

Advertising and Public Relations

Unit 1-Introduction to Advertising

Meaning and history Advertising

Importance and Functions

a) Advertising as a tool of communication,

b) Role of Advertising in Marketing mix, PR

Advertising Theories and Models-AIDA model, DAGMAR Model,Maslow's Hierarchy

Model, communication theories applied to advertising

Types of advertising and New trends

Economic,cultural, Psychological and Social aspects of advertising

Ethical & Regulatory Aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes.

Unit 2- Advertising through Print, electronic and online media

Types of Media for advertising

Advertising Objectives, Segmentation, Positioning and Targeting

Media selection, Planning, Scheduling

Marketing Strategy and Research and Branding

Advertising department vs. Agency-Structure, and Functions

Advertising Budget

Campaign Planning, Creation and Production

Unit-3 Public Relations-Concepts and practices

Introduction to Public Relations

Growth and development of PR

Importance, Role and Functions of PR

Principles and Tools of Public relations

Organisation of Public relations: In house department vs consultancy.

PR in govt. and Private Sectors

Govt's Print, Electronic, Publicity, Film and Related Media Organizations

Unit 4-PR-Publics and campaigns

Research for PR

Managing promotions and functions

PR Campaign-planning, execution, evaluation

Role of PR in Crisis management

Ethical issues in PR-Apex bodies in PR- IPRA code - PRSI, PSPF and their codes.

Unit 5 – Social Media Marketing

Social Media Technologies and Management

Integrated Marketing Communication

Developing Social Networks

Social Media Strategies, Tactics and Ethics

Social Media Tools

Measurement Strategies and ROI

List of Projects

1. Design an ad copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
- 3 Planning & Designing advertising campaigns
4. Critical evaluation of advertisements

5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

Readings

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa & Co.
3. Chunnawalla, Advertising Theory And Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd.
6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcose & Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall
9. Kaul J.M., Noya Prakash, Public Relation in India, Calcutta