

Government PG College, AmbalaCantt Course

File(Session 2023-24)

Name of Faculty :Baljinder Kaur

Course BAMC , ODD Semester

Govt PG College, AmbalaCantt

Department of Mass Communication & Journalism

B.A. Mass Communication

PROGRAMME OUTCOMES

On successful completion of the programme, the student will be able to:-

PO1- Acquire knowledge related to the discipline under study.

PO2 - Communicate and reflect effectively and efficiently on the issues related to the discipline.

PO3- Exhibit the professional skills and competencies acquired during the Programme of study.

PO4- Apply the knowledge and skills acquired in planning, organizing, evaluation and decision making.

PO5- Explore, analyze and provide solutions to the problems related to the discipline and life.

PO6 - Develop exposure to actual working environment leading to employability and entrepreneurship.

PO7- Exhibit scientific & research capabilities in academic, professional and general life pursuits.

PO8- Recognize, appreciate and follow ethical issues relating to the discipline and Society

Programme Specific Outcomes (PSOs)

After completing the undergraduate programme, a learner will be able to:

PSO1 - Acquire fundamental knowledge of Mass communication & Journalism and related study areas.

PSO2 – Learn communication and professional skills related to various fields of mass communication.

PSO3 - Become competent enough to undertake professional job as per demands and requirements of Media & Entertainment Industry.

PSO4 - Become ethically committed media professional adhering to the human values and the values of the Indian culture.

PSO5 - Acquire the primary research skills, understand the importance of innovation, entrepreneurship and global vision.

Paper XIII
Fundamentals of Advertising and Public Relations

Time: 3 Hrs.

Theory Marks: 80

Internal Assessment: 20

Question paper for each theory paper will have two questions from each of the four units. Student will be required to answer any one question from each unit. Unit V of the question paper will have six questions out of which the student will be required to answer any four questions. Each unit will carry equal marks. Students have the option to answer some questions in Hindi and others in English but within an answer to a question the language should be pure (not bilingual) and correct.

Unit-I

Definition and Concept of Advertising and its Functions
Growth of Advertising with special reference to India
Evaluation and Development of Advertising with special reference to India
Advertising in Indian Society

Unit-II

Media for advertising: newspaper, magazine, radio, television, outdoor, transit, point of purchase, direct mail and internet etc..
Advertising appeals, definition and types
Advertising campaign, concept and importance
Advertising agency, structure and functions

Unit-III

Definition and Concept of Public relations.
Growth and development of PR with special reference to India
Functions of PR, Qualities and functions of a PRO
PR tools; press release, press conference, press note, press briefing, meet the press, press tours, exhibitions.

Unit-IV

Differences and similarities between advertising and PR
Public opinion, Propaganda and its techniques, Publicity
Public relations departments in Public and Private sector
Structure and functions of a PR agency
Concept of Corporate Communication and Corporate Social Responsibility
PR campaigns

Reference Books:

- Reader in Public Opinion & Mass Communication: Morris, Janowitz and Paul Hirsch (ed.).
- Public Relations– A Scientific Approach: Sahai, Baldeo.
- Handbook of Public Relations in India: Mehta, D.S. Corporate Public Relations: BalanK.R.
- Public Relations Principles Cases and Problems: Moore, Frazier H., Kalupa, Frank B. Jan Sampark (Punjabi) :Dilgir, H.S.
- Public Relations Concept: J. Shri, N. Jethu, Sterling Publishers Pvt. Ltd. New Delhi.

BAMCPaper- XIII – Fundamentals of Advertising & Public Relations

Course objectives: This paper attempts to give basic understanding of advertising and public relations, types of advertising and PR agencies and their technical knowhow. The course also deals with the concept of Corporate Social Responsibility.

Course Learning Outcomes:

After completing the Course, the student will be able to:

1. Define advertising and brand and functions of advertising.
2. Describe various elements of an advertisement.
3. Utilize knowledge gained to plan and design advertisement campaign.
4. Describe role and importance of PR agency
5. Describe the functions of PR agency
6. Utilize knowledge gained in planning and designing a public relations campaign

BAMC_SEMESTER _III_Fundamentals of Advertising and Public Relations

28-07-2023to25-11-2023

Week 1	DefinitionandConceptofAdvertisinganditsFunctions
Week 2	Growth ofAdvertisingwith specialreferenceto India
Week 3	Evaluation and DevelopmentofAdvertisingwith special reference to India
Week 4	Advertisingin Indian Society
Week 5	Mediaforadvertising:newspaper, magazine,radio, television,outdoor,transit
Week 6	Advertisingappeals, definition andtypes
Week 7	Advertisingcampaign, conceptandimportancepointofpurchase,directmail
Week 8	Advertisingagency, structure andfunctions
Week 9	Definition andConceptofPublicrelations.
Week 10	Growthand developmentofPR withspecialreference to India
Week 11	FunctionsofPR,Qualitiesand functionsofa PRO
Week 12	Advertisingappeals, definition andtypes
Week 13	Differencesandsimilaritiesbetweenadvertisingand PR
Week 14	,Publicopinion,Propagandaanditstechniques, Publicity
Week 15	ConceptofCorporateCommunicationandCorporateSocialResponsibility
Week 16	ConceptofCorporateCommunication and CorporateSocialResponsibility
Week 17	Mediaforadvertising:newspaper, magazine,radio, television,outdoor,transit
Week 18	(DiwaliVacations)
Week 19	Revision
	ExamStarts 25 -11-2023