

**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**

*(As policy, the School of Communication & Media Studies does not upload its syllabi on the website; it only uploads the syllabi structure, course outcomes and core learnings for students. The detailed syllabi will be shared with students when they join)*

## MA ADVERTISING & PUBLIC RELATIONS

### SYLLABUS STRUCTURE FOR BATCHES 2023-24 & 2024 - 25

Semester 1	Course Code	Title	Instructi ons Hours (Total)	Teaching Hours/w eek	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
		<b>TOTAL CREDITS</b>			<b>30</b>			

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
		<b>TOTAL CREDITS</b>			<b>29</b>			

Semester III	Course Code	Title	Instruc tions Hours (Total)	Teachi ng Hours / week	Numb er of credit	Continuou s Internal Assessme nt (CIA) Marks	End Semest er Marks	Tot al mar ks
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 & Buying	30	02	02	25	25	50
Theory	.APR 9423	Crisis Communication	60	04	04	50	50	100
Practical	APR 3P1	Writing for Public Relations	60	04	04	-	100	100
Practical	APR 3P2	Event Management	30	02	02	-	50	50
Practical	APR 3P3	Rural Marketing Communications	30	02	02	-	50	50
Practical	APR 3P4	Basics of News Writing	60	04	04	-	100	100
		<b>TOTAL CREDITS</b>			<b>26</b>			
Semester IV	Course Code	Title	Instruc tions Hours (Total)	Teachin g Hrs. /week	Numb er of credit s	Continuou s Internal Assessme nt (CIA) Marks	End Semest er Marks	Tot al mar ks
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
		<b>TOTAL CREDITS</b>			<b>14</b>			