Centre for Mass Communication
University of Rajasthan, Jaipur

(iii)
M.A.
(Public Relations and Advertising)

Subject Code : PRA
Course Category
CC : Compulsory Core Course
CE : Core Elective
Dis. : Dissertation
PRJ : Project Work
Contact Hours Per Week
L : Lecture
T : Tutorial
P : Practical's

Scheme of Examination
1. Each theory paper EoSE shall carry 100 marks. The EoSE will be of 3 hours duration.
   Part 'A' of the theory paper shall contain 10 Short Answer Questions of 20 marks, based on
   knowledge, understanding and applications of the topics/texts covered in the syllabus. Each question will carry two marks for correct answer.
2. Part 'B' of paper will consist of four questions (with internal choice) of 20 marks each.

Course Structure :
The details of the courses with code, title and the credits assigned are as given below.

Eligibility :
Eligibility for admission in M.A. (Public Relations and Advertising) is first bachelor degree in any discipline from the recognized university with minimum 50%. Reservation of seats/relaxation of marks for different categories will be given as per university rules.
# University of Rajasthan, Jaipur

**M.A. (PUBLIC RELATIONS AND ADVERTISING)**

Syllabus for Approval  
Semester Scheme 2016-18

## First Semester

<table>
<thead>
<tr>
<th>Sr.</th>
<th>Subject Code</th>
<th>Course Title</th>
<th>Course Category</th>
<th>Credit</th>
<th>Contact Hrs Per week</th>
<th>EoSE Duration (Hrs.)</th>
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<tbody>
<tr>
<td>1</td>
<td>PRA 101</td>
<td>Writing for Media</td>
<td>CC</td>
<td>06</td>
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<tr>
<td>2</td>
<td>PRA 102</td>
<td>Marketing Communication</td>
<td>CC</td>
<td>06</td>
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<td>3</td>
<td>PRA 103</td>
<td>Oral and Visual Communication</td>
<td>CC</td>
<td>06</td>
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<tr>
<td>4</td>
<td>PRA 104</td>
<td>Communication Theory</td>
<td>CE</td>
<td>06</td>
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<td>5</td>
<td>PRA 105</td>
<td>Communication Skills</td>
<td>CE</td>
<td>06</td>
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<tr>
<td>6</td>
<td>PRA 106</td>
<td>History of Media</td>
<td>CE</td>
<td>06</td>
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## Second Semester

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<th>EoSE Duration (Hrs.)</th>
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<tr>
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<td>Advertising Principles and Practice</td>
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<td>2</td>
<td>PRA 202</td>
<td>Public Relations Principles and Practice</td>
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<td>06</td>
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<td>3</td>
<td>PRA 203</td>
<td>Tools and Techniques of Public Relations</td>
<td>CC</td>
<td>06</td>
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<td>4</td>
<td>PRA 204</td>
<td>Consumer Behaviour</td>
<td>CE</td>
<td>06</td>
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<td>PRA 205</td>
<td>Media Planning</td>
<td>CE</td>
<td>06</td>
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<td>PRA 206</td>
<td>Law and Ethics of Advertising and Public Relations</td>
<td>CE</td>
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<tbody>
<tr>
<td>1</td>
<td>PRA 301</td>
<td>Creative Advertising and Campaign Planning</td>
<td>CC</td>
<td>06</td>
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<tr>
<td>2</td>
<td>PRA 302</td>
<td>Graphics Designing and Layout Planning</td>
<td>CC</td>
<td>06</td>
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<td>3</td>
<td>PRA 303</td>
<td>Corporate Communication</td>
<td>CC</td>
<td>06</td>
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<td>4</td>
<td>PRA 304</td>
<td>Event Management</td>
<td>CE</td>
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<td>PRA 305</td>
<td>Development Communication</td>
<td>CE</td>
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<td>6</td>
<td>PRA 306</td>
<td>Human Rights and Media</td>
<td>CE</td>
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## Fourth Semester

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<tr>
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<td>Brand Management</td>
<td>CC</td>
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<tr>
<td>2</td>
<td>PRA 402</td>
<td>Advertising and PR Research</td>
<td>CC</td>
<td>06</td>
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<tr>
<td>3</td>
<td>PRA 403</td>
<td>Production Techniques</td>
<td>CC</td>
<td>06</td>
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<tr>
<td>4</td>
<td>PRA 404</td>
<td>Dissertation or Practical work</td>
<td>CE</td>
<td>06</td>
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<tr>
<td>5</td>
<td>PRA 405</td>
<td>Business Communication</td>
<td>CE</td>
<td>06</td>
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<td>6</td>
<td>PRA 406</td>
<td>Digital Communication</td>
<td>CE</td>
<td>06</td>
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</table>

*Courses on Advertisement copy writing may be added in the program.*

[Signature]

Registrar (Academic)
University of Rajasthan
Jaipur
M.A. (PUBLIC RELATIONS AND ADVERTISING) Syllabus

Semester Scheme 2016-18

Semester-I

PRA 101-Writing for Media

Unit-I

Meaning of Translation, Types of Translation, Transcreation, Tools of Translation, Basic principles of translation, Problems of Translation, Purpose and Importance of Translation.

Unit-II

Different forms of writing- Press Release, Backgrounder, Feature, Advertisements, Reviews, Speech, Memoirs, Travelogue, Writing for house journal, Newsletter, Notice/Circular, Drafting Agenda and Minutes of Meeting.

Unit-III

Writing for Electronic Media - Corporate Films and documentaries, Creating Advertisements (TVCs and Radio Jingles), Radio talk/feature, Writing for Social Media and Blog Writing

Books Recommended:

1. Sastry, J. Venkateswara, Art and Science of Translation, Centre for Advanced Study in Linguistics, Osmania University and Booklinks Corporation, Hyderabad
2. Bhatnagar, Y.C., Theory and Practice of Translation, Ajanta Publications, Delhi
4. Gupta, Om, Basic Aspects of Media Writing, Kanishka Publishers, Distributors, New Delhi
5. Raman, Usha, Writing for the Media, Oxford University Press, New Delhi
6. Миср, Абдул-Хамид, Основы письма и перевод, Дели, Издательство "Наука"
7. Ашага, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
8. Саарф, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
9. Галль, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
10. Ашага, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
11. Ашага, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
12. Ашура, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
13. Ашага, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
14. Ашага, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
15. Ашага, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
16. Ашага, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
17. Ашага, Абдул-Маджид, Основы письма и перевод, Дели, Издательство "Наука"
PRA 102-Marketing Communication

Unit-I
Defining marketing, Importance of marketing, Marketing concepts, Market Segmentation, Marketing Process.

Unit-II
Marketing Mix - Product (Types, Levels and PLC), Price (Pricing Strategies), Physical Distribution, Promotion, Integrated Marketing Communication.

Unit-III
Marketing of Services, Social Marketing, Customer relationship management (CRM), Digital marketing, Niche marketing, Rural Marketing and Global Marketing.

Books Recommended:
1. Kotler, Keller, Koshy, Jha, Marketing Management, PHI, New Delhi
2. Ramaswamy, Namakumari, Marketing Management, Tata McGraw Hill
4. Varshney, R.L.& Bhattacharya, B., International Marketing Management- An Indian Perspectives, Sultan Chand and Sons, New Delhi
6. जैन, विजायप्रसाद एवं संगीत, विजायप्रसाद और जनसंपर्क, सागर पब्लिकेशन, नईदिल्ली
7. भाऊसागर, प्रो. संजीव, विज्ञापन एवं जनसंपर्क (सं.), राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

PRA 103-Oral and Visual Communication

Unit-I
Oral Communication:Origin and development of oral communication,Using technology for oral communication, Visual Communication:Psychological aspects and moods of colour, shapes and symbols, Cultural aspects of colours and symbols

Unit-II
Ethics and use of visuals in media, Advertising Layout (stages and types),Components and Principles of Design, Typography

Unit-III
Designing Visual Communication, Corporate Identity (Name, Logo, Symbol, Tagline,Slogan and Captions), Designing Mailers, Posters, Pamphlets, Dummies, POPs, Packaging Designs and Sales material

Books Recommended:
3. जेठवनी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर पल्लवकेशन, नईदिल्ली
4. यादव नरेंद्र सिंह, ग्राफिक डिजाइन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर
PRA 104 - Communication Theory

Unit-I
Meaning and concept, Functions of mass communication, Mass communication theories (Dependency Theory, Cultivation Theory, Agenda Setting Theory, Use and Gratification Theory, Hypodermic Needle Theory, Limited Effects Theory), Propaganda and Persuasion, Basics of Intercultural communication.

Unit-II
Foundations and role of Journalism in society, Journalism and Indian Democracy (Concept of fourth estate), Development communication, Role of mass media in opinion making, Effects of mass media.

Unit-III

Books Recommended :

1. Kumar, Keval J, Mass Communication in India, Jaico Publishing House, Delhi
9. Rangarajan C., Communication Theories and Models, Himalaya Publishing House, Mumbai
10. भानाऒ, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, यूनिवर्सिटी प्रेस, जयपुर
11. गुप्ता, आशा, हिंदी पत्रकारिता की विकास यात्रा, तथाकथा पत्रिकास, दिल्ली
12. श्रीकांत, संपालु : प्रशिक्षण एवं सिद्धांत, भारती पत्रिकास एण्ड डिस्ट्रीब्यूटर्स, फीजाबाद।
13. सिंह, ओमप्रकाश, संचार के मूलसिद्धांत, विलासित पत्रिकासिंग कंपनी, नई दिल्ली।
14. हिंदू, आशा, रैन, मु. परीक्ष सुरैला, संचार के सिद्धांत, राजस्थान हिंदी ग्रन्थ अकादमी, जयपुर

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PRA 105 - Communication Skills

Unit I
Communication (meaning and nature), Barriers of communication, Types of communication, Communication process, Non-Verbal Communication Skills, Body language/Kinesics and Eye contact, Facial Expressions and Gestures, Spatial distance and Proximity.

Unit II
Effective communication skills: Writing (sentence structure, types and building paragraphs), Reading (skimming the main idea, read between the lines, tone and style of the content), Effective listening, Speaking (Presentation skills, public speaking skills and effective use of voice)

Unit III
Models of communication (Linear: Laswell, Shannon-Weaver, Non-linear)

Books Recommended:
1. Mathew, M.J., Business Communication, RBSA, Jalpur
2. Seely, John, The Oxford Guide to Writing and Speaking, OUP (OXFORD)
7. सिंह, डॉ. श्रीकांत, संप्रेषण : प्रतिरूप एवं सिद्धांत, भारती प्रकाशन एवं डिस्ट्रीब्यूटर्स, कैजाबाद
8. भानाबल, डॉ. संजीव, पत्रकारिता का इतिहास एवं जनसंचार माध्यम, दिनांकित प्रेस, जयपुर

PRA 106 - History of Media

Unit I

Unit II

Unit III
A historical perspective of television in India. An appraisal of Cable & DTH network and major News Channels in India.
Books Recommended:

1. Parmar, Shyam, Traditional Folk Media in India. Gekha Books, New Delhi.
3. Parthasarathy, Rangaswami, Journalism in India. Sterling Publishers, New Delhi
6. मिश्र, डॉ. कृष्णबिहारी, हिन्दी पत्रकारिता, लोक भारती प्रकाशन, इलाहाबाद
7. वैदिक, डॉ. वेदप्रताप (सं.), हिन्दी पत्रकारिता : विविध आयाम, हिन्दी ब्रुक सेंटर, नई दिल्ली।
8. श्रीधर, विजयदत्त, समग्र भारतीय पत्रकारिता(1780-1900), लाभवन्द्र प्रकाशन, इल्लौर।
9. मधुकर, लेले, भारत में जनसंचार और प्रसारण शीलिया, राधाकृष्ण प्रकाशन, नई दिल्ली।
10. भानवत, डॉ. संजीव (सं.), इलेक्ट्रॉनिक मीडिया, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर
11. भानवत, डॉ. संजीव (सं.), भारत में संचार माध्यम, राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर

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M.A. (PUBLIC RELATIONS AND ADVERTISING) Syllabus

Semester Scheme 2016-18

Semester-II

PRA 201- Advertising: Principles and Practices

Unit-I
History of Advertising, types of Advertising, role and impact of advertising on Society (Socio-Economic effects), DAGMAR approach and AIDA Model.

Unit-II
Advertising vs other forms of communication (propaganda, publicity, public relations, personal selling and sales promotion), structure and function of an advertising department, advertising budget methods (percentage of sales, competitive parity method, objective and task method and affordability method).

Unit-III
Ad agency (definition and functions), types of agencies, structure of an advertising agency (group and departmental system), remuneration system of an agency (commission system, fee system and service charges), selection of an advertising agency, client-agency relationship, agency on record (AOR).

Books Recommended:
1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.
7. जेथवानी, जाइश्री, विज्ञापन एवं प्रचार, राजस्थान एवं बंगाल, नईदिल्ली।
8. यादव, नरेन्द्र, विज्ञापन प्रकार, राजस्थान हिंदी वर्धन अकादमी, जयपुर।
9. यादव, नरेन्द्र शीतल, विज्ञापन प्रवन्ध, राजस्थान हिंदी वर्धन अकादमी, जयपुर।
PRA 202- Public Relations: Principles and Practices

Unit-I
History and evolution of PR, Definition, Scope and structure of PR, Differences between Advertising, PR, Publicity and Propaganda, Four Models of PR (Press Agentry/Publicity model, Public Information model, One-way asymmetrical model, Two-way symmetrical model).

Unit-II
Major roles of PR in management (Image Building, Goodwill and Crisis Communication), PR process (RACE Approach), PR practice, Challenges in PR, Role of PR agencies and their Functions.

Unit-III
Publics in PR (Internal and External), Customers, Government, Media, Employees and Potential Employees, Competitors, Opinion makers and Special interest groups, Stakeholders.

Books Recommended:
3. Newson, Turk, Thomas Kurckeberg, This is PR-Realities of PR, Asia PTE Ltd.
5. जेतवन्याची, जायश्री, विज्ञापन एवं जनसंपर्क, सागर पर्यावरण, नईदिल्ली।
6. जेदागुप्त, भोलेश, जनसंपर्क एवं संचार प्रवक्त, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
7. भानवत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

PRA 203- Tools and Techniques of Public Relations

Unit-I

Unit-II
Audio Visual as a tool for PR, Documentary Production, Commercial Cinema, Realistic Cinema, Corporate Film, Photo Communication, Use of Photo in PR, Caption Writing, News Reel, Video Clipping.

Unit-III
Books Recommended:

4. Newson, Turk, Thomas Kurbek, This is PR-Realities of PR, Asia PTE Ltd.
6. सेनगुप्ता, भोजपुरी, जनसंपर्क एवं संचार प्रबंधन, राजस्थान हिन्दी विश्वविद्यालय, जयपुर।
7. भानवत, सोजीचंद, जनसंपर्क एवं वित्त विज्ञान, राजस्थान हिंदी विश्वविद्यालय, जयपुर।
8. जेलवानी, जयश्री, विज्ञान एवं जनसंपर्क, सागर प्रकाशन, नई दिल्ली।

PRA 204-Consumer Behaviour

Unit-I
Consumers and target customers, consumer behaviour (definition and its meaning), theories on motivation (Freud, Maslow and Herzberg).

Unit-II
Social and Psychological influences on consumer behaviour, needs and motives, buying decision making process.

Unit-III
Consumer perception, segmentation, targeting & positioning (STP) analysis, values, attitudes and lifestyles (VALS) network.

Books Recommended:


PRA 205-Media Planning

Unit-I
Classification of media (merits and demerits), selection of media, media planning (definition), role of a media planner.

Unit-II
Media planning process (situation analysis, implementation and monitoring), media planning strategies (media mix, reach, frequency and scheduling), determining cost of media.

Unit-III
Media buying Agencies (Evolution, functions and revenue models)/Specialised media boutiques and their services, media Research (IRS, NRS, HUT, ABC, TRP, GRP, RAM and TAM), media strategy for rural markets.

Books Recommended:
1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.
5. जेवियानी, जयचन्द्र, विज्ञापन और जनसम्मान, सागर पुस्तकेश्वर, नई दिल्ली.
6. भानवल, प्रो. संजीव, विज्ञापन एवं जनसम्मान (सं), राजस्थान हिन्दी ग्रन्थ अकादमी, जयपुर.

PRA 206-Laws and Ethics of Advertising and Public Relations

Unit-I

Unit-II
Ethical Aspects of Advertising, Deceptive and Misleading Advertising, Comparative Advertising, Controversial Advertising, Subliminal and Surrogate Advertising, Stereotype Portrayal, Effects on Children.

Unit-III

Books Recommended:
8. मानवता, संजीव, प्रेस कानून और पत्रकारिता, गृहनिर्माण बुक हाउस, जयपुर।
9. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिंदी यथा अकादमी, जयपुर।
10. यादव, नरेंद्र सिंह, विज्ञापन प्रबंध, राजस्थान हिंदी यथा अकादमी, जयपुर।
11. शेख, भृती, जनसंपर्क एवं संचार प्रबंध, राजस्थान हिंदी यथा अकादमी, जयपुर।
12. मानवता, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिंदी यथा अकादमी, जयपुर।

[Signature]
Mr. Registrar
(Registrar)
University of Rajasthan
Jodhpur
M.A. (PUBLIC RELATIONS AND ADVERTISING) Syllabus

Semester Scheme 2016-18

**Semester-III**

PRA 301-Creative Advertising and Campaign Planning

**Unit-I**
Concept of creativity, creative brief and USP, creative thinking (vertical and lateral), creative process.

**Unit-II**
Copywriting (concept and importance), visualisation (concept and importance), creative ad copy for different media (Print, Broadcast, Web and Outdoor), psychological effects used in advertisements (Empty Space, Halo and Zeigernik).

**Unit-III**
Types of campaign and stages of campaign Planning, advertising appeals (rational and emotional), message design approaches.

*Books Recommended:*
1. Wells, William, Burnett, John and Moriarty, Sandra, Advertising Principles and Practice, PHI, New Delhi.
6. जेठवानी, जयश्री, विज्ञापन एवं जनसंपर्क, सागर प्रकाशन, नई दिल्ली।
7. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
8. यादव, नरेंद्र सिंह, विज्ञापन प्रबंध, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
9. भानावत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।

**PRA 302- Graphic Designing and Layout Planning**

**Unit-I**
Ad layout (stages and types), components, principles of design, principles of typography.

**Unit-II**
Methods and processes of printing, desktop publishing, artworks and digital technology in printing.
Unit-III
MS office (powerpoint), quark express, photoshop.

Books Recommended:
1. Rajarama, V., and Radhakrishnan, T., An introduction to digital computer design, PHI, New Delhi
5. सिंह विष्णुप्रिया, सिंह मीनाक्षी, माइक्रोसॉफ्ट ऑफिस 7 एसियन प्रिंटिंग, नई दिल्ली।
6. सतोष चौबे: कंप्यूटर एवं परिवह, मध्यप्रदेश हिन्दी ग्रंथ अकादमी।

PRA 303-Corporate Communication

Unit-I
Concept of Corporate Communication, Meaning and Definition, Evolution and Importance, Corporate Communication Functions, Communication with Media, Relations with Government, Corporate Social Responsibility.

Unit-II
Image Building, Corporate Branding (Philosophy and Image), Corporate Culture, Specialities and Novelties, Trade Shows and Exhibitions, Events and Sponsorships, Crisis/Disaster Management, Institutional/Corporate Advertising.

Unit-II

Books Recommended:
5. जेठवनी, जाईष्री, विज्ञापन एवं जनसंपर्क, सागर प्रकाशन, नई दिल्ली।
6. यादव, नंदेश सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
7. भानवत, संजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
PRA 304- Development Communication

Unit-I
Concept of Development: Changes in the concept and scope of development, historical overview of development, issues and indicators of development, review of Five Year Plans for development in India.

Approach to development: Basic need, Integrated development, Local organisations, Self development, Participatory development.

Role of Communication in Development.

Unit-II
Social and Rural Development: Social indicators of development—education, literacy, nutrition and health, population control and family welfare, environment, women empowerment.

Coverage of contemporary social issues of importance to society such as gender, race, ethnicity, religion, social class, poverty, development issues and public health, ethical and context specific considerations in reporting such issues.

Unit-III
Development Communication: Concept and process, Dominant, Dependency and Participatory Models of Communication.

Participatory message making, Decision making and action.

Role of interpersonal channels, traditional media, mass media, new information and communication technology in development, with special reference to India.

Books Recommended:

PRA 305- Event Management

Unit 1:

Introduction to event management, Principles of event management, Scope of event, Size and type of event, Event manager, Event team, Code of ethics, Establishing Policies & Procedures.

Unit-2


Unit-3

Types and categories of Event, Designing the event, Special Events, Aim of event, Sports, Rallies, Wedding, corporate events, Establish Objectives, Preparing event proposal, Use of planning tools, case studies.

Books Recommended:

PRA 306-Human Rights and Media

Unit- I

Human Right- concept, meaning and challenges.

Unit-II


Unit-III

International Human and Civil Rights Organizations—Amnesty International
Human Rights Commissions in India— NHRC, SHRC, Human Rights court in districts.

Human Rights and Media


Books Recommended
M.A. (PUBLIC RELATIONS AND ADVERTISING) Syllabus

Semester Scheme 2016-18

Semester-IV

PRA 401-Brand Management

Unit-I
Brand (definition and importance), product and perceptual concept, brand positioning (concept and strategies), Kapferer’s brand identity prism.

Unit-II
Brand development index and category development index, brand extension, branding strategies, concept of brand loyalty, global branding strategy (standardisation and customisation)

Unit-III
Types of brands (symbolic, experiential and functional), stages of brand management (introduction, elaboration and fortification), brand portfolio, brand equity (BAV models and AAKER model), brand valuation (Interbrand method)

Books Recommended:
3. Kotler, Keller, Koshy and Jha, Marketing Management, Prentice-Hall of India, New Delhi
4. David Akkar, Managing Brand Equity, Prentice-Hall of India, New Delhi
6. Kapferer, Jean-Noel, Strategic Brand Management, Kogan Page India Private Limited, New Delhi

PRA 402-Advertising and PR Research

Unit-I
Research (Definition and Meaning), research methods (qualitative and quantitative), research design and process, collection of data (primary and secondary resources).

Unit-II
Advertising Research (meaning and importance), PACT principles (Positioning Advertising Copy Testing), Pre-tests and Post-tests.
Unit-III
Formative research (analysis of situation, organisation and publics), action research, Macnamara’s pyramid model of PR research, preparation of research report.

Books Recommended :
2. Ahuja, Ram, Research Methods, Rawat Publications, Jaipur.
9. जेठानी, जयश्री, विज्ञापन एवं जनसम्पर्क, सागर प्रकाशनस्, नई दिल्ली।
10. यादव, नरेंद्र सिंह, विज्ञापन तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
11. यादव, नरेंद्र सिंह, विज्ञापन प्रक्रिया, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
12. भानवत, तंजीव, जनसंपर्क एवं विज्ञापन, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर।
13. आहूजा, राम, सामाजिक अनुसंधान, सावत प्रकाशनस्, जयपुर।

PRA 403-Production Techniques

Unit-I
Fundamental concepts of photography (parts and types of camera), aesthetic values in photography (composition, perspective and colour) , product and event photography.

Unit-II
Radio studio set up ,types of microphones ,voice presentation on radio/effective use of voice for radio , production of radio commercials and jingles

Unit-III
Fundamental concepts of video camera,basic techniques of audio-visual/video production, production of television commercials/advertisements

Books Recommended :
1. Wells, William, Burnett,John and Moriarty,Sandra, Advertising Principles and Practice, PHI, New Delhi.
6. सभु, सुभाष, फोटो पत्रकारिता, हरियाणा साहित्य अकादमी, पंचकुला
7. यादव, नरेंद्र सिंह, फोटोग्राफी तकनीक एवं सिद्धांत, राजस्थान हिन्दी ग्रंथ अकादमी, जयपुर

**PRA 404-Dissertation or Practical Work**

The Dissertation/Practical Work is required to be submitted at least fifteen days before the commencement of the IV semester examination. Students will be required to submit a Dissertation on a Mass Communication-related topic after conducting research under the guidance of a faculty member and with the approval of the Head of the Department whereas the practical work will be assigned from the department.

**PRA 405-Business Communication**

**Unit-I**

Business Communication (Definition), Difference between business communication and marketing communication, Types of Business communication, Internal (Horizontal, Vertical, Diagonal and Grapevine), External Communication, Principles of Effective Communication (7 Cs), Face to face, Telephonic conversation, Meetings, Seminars and Conferences, Group Discussions, Interview (Types).

**Unit-II**


**Unit-III**


**Books Recommended:**


[Signature]

University of Rajasthan
JAIPUR
PRA 406-Digital Communication

Unit-I

Digital Communication, Concept and importance, Evolution of digital media (Global and India), Convergence media, Various digital platforms, Forms of digital media(owned, paid and earned).

Unit-II

Website strategy, E-marketing, Paid search marketing, Email marketing, Integrated e-marketing, Digital media metrics (Page, hits, page impressions, clicks and reach), Revenue metrics.

Unit-III

Social media communication, Social Media Networks, Use of Social Media in PR, Mobile marketing, Digital PR, Online advertising, Regulation (IT Act 2000, National telecom policy 2012, TRAI)

Books Recommended: