

B.A (HONOURS) MULTI MEDIA AND MASS COMMUNICATION (BMMMC)

6th SEMESTER

DISCIPLINE SPECIFIC ELECTIVE-3A (DSE-3A)

(OPTION-I)

MMC616D3A: Advertising

CREDITS: THEORY: 4, PRACTICAL: 2

Unit-I

- Advertising: Concept and definition
- Society-Ethics and Social Responsibility
- Advertising Agencies-structure and function of different departments
- Media Planning and Solution

Unit-II

- Advertising and Marketing, Marketing Mix
- Consumer Behaviour
- Models: AIDA, Hierarchy of Effects, Diffusion of Innovation Model
- A.H.Maslow's Human Needs Structure
- Advertising Appeals: Rational, Emotional, and Moral Appeal

Unit-III

- Visualization-Idea Generation Techniques
- Elements of copy-headlines, sub-head, Body Copy, Slogan, Logo
- Principles of Design and Layout
- Creative Copy writing

Unit-IV

- Comparative Advertising
- Values and Life style Advertising
- Public Service Advertising
- Creating Print Ad
- Creating Radio Ad

PRACTICALS: BASED ON THEORY COURSE

B.A (HONOURS) MULTI MEDIA AND MASS COMMUNICATION (BMMMC)

6th SEMESTER

DISCIPLINE SPECIFIC ELECTIVE-3B (DSE-3B)

(OPTION-II)

MMC616D3B: PUBLIC RELATIONS

CREDITS: THEORY: 4, PRACTICAL: 2

UNIT I

- PR concept & definitions
- Origin of Public Relations
- Need for Public Relations
- Functions & elements of Public Relations

UNIT II

- Organisational Image
- Components and tools of Public Relations
- Public Relations objective & strategy
- Public Relations process

UNIT III

- Media Relations
- Writing press release, handling press questions, coping with bad publicity
- Work profile of Public Relations Officer, traits of efficient PRO

UNIT IV

- Developing PR message and identifying suitable media
- Propaganda versus PR
- Ethical standards in PR, TARES Test in PR
- Selected case studies

PRACTICALS: BASED ON THEORY COURSE

Suggested Readings

- Black, Sam (1996), *Practical Public relations*, Universal Book Stall, New Delhi
- Cutlip, Scott M. & Allen H., Center (1985). *Effective Public Relations* (3rd edition), Prentice Hall, USA.
- Health, L., Robert (Ed.) (2000). *Handbook of Public Relations*, Sage Publications, USA.