**Curriculum Plan: Dr Manisha Tomar**

**Assistant Professor**

**Department of Journalism.**

**Year – 2021 (Aug-Nov)**

**B.A. (H) Journalism (Sem-III)**

**Paper- Advertising & Public Relation**

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| **Name of Paper and Code** | **Allocation of Lectures** | **Month wise Schedule followed by Department** | **Tutorial/ Assignment/Presentation, etc** |
| **Paper 8: Advertising & Public Relation** | | | |
| **U N IT I – Introduction to Advertising**  Meaning and history of Advertising  Importance and Functions of advertising  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. | 18 | August | Test and Group Discussion on Ad and PR |
| **UNIT II: Advertising Print, electronic and online media**  Types of Media for advertising and their characteristics; Advertising Objectives, Marketing, marketing mix, role of advertising in the marketing mix; Market Segmentation, Positioning and Targeting Media selection, Planning, Scheduling Marketing Strategy and Research and Branding Creativity, USP, appeals, copy writing Advertising department vs. Agency-Structure, and Functions Advertising Budget Campaign Planning, Creation and Production | 18 | August- September | Assignment – Media Planning & Ad. Production / Test |
| **UNIT III: Public Relations – Concept and practice**  Introduction to Public Relations Growth and development of PR Importance, role and functions of PR, Principles and tools of Public relations Organization of public relations: In house department versus consultancy. PR in govt. and Private Sectors Government’s print, electronic, publicity, film and related media organizations | 12 | September | Making Audio-visual Ad. Films/Test |
| **UNIT IV PR – Publics and campaigns**  Research for PR Managing promotions and functions PR campaign-planning, execution, evaluation PR in political and election campaigns Role of PR in crisis management Corporate social responsibility Ethical issues in PR Apex bodies in PR- IPRA, PRSI codes. | 12 | October | Assignment on PR/Test  Class Presentation |
| **Unit V– Social Media Marketing**  Digital, Social & Interactive Media Social-Media Technologies and Management Integrated Marketing Communication (IMC): IMC approach, facets, barriers to the implementation of IMC Developing social networks Social media strategies, tactics and ethics Social media tools Measurement strategies and ROI | 10 | November | Class Presentation |