

PANJAB UNIVERSITY, CHANDIGARH
(Estd. 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, 2018-19**

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PANJAB UNIVERSITY, CHANDIGARH

PG DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS

Outlines of tests, syllabi and courses of reading for the examination of 2018-19.

UNIT – IV: Writing for the Media

- Concept of Journalism
- News story structure
- News writing
- News reporting

PAPER – II: ADVERTISING

UNIT – IV: Advertising Agency

- Definition of Advertising Agency, its functions, and the functions of its various departments: Advertising, Accounts, Sales, Creative, Production, and Administration.
- The role of an advertising agency in the marketing process, including client selection, proposal preparation, and campaign execution.

- The position of the speaker is a subject in the news in opposition to the other side of the coin.
- An author's subject is a person's opinion on a subject. The author's subject is the subject of the text.

ESSENTIAL READINGS:

ott Cutip AHG ntr t on En jsEwo CJs
 r nt E
 Fr sr t

B r ̄on B rn r J now t orr s E

UNIT IV: Production Techniques and IT tools

- r r o u t o n r o u t o n n o s t r o u t o n E s s n r n t E J t r o n n w
- s o B s s n s o t w r

ESSENTIAL READINGS:

n t s w r n L L w w w As n s s Co n por
A r w J L pr ub J t o n s D
r E r n o E r n B E n w t n v L
n v r s t y B o o H o u s J p u r
J r E L o y ub J t o n s D
G u p t n D s E w r L L Con pt
ub s E n Co D
J n J r y r n t H J w J r s y
B t n J r n t H J w Y o r
A J E t A J w o r t E r s s w Y o r
o b n n s C J r B t r s w o r t E B o s t o n
E J B r u t J D r n t t J t v n H J r w
A J w o r t E r s s w Y o r

ADDITIONAL READINGS:

F J E y t r L ub J t o n s D
E o r s r E E w Y o r F r r s s
J u r E t D o n J F o b r t s E n v r s t y J u n o s
r s s A
C J o s E An ub s E r s D s t r b u t o r s t
n n n r E r J A E t A G E ub J t o n

PAPER- II: ADVERTISING

A. Course Objectives:

J E o b t v o t e s p p r s t o p r o v s t u n t s w t e n u n r s t n n o A v r t s n p n n t r n
t e t o p r o u v r t s n p n n v r o u s J E p p r s o n t r o u s t e w t e t e
E r t r s t s o v r o u s v r t s n n b s o p m n n o r v r t s n A s o t e p p r
o u s s o n t e r J v n o r s r E n v u t o n n y r t s n n t r n s t e s t u n t s t o u s v r o u s
t e b s o v u t o n t o s u r t e t v J o t e p n s p r o u p n n n t e
r p J y p n n r t o n w v r t s n t e p p r s o n t r o u s t e s t u n t s w t e t e b s
p r n p s o n t m t n o b J v r t s n J C o u r A

Instructions for papersetters and candidates:

PAPER – III: PUBLIC RELATIONS

Total Marks	100
Theory Exam	80
Internal Assessment	20

A. Course Objectives:

It aims to provide a comprehensive understanding of the concept and scope of public relations. It also aims to equip students with the necessary skills to develop and implement a public relations program for an organization. The course will cover the following areas:

B. Pedagogy of the Course Work:

- Lectures
- Seminars
- Group Discussions
- Case Studies
- Role Plays
- Assignments
- Projects

Instructions for paper setters and candidates:

- The duration of the examination will be 3 hours.
- The first question is compulsory.

PAPER – IV: PRACTICALS

Total Marks	100
Advertising	30
Public Relations	30
Project Work	20
Industrial Visit	20

(A) Advertising

(Marks 30)

- Designing an advertisement for a product
- Evaluation of an advertisement

Marks 20

Marks 10

(B) Public Relations

(Marks 30)

An organization's public relations can be defined as the process of