

PANJAB UNIVERSITY, CHANDIGARH
(Esttd. under the Panjab University Act VII of 1947- enacted by the Govt. of India)

FACULTY OF ARTS

SYLLABI

FOR

**POSTGRADUATE DIPLOMA
IN
ADVERTISING AND PUBLIC RELATIONS
(SEMESTER SYSTEM)
SESSION, 2016-17**

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- The news story structure, 5 Ws and 1H, News Story Writing styles. Importance of lead in a story.
- Introduction to Feature writing, Types of Feature stories, Techniques of idea generation, Recognizing a good story
- Editing a News Story: Editing for precision, accuracy, clarity, brevity, spelling,

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Advertising Agency

- Definition of an Advertising Agency, Objectives and Functions of an Ad agency, Functions of Key Departments of an Ad Agency namely Accounts Dept, Research Dept, Creative Dept, Media Dept, Production Dept.
- Types of Ad Agencies: Classification on the basis of Structure (Group and Department

- The Spoken word: meetings, speaker's bureau, telephone news line, open houses, information center and grapevine.
- Audio and Visual : Television – News releases on TV, personal appearances on TV, Sponsored films and videos, Publicity in entertainment films, Outdoor Displays and Exhibits, Close Circuit TV.

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2. Fraser P. Seital, (1984),

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1. Agarwala-Rogers, Rekha & Rogers, Everett M., (1976), *...* The Free Press, Toronto.
2. Berelson, Bernard & Janowitz, Morris (Ed.), (1966), *...* The Free Press, New York.
3. Brembeck Winston & Howell, William, (1976), *...* Prentice Hall, New Jersey.
4. Broom, Glen & Dozier, David, (1990), *...* Prentice Hall, New Jersey.
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- Pre Production, Production and Post Production Phases
- Use of Basic design software

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 2. Aggarwal, S.K., (1993), *Advertising and Public Relations*, Sipra Publications, N.D.
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 5. Gupta, V.S. and Dayal, Rajeshwar (ed), (1998), *Advertising and Public Relations*, Concept Publishing Co. N.D.
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 2. E.M. Rogers, (3rd Ed: 1983); (4th Ed: 1995), *Advertising and Public Relations*, New York: Free Press.
 3. Wilbur Schramm, Donal F. Roberts (Ed.), (1997), *Advertising and Public Relations*, University Illinois Press, USA.
 4. P.C. Joshi, (2002), *Advertising and Public Relations*, Anamika Publishers & Distributors (P) Ltd.
 5. K. Sadanandan Nair, Shirley A. White, (1993), *Advertising and Public Relations*, SAGE Publication.

The objective of this paper is to provide students with an understanding of Advertising campaign and train them to produce advertising campaign in various media. The paper also introduces them with the characteristics of various advertising media and basic of media planning for advertising. Also the paper focuses on the relevance of research and evaluation in advertising and trains the students to use various methods of ad evaluation to measure the effectively of the campaigns produced. Keeping in mind the rapidly expanding market of new media advertising, the paper also introduces the students with the basic principles of internet and mobile advertising.

- Designing an Ad Campaign for a hypothetical product in any medium
- Campaign Evaluation: Using Advertising Research and Evaluation analyze an advertising campaign.

- a) Analyzing a Public Relations Campaign on the Basis of four stages of PR Process
- b) Presenting a Public Relations Case Study
- c) Preparing a Brochure

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