wash away its identity](#)

[What creativity will mean for brands in 2026](#)

[CSR Focus Shift: Boost Wildlife & Biodiversity Funding in India](#)

[India's inflation cools to decade low as food prices fall, GST cuts take effect](#)

[From moment marketing to core strategy: The rise of fastvertising](#)

**YouTube Video links:**

[Neuromarketing: How brands are getting your brain to buy more stuff](#)

[Greenwashing: When Companies Aren't as Sustainable as They Claim | WSJ](#)

[Why Luxury Goods Are Being Discounted Like Never Before | Vantage with Palki Sharma](#)

[Trump, Venezuela and the new cold war with China | Pinch Point](#)

[Spotify - 10 Years of Wrapped \(Case Study\) | Campaign](#)

**Part B. Current Affairs and Program Aptitude Questions:**

*Current affairs and knowledge relating to the course (program) will be tested on day of the test on-the-spot.*

**Part C. Language, Grammar, and logical reasoning:**

*Language, grammar, and logical reasoning questions will be part of the entrance test.*

*Hence, please be prepared for the unexpected.*

