

**SYLLABUS FOR
ONE YEAR POST GRADUATE
DIPLOMA COURSE IN ADVERTISING AND PUBLIC
RELATIONS**

Effective From:- 2009-2010

UNDER DEVELOPMENT

Prepared by
Curriculum development cell
Institute of Research Development & Training,
Kanpur

**STUDY AND EVALUATION SCHEME FOR THE
ONE YEAR POST GRADUATE DIPLOMA COURSE IN ADVERTISING & PUBLIC RELATIONS.
(EFFECTIVE FROM: -2009-2010)**

Curriculum						SUBJECTS	SCHEME OF EXAMINATION									
Periods Per Week							THEORY		PRACTICAL							
Lecture	Tutorial	Lab.	Field work	Lib. study	Total		EXAMINATION		Sess. Marks	Total Marks	EXAMINATION		Sessional Marks	Total Marks	Grand Total	
						Dur (Hr.)	Marks	Dur			Marks					
3	1	8	-	-	4	1. COMMUNICATION	2.5	50	20	70	-	-	-	-	70	
3	1		-	2	6	2. FUNDAMENTALS OF MARKETING	2.5	50	20	70	-	-	-	-	70	
3	1		-	2	6	3. ADVERTISING MANAGEMENT	2.5	50	20	70	-	-	-	-	70	
3	1		-	2	6	4. PUBLIC RELATIONS PRINCIPLES & PRACTICE	2.5	50	20	70	-	-	-	-	70	
3	1		-	2	6	5. MEDIA PLANNING	2.5	50	20	70	-	-	-	-	70	
3	1		-	-	12	6. GRAPHICS & PRODUCTION	2.5	50	20	70	3	50	30	80	150	
2	-		-	-	2	7. *ENVIRONMENTAL EDUCATION AND DISASTER MANAGEMENT	2.5	50	-	-	-	-	-	-	-	
-	-		6	-	6	8. PROJECT STUDY	-	-	-	-	-	100	60	160	160	
-	-		-	-	-	9. FIELD EXPOSURE	-	-	-	-	-	-	40	40	40	
18	6	8	6	8	48	TOTAL		-	300	120	420	-	150	130	280	700
										Community development work + Discipline (30+20)					50	750

NOTE:

- 1) Each period will be of 50 minutes duration.
 - 2) Each session will be of 32 weeks.
 - 3) Effective teaching will be at least during 25 weeks.
 - 4) The remaining periods shall be utilized for revision, etc.
 - 5) Evaluation of practical's will be done by external examiners Appointed by the BTE .
 - 6) Sessional marks proposed for paper concerned include library Assignment for the paper concerned.
 - 7) Sessional marks shall be awarded by the faculty.
 - 8) The students shall be sponsored for two weeks field exposure Suitably in the months of January or February.
- (*)It is compulsory to appear & to pass in examination, But marks will Not be included for division and percentage of obtained

CONTENTS

S.NO.	PARTICULARS	PAGE NO.
1.	Study and Evaluation Scheme.	--
2.	Main Features of the Curriculum.	1
3.	List of Experts.	2- 4
4.	Need Analysis.	5
5.	Profile Development.	6
6.	I. Horizontal And Vertical Organisation.	7
7.	II. Distribution of Papers.& Changes in the syllabus after revision	8
8.	Communication	9-10
9.	Fundamentals of Marketing	11-13
10.	Advertising Management	14-16
11.	Public Relations Principles & Practice	17-19
12.	Media Planning	20
13.	Graphics & Productions	21-22
14.	Practical	22
15.	Environmental Education & Disaster Mgt.	23-25
16.	Project Study	26
17.	Field Exposure	27
18.	IV. Staff Structure & Space Requirement.	28
19.	V. List of Equipments	29
20.	Annexure-I Field Exposure (Training Schedule)	30
21.	Annexure-II Community Development Work.	31
22.	Annexure-III Books Recommended	32-35
23.	Annexure-IV Questionnaire.	36-38

MAIN FEATURES OF THE CURRICULUM

TITLE OF THE PROGRAMME	:	Post Graduate Diploma in Advertising & Public Relations
DURATION	:	One Year
PATTERN OF THE PROGRAMME	:	Annual System
INTAKE	:	30
TYPE OF PROGRAMME	:	Full Time, Institutional
ENTRY QUALIFICATION	:	Graduation from a recognized university
AGE LIMIT	:	No Bar
MODE OF ADMISSION	:	Through Entrance Examination at the institute level comprising of Written Objective type Aptitude Test, Group Discussion and Interview

List of Experts

- | | | |
|-----|---|--|
| 1. | Shri P. C. Dikshit
Director | Institute of Research, Development & Training,
U. P., Kanpur |
| 2. | Prof. Vipul
Professor in Management | Indian Institute of Management,
P.O. Mubarakpur, Sitapur Road, Lucknow. |
| 3. | Prof. S. K. Kalra
Professor In Management | Indian Institute of Management,
P.O. Mubarakpur, Sitapur Road, Lucknow. |
| 4. | Shri Jai Shri Jethwani
Associate Professor | Indian Institute of Mass Communication,
New JNU Campus, New Delhi. |
| 5. | Shri A. B. Siddiqui
Deputy Director Kanpur | IPM, C-39 Sarvodaya Nagar |
| 6. | Mohd. Balal
Senior Marketing Manager | Bharat Electricals, Ltd.,
Kanpur |
| 7. | Dr. B. S.
Sr. Deputy Director | Goel Institute of Productivity & Management
Ghaziabad |
| 8. | Mr. S. C. Mathur
Deputy Director | Institute of Productivity & Management,
10/12 Sarojini Naidu Marg, Lucknow. |
| 9. | Mr. Asit Mohan
Deputy Director | Institute of Productivity & Management
"Resource House", Pocket "G",
Pallau Puram, Phase-I, Meerut |
| 10. | Mr. Sanjeev Gupta
Branch Manager | Godraj & Boyce. Manf. Co. Ltd.,
LIC Building, Hazratganj, Lucknow. |
| 11. | Shri H. N. S. Rajput
Company Secretary | Upcom Cables,
9-Rani Laxmi Bai Marg, Lucknow. |
| 12. | Shri R. C. Trivedi
Assistant Professor | Institute of Research, Development & Training,
U. P., Kanpur |
| 13. | Shri S. M. Tripathi
Text Book Officer | Institute of Research, Development & Training,
U. P., Kanpur |
| 14. | Shri K. L. Aryan
Incharge | Corporate Communications
O.N.G.C., TEL Bhawan, Dehradun. |
| 15. | Mrs. J. Peters
Principal | O.N.G.C. Women's Polytechnic,
Dehradun |
| 16. | Mrs P. Lal
Lecturer | O.N.G.C. Women's Polytechnic,
Dehradun |
| 17. | Shri D. Mazumdar
Marketing Consultant | Chandrauli, Dehradun |
| 18. | Amina M. Tambakuwalla
Class Co-ordinator | Xavier Institute of Communications
St. Xavier's College, Bombay |
| 19. | Shri Deep Chandra
Data Processor | Misra Indian Institute of Technology,
Kanpur |

This curriculum has been approved by an auspicious committee under the Secretary, Board of Technical Education, Uttar Pradesh, Lucknow, Shri P. N. Das on Nov., 9, 1994 at B. T. E. Office, Lucknow with certain changes suggested which has been incorporated. Name of the members presented are as follows -

- | | | |
|----|---------------------|---|
| 1. | Shri Khare PRO, | Scooter India Limited
Lucknow. |
| 2. | Mr. Srivastava | Member of B. T. E., Lucknow |
| 3. | Shri Awadesh Singh | Dy. Director,
Technical Education, U. P., Kanpur |
| 4. | Shri R. S. K. Sinha | Assistant Professor
B. T. E., Lucknow. |
| 5. | Shri P. N. L. Das | Secretary, B. T. E., U. P., Lucknow |

List of experts who contributed in the revision of curriculum post graduate diploma course in Advertising and Public Relation held on 22 September and 18 October, 2003

- | | | |
|-----|--|---|
| 1. | Shri A. B. Siddqui
Director | Institute of Productivity & Management,
Kanpur |
| 2. | Dr. Sunil Kumar
Director | L. B. S. Institute of Management,
Lucknow |
| 3. | Shri V. P. Singh
Asstt. Manager | Krishak Bharati Co-operative Limited,
Lucknow |
| 4. | Shri M. Ghosal
Asstt. Professor | Institute of Productivity & Management,
Kanpur |
| 5. | Shri Pankaj Dhingra
Asstt. Professor | Institute of Productivity & Management
Kanpur |
| 6. | Dr. N.U.Siddiqi | Govt. Polytechnic
Kanpur. |
| 7. | Shri R. C. Trivedi
Retd. (CDC Incharge) | I. R. D. T., U. P., Kanpur |
| 8. | Shri R. D. Dixit
Deputy Secretary | B. T. E., Lucknow |
| 9. | Shri A. Khanna
Executive Director | Future Academy, Kanpur |
| 10. | Smt. Neeru Bhullar
Lecturer | C.S.J.M. Uni., Kanpur |
| 11. | Mr. Pawan Gupta
Career Const. | Genesis, Kanpur |
| 12. | Shri K.M.Gupta
Asstt. Professror | I.R.D.T., Kanpur |
| 13. | Dr. Anita Bajpai
Asstt. Professror | I.R.D.T., Kanpur |

List of experts who participated & contributed in the workshop for revision of curriculum in **Post Graduate Diploma Course in Advertising and Public Relation** held on 17th March, 2008 and 16th December, 2009 at I.R.D.T, Kanpur & L.B.S.I.M.D.S, Lucknow.

- | | | |
|-----|---|---|
| 1. | Smt. Sushma Gaur
Director | I.R.D.T., Kanpur |
| 2. | Dr. Sunil Kumar
Director | L. B. S. Institute of Management,
Lucknow |
| 3. | Dr. Kishore Kumar
Asstt. Director | L. B. S. Institute of Management,
Lucknow |
| 4. | Dr. Meenal Yadav
Reader | L. B. S. Institute of Management,
Lucknow |
| 5. | Dr. Tripti Barthwal
Professor | L. B. S. Institute of Management
Lucknow |
| 6. | Dr. Syed Haider Ali
Associate Professor | L. B. S. Institute of Management
Lucknow |
| 7. | Dr. Puneet Rai,
Reader | STEP – H.B.T.I,
Kanpur |
| 8. | Smt. Manu Agrawal,
Asst. Professor | Dainik Jagran Institute of Management,
Kanpur. |
| 9. | Km. Shaba Iqbal,
Asst. Professor | Dainik Jagran Institute of Management,
Kanpur. |
| 10. | Smt. Ruchi Mittal
Principal | R.I.C.A Allahabad |
| 11. | Shri. Ilyas Rizvi,
Lecturer | L. B. S. Institute of Management,
Lucknow |
| 12. | Shri. Moin Uddin,
Lecturer | STEP – H.B.T.I,
Kanpur |
| 13. | Smt. Ragni Johari
Reader | L. B. S. Institute of Management,
Lucknow |
| 14. | Dr. N.U.Siddiqi | Govt. Polytechnic, Kanpur. |
| 15. | Smt. Nandita
Lecturer | L. B. S. Institute of Management,
Lucknow |
| 16. | Shri. M.P.Singh Bhadauria
Asstt. Professor/Coordinator | I.R.D.T., Kanpur |

NEED ANALYSIS:

1. Rapid expansion of industries in India has opened new vistas for excellent opportunities of careers in Advertising & Public Relations. Advertising & Public Relations offer one of the best remuneration packages in the country and even abroad.
2. Mass media all over the world has been accepted as an important instrument for informing, educating & entertaining people. In developing countries like that of ours, the mass media has specific responsibilities. It is intended to bring about a change in the attitudes of people & involve them in developmental policies & plans by keeping them informed about developmental & nation building activities to enlist their active & willing participation. Modern media like radio & television, though of recent origin, are going through a process of veritable explosion. The media in our country, which has been ever-expanding, needs young men & women trained & equipped to fill responsible positions.

Advertising, which has become industry now a days, is a social institution born to fulfill the human need to acquire & send information about the availability of products, brands and services. A personnel having been imparted training in Advertising & Public relations may prove an asset to the organisation he works in. With business and industry growing, there is a clear need for PR persons in every sector. Every corporation needs a PR person. Even politicians need high profile PR men to advise them.
3. PR men are not opinion leaders but they can always team up with opinion leaders and are in the vanguard for change. The PR persons create a favourable image of their company. They act as link between client and public. They organise parties, exhibitions and other projects; they deal with inquiries and, very often complaints. they basically work towards establishing or improving mutual understanding and goodwill between the company/client and the various groups with which it is concerned. Such groups may include employees, shareholders, customers, suppliers, legislators, government departments, financial institutions, bank and, the public at large.
4. The growth of PR in the last three or four years in our country can be described as phenomenal. All organisations whether commercial, industrial, educational, social or political used to practice public relations to meet their objectives and goals. Professionalism in Public Relation has become a sine qua non and is being seen as an effective tool to frame new policies and get them executed, chalk new strategies, etc. The goal of PR is humanising the society or creating a better environment within and without the corporation.
5. Communicating a bright image for the corporation involves using the media effectively. Media strategy embraces holding press conference, conducting press tours, and organising open days to build up support with the local residents. Bringing out house journals, brochure and publicity material is part of the job. A PR person's work broadly consists of three channels: assistance in framing or reviewing policy; research into attitudes and opinions; and communication of information. A PR person must be familiar with all the media of communication and should be an expert in as many as possible. This helps in selecting right medium for each phase of work. A course in Public Relations combined with Advertising may help acquire the requisite skills - a good news sense and journalistic aptitude; a cool temperament; ability to write and speak well & persuasively, imagination, task, approach, ability to work under pressure; a lively & ability to communicate in the both native language and English as well.
6. A number of organisations are setting up PR departments to conduct their public relation work. Government, the private sector, the service sector which includes hotels, banks, airlines, railways, catering, leasing companies, the defence services, the media enterprises are some of the major organisations that require trained personnel in the aforesaid discipline.

PROFILE DEVELOPMENT:

An instrument in the form of a questionnaire along with a copy of the existing curriculum of PG diploma in Advertising & Public Relations was sent to various media organizations and industries with a view to getting it improved in the light of the needs and requirements of the day. The response was not very much encouraging. Therefore, efforts were made to get feedback through personal interaction with the experts/professionals of different organizations belonging to both-public and private sectors. The feedback, thus received, was discussed and analyzed in a workshop and a draft curriculum was prepared adopting the following procedure:

1. Determining course objectives.
2. Planning horizontal and vertical organizations of the subjects.
3. Developing study and evaluation scheme.
4. Development of detailed course content and coverage time keeping in view the knowledge and skill requirements.
5. Determination of resource input in the form of human resource, space, equipment, etc.

The so revised draft curriculum was sent for comments of experts of the field. The suggestions, thus received, and also those received through personal contacts, have been incorporated where found suitable. Professionals and entrepreneurs running their own enterprises have also been consulted and their experience - based meaningful suggestions have been reasonably taken notice of while designing the final shape of the curriculum. All components leading to productive results have been retouched by several experts and thereafter supplemented accordingly. The curriculum has practically been tinged with the situational experiences of the professionals in particular. All out efforts have been made to structure the contents so as to develop professional extrovertness in the persons expected to pursue the programme. Finally, the so revised curriculum has been put before an expert Committee appointed by the "Government of Uttar Pradesh" for its final approval. The Committee's suggestions, though very nominal, too have been desirably incorporated to give it its final shape.

It is hoped that this revised curriculum for PG Diploma in Advertising & Public Relations will prove useful in producing suitable PR & Advertising personnel for the world of work.

HORIZONTAL AND VERTICAL ORGANISATION OF CURRICULUM

1.	Communication	XX
2.	Fundamentals of Sales & Marketing	XX
3.	Advertising Management	XX
4.	Public Relations Principles & Practice	XX
5.	Media Planning	XX
6.	Graphics & Productions	XX
7.	Project Study	XX
8.	Field Exposure	XX

DISTRIBUTION OF PAPERS

1. Communication
2. Fundamentals of Marketing
3. Advertising Principles & Practice
4. Public Relations Principles & Practice
5. Media Planning
6. Graphics & Productions
7. Project Study
8. Field Exposure

Change in the name of the subjects/topics are given below as per last revision workshop held on 17th March, 2008 and 16th December, 2009

S.No.	Old Topic/Subject Name	New Topic/Subject Name	Remarks
1.	Process of Communication	Communication	Some new contents added
2.	Fundamentals of Sales& Marketing	Fundamentals of Marketing	Some new contents of retail & event mngt. etc.added & old contents deleted.
3.	Media & Message Planning	Media Planning	
4.	Public Relations Principles & Practice	-	Topic no. 8 deleted.
5.	Graphics & Productions	-	1.3 content of introduction to animation added.
6.	Field Exposure	-	Latest visuals aides added in equipments.
7.	Staff Structure & Space Requirement	-	Lecturer of P.G. Diploma in Advt. and Public Relation with 05 years Exp. Added.
8.	List of Equipments	-	Latest systems added in equipments
9.	Annexure-I Field Exposure (Training Schedule)	-	Training Schedule of two weeks changed to three weeks
10.	Annexure-III Books Recommended	-	New books added.

1. COMMUNICATION

L T P
3 1 -

Rationale :

Mass media has direct impact on individual attitudes and behaviours. It has been accepted as an important instrument for informing, educating and entertaining people. Persuasion and social influence receives lion's share of attention. The Paper aims to make the students familiar with the fundamentals of communication & create awareness about language & its use in communication and to provide skills necessary for writing an effective copy. Contents to make the students appreciate the social & economic environment within which advertising operates have been added to help them in making a systematic approach for better decision making.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl. No.	Units Coverage Time	L	T	P
1.	Communication	15	8	
2.	Media of Communication & Its Role	40	8	
3.	Communication Research	20	9	
Total		75	25	

DETAILED CONTENTS

Unit-I

COMMUNICATION

Communication theory

- Process of Communication
- Barriers of Communication
- Mass Communication
- Factors of Effective Communication
- Aims and objectives of Communication skill- listening, speaking, reading, writing

Unit-II

- Objectives of Marketing Communication and its role
- Relevance of Visual
- Forms of visual Communication and their significance
- Barrier to effective communication (Personal, physical, psychological, sociological, semantic)

MEDIA OF COMMUNICATION AND ITS ROLE

- Language as a means of communication
- Channels and media of communication
- Communication network
- Intercultural communication
- Interpersonal communication
- Ethics and communication

Unit-III

- Development of writing and analytical skills-Business letters, Testimonials, Business reports, press releases, Precise writing, speech and presentation writing, paragraph writing, Copy writing for Advertisement for Radio, T.V., films and print media, project report Drafting, Translation in Advertising
- Development of Oral Communication skills-Presentation skills, interviewing, Telephonic skills, press conferences, seminars, Practical sessions on extempore debates group discussions, role plays, mock press conference, and interviews.
- Audio visual communication Power point presentation using multi media graphics and animation, e- communication

Unit-IV

- Non verbal communication (silence communication)-body language, gestures listening skills and its effective use
- High impact presentation how to plan presentation systematically, how to structure presentation, how to deliver presentation effectively, how to design and display attractive visual aids, how to handle question and comments from the audience

COMMUNICATION RESEARCH

- Understanding Research: Qualitative & Quantitative Research, Various Steps in Research, Formulation of Hypothesis, Sampling Techniques, Questionnaire Design, Data Collection, Data Tabulation and Data Interpretation.

2. FUNDAMENTALS OF MARKETING

L T P
3 1 -

Rationale:

The contents have been tailored to enable the students understand the concept and process of marketing and provide a deeper insight into the factors influencing behaviour of target audience. Concepts of product marketing to marketing of services, profit for non-profit organisation & social marketing and linkages between cooperate strategy, marketing strategy and advertising strategy have also been dealt with.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl.No.	Units Coverage	Time	L	T	P
1.	Understanding Marketing Process		30	10	
2.	Psychology of Consumer and Their Behaviour		20	7	
3.	New Marketing Horizons		25	8	
Total			75	25	

DETAILED CONTENTS

Unit-I

UNDERSTANDING MARKETING PROCESS

- The concept of marketing and sales and evaluation of marketing
- Changing Indian marketing environment
- Marketing mix
- Consumer behavior and segmentation
- Product life cycle
- Target and product positioning
- Product innovation and new product development
- Launching new products

Unit-II

- Pricing and packaging
- Direct and online marketing include the concept of tele marketing face to face selling and e commerce
- Distribution management and customer service
- Advertising

- Sales promotion
- Sales management
- Planning and implementing of marketing programme
- Marketing organization
- marketing research and information system specific techniques of panel research quantitative and qualitative research and their significance
- forecasting demand and market share
- interface of marketing strategy with corporate strategy and advertising strategy

Unit-III

PSYCHOLOGY OF CONSUMER AND THEIR BEHAVIOUR

- SIGNIFICANCE OF THE STUDY OF Psychology in marketing and advertising
- Consumer behavior models
- Environmental influences cultural values, social class, status, personal influence, family, situational influence
- Individual Differences involvement and motivation, attitudes, personality, values, lifestyle
- Psychological process-learning perception attitudes
- Decision process need recognition, search, evaluation of alternatives and choice
- Industrial buyer behavior

NEO MARKETING HORIZONS

Unit-IV

- Marketing for rural areas
- Marketing of ideas and social issues
- Direct and on-line marketing
- Global marketing
- Marketing of services
- Marketing for non profit organizations
- Customer relationship management

Unit-V

Retail Management

- Concept of retail
- The role and importance of retail industry
- Reasons of growth of retail industry and its future prospects.

Event Management

- What is event management
- Important types of event management-Business events, Trade fairs, Road shows, Fashion shows and Exhibitions.
- Scope of event management industry in India.

3. ADVERTISING MANAGEMENT

L T P
3 1 -

Rationale:

The Advertising Industry has, now a days, become a social institution born to fulfill the human need to acquire & send information about the availability of products, brands, and services. The Paper gives an overview of the discipline of advertising, organisation of advertising business & advertising research. It takes the students through the process of development of the creatives, from client's belief in brief, marketing objectives, idea generation to total creativity in word & visual and enables them understand select aspects of finance to prepare effective and appropriate advertising budgets.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl.No.	Units Coverage Time	L	T	P
1.	Advertising	12	4	-
2.	Financial Aspects of Advertising	12	4	-
3.	Organisation of Advertising Business	15	5	-
4.	Creativity	18	6	-
5.	Advertising Research	18	6	-
Total		75	25	-

DETAILED CONTENTS

Unit-I

ADVERTISING

Advertising ; definition and concept, Advertising: Definition and Concept ,How Advertising works, Functions of Advertising, Factors determining advertising opportunity of a product/service/idea, What a message must contain, Types and classification of Advertising Display/ classified/ Trade/ Product / Financial / corporate etc., Brand Management and Positioning, Creative and Campaign Concepts: An overview, Social and Economic Impact of Advertising, Advertising: Ethics, code and Law, Brand equity and advertising

Unit-II

FINANCIAL ASPECTS OF ADVERTISING

- Advertising cost concept and decision making
- Advertising as investment expenditure
- Basic Accounting Concept
- Presenting Financial Information for decision making
- Preparation of advertising budget

- Monitoring the budget and control process

ORGANISATION OF ADVERTISING BUSINESS

- Advertising Agency: Structure, Functions
- Creative Development
- Production and cost Analysis
- Tariff
- Finance and Billing
- Account Planning
- “Agency – Client” Relations: Client brief, minutes and the follow up
- Apex Advertising Organizations (AAA. ABC. ISA)
- Advertising departments in corporate organization

Unit-III

CREATIVITY

- Introduction to advertising creativity
- The advertising creativity in relation to overall objectives
- Setting creative objectives and strategy development
- Idea generation, Creative thinking, Creative Process
- Conceptualization and evaluation of ideas
- The aesthetics of advertising
- The advertising styles: tone and manner
- Creative copy writing for different Media
- Visualization Layout and art direction
- Campaign planning and execution of advertising
- Campaign in different media
- Advertising creativity in different product categories
- PR and Non- commercial advertising
- Advertising creativity vis-à-vis urban-rural markets.

Unit-4

ADVERTISING RESEARCH

- Why Research in Advertising
- Problems of advertising where Research has a role to play: Market Research, Consumer Research, Product, Research, Copy Research, and Audience Research
- Feedback and Evaluation of the advertising results
- Specific Research Techniques in Advertising: Motivation Research, Consumer Jury Test, Inquiry Test, System rating List, Recognition of Readership Test, Recall Test, etc.

THE ROLE OF COMPUTER IN ANALYZING ADVERTISING

4. PUBLIC RELATIONS PRINCIPLES & PRACTICE

L T P
3 1 -

Rationale:

With business & industry growing, there is a clear need for PR persons in every sector. There are predictions that Public Relations will, infect, overtake Advertising, as we move into the 21st Century, being less expensive & more effective. The paper acquaints the students with an overview of the discipline, imparts professional knowledge about theories & techniques of Public Relations, provides knowledge of various media available for Public Relations, their functioning & applications as to achieve maximum output from the resources and develops managerial skills.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl.No.	Units Coverage Time			
		L	T	P
1.	Development of Public Relations	6	2	-
2.	Public Relations in India	6	2	-
3.	Public Opinion	3	1	-
4.	Public Relations Process	3	1	-
5.	Public Relations for Internal Communication	6	2	-
6.	Public Relations for External Publics	4	2	-
7.	Mass Media of Communication	4	1	-
8.	Ethics and Public Relations	4	1	-
9.	Planning in Public Relations	3	1	-
10.	Internal Communication	3	1	-
11.	External Communication	3	1	-
12.	Dealing with Media/functioning of media	3	1	-
13.	Role of writing in Public Relations	9	3	-
14.	Public Relations Emerging Challenges	9	3	-
15.	Accountability in Public Relations	3	1	-
16.	The Public Relations Professional	6	2	-
Total		75	25	-

Unit-I

DEVELOPMENT OF PUBLIC RELATIONS

- Historical Perspective
- Present status of PR and future scope
- Distinction between
- PR, Propaganda, Advertising, publicity, Marketing PR as a Management Function and its interface with other Managerial disciplines.

PR IN INDIA

- Development of PR in Indian Public sector-historical perspective
- Objectives of PR in Public sector vis-à-vis Private sector

- Govt. Information System
- Role of PIB in PR /press relations
- Role of PR in democracy

PUBLIC OPINION

- How it is formed
- Winning Public Opinion
- Pressure groups

PR PROCESS

- Planning and Programming
- Implementation of Plans
- Anticipating crisis & handling disasters

Evaluation of PR Programme

Unit-II

PR FOR INTERNAL COMMUNICATION

- Publics” in Internal Communication
- Objectives of Employee relations
- Building Organizational culture
- Media for Internal Communication

PR FOR EXTERNAL PUBLIC

- Defining publics
- Various publics pr has to interact with

MASS MEDIA OF COMMUNICATION

- Role of new technology

ETHICS AND PR

- Code of ethics
- Professionalism in PR
- Growth of Professional bodies: PRSI, IPRA

Unit-III

PLANNING IN PR

- Analyzing and developing a PR strategy

- Managing PR by objective

INTERNAL COMMUNICATION

- Application and tools

EXTERNAL COMMUNICATION

- **Tools, reach and Production techniques of-**
- Corporate Brochure and films
- Institutional, Corporate, Advocacy Campaigns, Exhibitions

DEALING WITH MEDIA /FUNCTIONING OF MEDIA

- Organizing Press Conferences & Press visits
- Crisis – dealing with the unexpected
- Special events, how they are planned and organized

Unit-IV

ROLE OF WRITING IN PR:

- Press Releases & Press Communiqué
- Backgrounders
- Feature Writing
- Rejoinder Writing
- Writing for electronic Media
- Speech writing for corporate Executives

PR EMERGING CHALLENGES:

- Role of PR in National, international issues concerning humankind-some specific case studies
- PR for generating social awareness about evils besetting society
- Building Image of India abroad
- Choice of Media for Relating to Indian masses
- Role of traditional Media about social /national issues
- Community PR

ACCOUNTABILITY IN PR:

THE PUBLIC RELATIONS PROFESSIONAL:

Role of Training, Personality, Presentation style and technique

5. MEDIA PLANNING

L T P
3 1 -

Rationale:

An advertising medium is the means or conveyance by which the sales message is carried to prospective customers. Generally, no single medium with suffice in reaching all potential customers and, as a result, it is often necessary to use a combination of several media in an advertising campaign. The paper aims to make the students understand the characteristics of each medium available for advertising and the process of developing effective media plan.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl.No.	Units Coverage Time	Coverage time		
		L	T	P
1.	Introduction to Media	25	10	-
2.	Selective Media Concepts	50	15	-
Total		75	25	-

DETAILED CONTENTS

Unit-I

INTRODUCTION TO MEDIA:

- Introduction to Media Planning, general Procedures & Problems
- Relationship between media, Advertising and consumers

Unit-II

- Media Planning viz-a-viz Marketing Planning
- Mass Media, their characteristics and ownership
- Media scene in India –Qualitative and Quantitative features of each medium

Unit-III

SELECTIVE MEDIA CONCEPTS:

- Selective Media Concepts: Reach. Frequency, scheduling, media objectives etc.
- Media exposure state wise.
- Sources of Media Information, their methodology of survey, observations and applications
- Media Research & Methods, audience & Media, Inter- Media Effectiveness
- Media Strategy
- Media cost and buying Problems, setting and Allocation of Budgets

Unit-IV

- Media Planning: Quantitative methods, drawing up media plan scheduling, buying and monitoring
- Case studies
- Changing face of media with evolution of new horizon at marketing

6. GRAPHICS AND PRODUCTION

L T P
3 1 8

Rationale :

Graphics & Productions play a vital role in advertising & public relations rather it is the mainstay of all mass media in modern era. The paper aims at bringing about a general understanding and appreciation of the various production processes & techniques in creating print, audio and video material.

TOPIC WISE DISTRIBUTION OF PERIODS

Sl.No.	Units Coverage	Time	L	T	P
1.	Graphics		20	7	-
2.	Printing		25	8	-
3.	Electronic & Audio Visual		30	10	-
Total			75	25	200

DETAILED CONTENTS

Unit-I

GRAPHICS:

- Theory of graphics, design principles, Types & Types Faces, Use of Type in Design
- Layout stages and Its types, colour in Advertising, Computer graphics
- Introduction to animation: Brief history of animation and computer animation.

Unit-II

PRINTING:

- Broad survey of different methods and processes of printing, including DTP and their respective advantages
- Plates making; Paper, vinyl, glow signs
- Characteristics and other relevant details

Unit-III

Technological development, machine and equipment costing; preparation of art work for different printing processes; packaging; out door material; colour reproduction.

Unit-IV

ELECTRONIC & AUDIO VISUAL:

- Principles and techniques of AV Production

- Film, Radio, TV/Video and Photography
- Scripting, Shooting and editing of video films and AV Programmes
- Still photography for advertising and PR
- Introduction to electronic and audio visual equipment and their operations

PRACTICAL

LIST OF PRACTICALS

- 1- Production of corporate films
- 2- Sound & slide presentation
- 3- Graphics and layout exercise
- 4- D. T. P. (Desk Top Publication)
- 5- Shooting and editing of video films and AV programmes
- 6- Still Photography
- 7- Graphic Software; Corel, Photoshop

7. ENVIRONMENTAL EDUCATION & DISASTER MANAGEMENT

L T P
2 - -

Rationale:

A diploma student must have the knowledge of different types of pollution caused due to industrialization and construction activities, so as he may help in balancing of eco-system and control pollution by providing controlling measures. They should be also aware of the environmental laws for effectively controlling the pollution of environment. The topics are to be taught in light of legislation Para-3.

TOPIC WISE DISTRIBUTION OF PERIODS:

SL. NO.	TOPIC	L	T	P
1.	Introduction	6		
2.	Pollution	3		
2.1	Water Pollution	8		
2.2	Air Pollution	8		
2.3	Noise Pollution	3		
2.4	Radio Active Pollution	4		
2.5	Solid Waste Management	5		
3.	Legislations	3		
4.	Environmental Impact Assessment	4		
5.	Disaster Management	6		
TOTAL		50	-	-

DETAILED CONTENTS

Unit-I

INTRODUCTION:

- Introduction to Basics of ecology, Ecosystem, Biodiversity Human activities and its effect on ecology and eco system, different development i.e. irrigation, urbanization, road development and other engineering activities and their effects on ecology and eco system, Mining and deforestation and their effects.
- Lowering of water level , Urbanization.
- Biodegradation and Biodegradability, composting, bio remediation, Microbes .Use of biopesticides and biofungicides.
- Global warning concerns, Ozone layer depletion, Green house effect, Acid rain, etc.

Unit-II

POLLUTION:

Sources of pollution, natural and man made, their effects on living environments and related legislation.

Water Pollution

- Factors contributing water pollution and their effect.

- Domestic waste water and industrial waste water. Heavy metals, microbes and leaching metal.
- Physical, Chemical and Biological Characteristics of waste water.
- Indian Standards for quality of drinking water.
- Indian Standards for quality of treated waste water.
- Treatment methods of effluent (domestic waste water and industrial/ mining waste water), its reuse/safe disposal.

AIR POLLUTION:

Definition of Air pollution, types of air pollutants i.e. SPM, NOX, SOX, CO, CO₂, NH₃, F, CL, causes and its effects on the environment.

- Monitoring and control of air pollutants, Control measures techniques. Introductory Idea of control equipment in industries i.e.
 - Settling chambers
 - Cyclones
 - Scrubbers (Dry and Wet)
 - Multi Clones
 - Electro Static Precipitations
 - Bog Fillers.
- Ambient air quality measurement and their standards.
- Process and domestic emission control
- Vehicular Pollution and Its control with special emphasis of Euro-I, Euro-II, Euro-III and Euro IV.

NOISE POLLUTION:

Sources of noise pollution, its effect and control.

RADISACTIVE POLLUTION:

Sources and its effect on human, animal, plant and material, means to control and preventive measures.

Unit-III

SOLID WASTE MANAGEMENT:

Municipal solid waste, Biomedical waste, Industrial and Hazardous waste, Plastic waste and its management.

LEGISLATION:

Preliminary knowledge of the following Acts and rules made thereunder-

- The Water (Prevention and Control of Pollution) Act - 1974.
- The Air (Prevention and Control of Pollution) Act - 1981.
- The Environmental Protection (Prevention and Control of Pollution) Act -1986. Rules notified under EP Act - 1986 Viz.
 - # The Manufacture, Storage and Import of Hazardous Chemical (Amendment) Rules, 2000
 - # The Hazardous Wastes (Management and Handling) Amendment Rules, 2003.
 - # Bio-Medical Waste (Management and Handling) (Amendment) Rules, 2003.
 - # The Noise Pollution (Regulation and Control) (Amendment) Rules, 2002.
 - # Municipal Solid Wastes (Management and Handling) Rules, 2000.
 - # The Recycled Plastics Manufacture and Usage (Amendment) rules, 2003.

ENVIRONMENTAL IMPACT ASSESSMENT (EIA) :

- Basic concepts, objective and methodology of EIA.
- Objectives and requirement of Environmental Management System (ISO-14000) (An Introduction).

Unit-IV

DISASTER MANAGEMENT :

Definition of disaster - Natural and Manmade, Type of disaster management, How disaster forms, Destructive power, Causes and Hazards, Case study of Tsunami Disaster, National policy- Its objective and main features, National Environment Policy, Need for central intervention, State Disaster Authority- Duties and powers, Case studies of various Disaster in the country, Meaning and benefit of vulnerability reduction, Factor promoting vulnerability reduction and mitigation, Emergency support function plan.

Main feature and function of National Disaster Management Frame Work, Disaster mitigation and prevention, Legal Policy Frame Work, Early warning system, Human Resource Development and Function, Information dissemination and communication.

8. PROJECT REPORT

L T P

- - 6

Project study is the pursuit of truth with the help of study, observation, comparison and experiment. It is intended to apply the learning of research methodology to any issue/problem concerning marketing/advertising/public relations and make recommendations based on their findings. The main objective of the Project Report is to prepare the students to look beyond their course books and lecture sessions. It is also intended to inculcate in them an independent, critical and analytical thinking and deeper insight into the subject opted for. The Project Report should have relevance to the course content.

The students shall decide their topics in consultation with the respective faculty member of the institute who would also supervise their work. The topics shall be selected in view of their relevance in terms of the conceptualised expectations of the curricula. The students may be asked to undertake the Project Study in clusters. On choice of a subject they shall prepare a comprehensive research report (the title and brief statement) on the topics finalised by the end of October & submit an outline accordingly. This should incorporate the dates by which they will start work on and subsequently complete the Project. Depending on the interest, the students can either do research based project study or develop an Issue/Product based campaign or an Audio-visual presentation. .pa

On completion of the study and after final editing of the written work, it must be neatly hand written, type written, double space, annotated with footnotes/references, list/glossaries, as required. Two copies of such Project Report will be made available to the Head of the faculty for evaluation. The students shall appear for final viva-voce test before the external examiner appointed by the Board of Technical Education, Uttar Pradesh. After completion of the study programme the institute will retain one copy and return the other to the candidate concerned if demanded

The project Report should be of at least 75 pages.

9. FIELD EXPOSURE

Field Exposure is required to enable the students have a practical experience of the situations to come across in the world of work i.e. in some advertising agency, industry or government.

Depending on their interest, the students shall be sent to work for a period of two weeks preferably during the month of January or February in concurrence with the concerning academic calendar in some public/private sector organisation, advertising agency or any independent body to familiarize them with practical aspects of the profession. They shall be sent to different organisations in groups led and supervised by some responsible faculty member and shall be asked to submit a brief report on their practical training which will be evaluated.

The field exposure will encompass - observation, study, hands on experience, productive indulgence, situational learning, acquisition of the techniques of the trade and application of the instructional subsections - skills and information in real working environ. The following equipment should be given exposure during field exposure.

- | | |
|---|------------|
| 1. Work processor capable of multilingual processing with Laser Printer - | 90,000/- |
| 2. Photo Offset Machine with automatic adjustment | - 3.5 lacs |
| 3. Printer, Dot Matrix, Line and Laser | - 60,000 |
| 4. Electronic Photo Composer Process Camera - | 1 lac |
| 5. Latest Visual Aides | |

A tentative outline of the format for submission of Field Exposure Report is given on Annexure-I. It is a draft specimen just to serve as an apparatus for guidance subject to modifications and improvements accordingly.

Opinion about their learning and acquisition of the related know-how will also be required from the agency/enterprise where they have undergone such exposure.

STAFF STRUCTURE & SPACE REQUIREMENT

1.	Head	1	MBA with 5 Year Experience
2.	Lecturer	1	M.Com with 5 Year Experience or P.G Diploma in Advertising and Public Relations with 5 years Experience
3.	Lecturer	1	Degree in Mass Communication with 2 years related field experience or Degree in Journalism with 2 years related field experience

Regarding the resources - Building and Staff, it is recommended to adhere to the norms and standards laid down by the A. I. C. T. E. Besides, other supporting amenities including library, reading room, reprography, etc. be made available according to the requirement and the need.

LIST OF EQUIPMENT

1. Equipment out of those given below which appear necessary for practice & hands on experience in the laboratory/shop as expected in the curriculum are recommended to be procured.

S.No.	Name of Equipment	No.	@ Rs.	Amt.in Rs.
1.	DTP system (PC) based on latest Pentium or higher graphic chip, CPU, 8 MB DRAM, 124 KB memory cache, 1.2 MB FDD, 500 MB HDD and 14" Super VGA Colour monitor with 1 MB VRAM Mouse Digitizer Template, Necessary Software, Colour Jet Printer	1	--	3, 00,000.00
2.	Multimedia Projector	1	--	110000
3.	Audio Recorder/Player	1	--	15000
4.	Photography Camera	1	--	100000
5.	Intercom	1	--	20000
6.	Video Camera	1	--	25000
7.	Photo Copy Machine	1	--	100000

FIELD EXPOSURE - II

TRAINING SCHEDULE

The students, as their Term Examinations are over, shall be subjected to undergo a three weeks Field Exposure specially in the units/organisations involved in Advertising, Publication, Broadcasting, Publicity or Activities which require PRs and alike whereby they shall imbibe the techniques of the the trade and shall find themselves in a position to utilize their knowledge and skills to real functional situations. During the training tenure, they shall prepare a brief work report and record their observations/experiences, which on being submitted, will be assessed/evaluated by the respective faculty of their institute. A draft performa to develop such report is given hereunder. It may be modified according to the situation and the need.

1. Name & Address of the unit/organisation
2. Year of Establishment
3. Nature of the unit/organisation
 - i. Public Sector
 - ii. Private Sector
 - iii. Working Hrs.
4. Number of Persons Employed
5. Main Functional Areas
6. Sections/Departments visited
7. Date of
 - i. Joining.
 - ii. Leaving.
8. Particular Activity/Activities exposed to
9. Acquisition of the know-how during the exposure
(Can be summed up on a separate sheet)
10. Areas/Activities which interested the trainee most
11. Use of computer - if any.

Date of Submission

Signature

**Full Name of the trainee
Batch/Code No. if any**

COMMUNITY DEVELOPMENT WORK

Community Development has been conceptualized as an integral aspect of the broad spectrum of Technical Education in modern perspectives. Under the World Bank assisted project, the study programmes have been sandwiched with such exercise with view to promoting awareness among the communities belonging to the rural world. The students, led by their respective faculty, shall encamp in the rural areas preferably in the minority concentrated villages from 7 (Seven) to 15 (Fifteen) days conveniently any time during the span of the study programme and shall undertake/execute activities related to socially relevant themes to uplift the status and condition of the rural people in general. Such camps shall organised under a time bound and target oriented scheduled to ensure concrete achievements. The potential of such endeavour will add to their obtainment in the final examination to a specified extent depending upon the assessment of the faculty concerned.

Based on learning by doing principle, the community oriented programme provides and opportunity for the students to discover and use their creative skills in terms of the specific needs of the masses living in the rural areas. It fosters attitudes to start a dialogue with the villagers to share their problems and perceptions about media and also enables to present their ideas on the action of the media in society. The students, while encamping in the villages, shall work on assignments covering:

- Literacy
- Health
- Hygiene
- Nutrition
- Pollution
- Family/Child Welfare
- Non-Conventional Energy
- Drug Addiction
- Plantation and so on

Some other areas of assignments can be incorporated in accordance with the situation and the requirement keeping in view their impact on the social fabric of the community as conceived in the policies of the Government.

BOOKS RECOMMENDED

1.1 COMMUNICATION

Communication Year Book : An Annual Review Published by the International Communication Association

YV Lakshmana Rao : UNESCO Publication on " The Practice of mass communication : Some lessons from research.

Wilbur Schramm : Effects of Mass Communication.

Mass Media in India compiled by Research and Reference Division, Ministry of J & B, Govt. of India.

James Watson and Anne Hill : A Dictionary of Communication and Media Studies.

FISKE(I) :Introduction to Communication Studies : London, Methnen, 1982.

TRUDGILL (Peter) : Sociolinguistics : Penguin Book London, 1980.

HUDSER (RA) Sociolinguistics, Cambridge University Publication, Cambridge.

DYER (Gillian) Advertising and Communication, London, Methnen.

NIDA (EA)" Towards a Science of Translation : Leiden Bill

Economic Development in Different Regions of India.

MAHAJAN (V.S.) : Economic Development of India.

Lokanathan (Victor S.) :Economic Development, Social Structure and Population Growth.

METHA : Economic Planning in India.

JAIN : Economic Problems in India.

Economic Survey 1988-89 : Ministry of Finance, Govt. of India.

Reekie (W. Duncon) : Economics of Advertising.

Seventh Five Year Plan.

Good (William J.) & (Paul K.) : Methods in Social Research, Macmillan.

YADAVA (J.S.) : Communication Research some reflections. IIMC (Mimeo).

1.2 MARKETING

KOTLER: Marketing Management Analysis, Planning, Implementation and Control, New Delhi, Prentice Hall 1988.

KOTLER: Principles of Marketing, New Delhi, Prentices Hall, 1987.

AAKER & DAY : Marketing Research

MAKER (Michael J.) : The Marketing Book - Heinemann London 1987.

BEBBETT (Peter D.) : Marketing New York, Mc Graw Hill Book Co., New York, (International Student Edition) 1988.

BOYD, WESTFALL & STASCH : Marketing Research

DHOLAKIA (N) & KHURANA (R) : Public Distribution System.

ENIS (Ben M.) COX (Keith K.) : Marketing Classics.

FINE (Seymour H.) : The Marketing of Ideas & Social Issues. New York Praeger Publisher, 1981.

KINNEAR & TAYLOR : Marketing Research

KOTLER (Philip) : Marketing for Non Profit Organisations, New Delhi, Prentice Hall, 1986.

KOTLER (Philip) COX (Keith K.) : Marketing Management and Strategy - A Reader : New Jersey, Prentice Hall 1987

KOTLER (Philip) & ROBERTO (Eduardo L.) Social Marketing Strategies for changing Public Behaviour, New York Free Press 1989.

LOVELOCL (Cristopher) : Service Marketing, Test Cases and Reading, New Jersey, Prentice Hall 1987.

LOVELOCL (Cristopher) : Managing Services : Marketing, Operations & Human Resources, New Jersey, Prentice Hall 1987.

LUCK & RUBIN : Marketing Research, New Delhi, Prentice Hall 1988.

PETER (J. Paul) & OLSON (Jerry C.) : Consumer Behaviour - Marketing Strategy Perspective Illinois, Richard D. Irwin Inc. 1987.

ROTHBERG (Robert R.) : Corporate Strategy & Product Innovation, Free Press

SCHIFFMAN (Leon G.) & KANUK (Lealie Lazar) : Consumer Behaviour, New Delhi, Prentice Hall, 1988.

SENGUPTA (Amit) : Drug Industry & The Indian People : Delhi Science Forum, New Delhi, 1986.

SHETH (Jagdish N.) & GARRETT (Dennis E.) : Marketing Management : A Comprehensive Reader : Ohio South Western Publishing Co. 1986.

STATON (William) & Others (S); Marketing Management McGraw Hill Book Co. (International Student Edition) 1989.

URBAN (Glen L.), HAUSER (John R.) & DHOLAKIA (N) : Essentials of New Product Management, Prentice Hall Inc. New Jersey, 1987.

ARUN KUMAR: Marketing Management, Himalayan Publications, New Delhi.

S.KAZMI & SATISH K. BATRA: Advertising & Sales Promotion, Excel Publications, New Delhi.

C.N.SANTHOKI & R G DESHPANDE: Salesmanship & Advertising, Kalyan Publishers, New Delhi.

CHUNAWALA & KUMAR SETHIA: Advertising Theory & Practices, Himalayan Publications, New Delhi.

BOOKS RECOMMENDED

1.3 ADVERTISING

SENGUPTA (Subroto) : Brand Positioning, New Delhi, Tata McGraw, 1990

WRIGHT, WARNER, WINDER & ZEIGLER : Advertising, New Delhi, Tata McGraw Hill, 1985.

LITTLEFIELD & KIRKPATRICK : Advertising Mass Communication in Marketing, Bombay, Vikils, 1971.

OGILVY (David) : Confessions of an Advertising Man.

OGILVY (David) : The Unpublished Ogilvy, 1989, New Delhi Rupa Publisher.

OGILVY (David) : Ogilvy on Advertising London, Orbis, Publications, 1983.

PATTI (Charles H.) & FRAZER (Charles F) Advertising - A Decision Making Approach, New York, The Dyden Press, 1988.

RUSSELL (Thomas) and LANE (W. Ronald) Klepper's Advertising Procedures (XI Edition), New Jersey, Prentice Hall 1990.

BOOKS RECOMMENDED

1.4 PUBLIC RELATIONS

BASKIN (Otis W) and ARONOFF (Craig E) Public Relations : The Professional Ed. 3 Iowa Wmc, Brown, 1988, 483p

BLACK (Sam) Practical Public Relations, New Delhi, Universal Book Stall, 1984, 229p (Text Book)

BURTON (PAUL) Corporate Public Relations, Reinhold Publishing Corporation, New York 1966, 228p.

JEFKINS (Frank) Planned Press and Public Relations, London, International Text Book Company 1977, 181p.

LOVELL (Ronald) Inside Public Relations : London, Allyn and Bacon, 1982, 415p.

MARSTON (Johan E) Modern Public Relations, New York McGraw Hill, 490p.

NOLTE (Lawrence W) and WILCOX (Dennis L) Fundamentals of Public Relations : Professional guidelines concepts and integrations. Ed. 2 New York, Pergmon Press, 1979, 516p.

OXLEY (Harold) Principales of Public Relations, London, Kogan page, 1987, 141p. Professional guidelines concepts and integrations Ed. 2 New Yark, Pergmon Press, 1979, 516p.

SIMON (Raymond) Public Relation : Concepts & Practices. New York, John Wiley, 1984,442p.

THOMPSON, Mike Williams How to run & P. R. campaign : The practical application of public relations, London, Pergamon Press 1869; 65p

WILCOX (Dennis L) et al. Public Relations: Strategic and Tactics, New York, Harper & Row, 1986, 641p.

AHUJA (BN) Practical Public Realtions, New Delhi, Surjeet Publications, 1989,104p.

BASU (Anil) Public Relations, Problems and Prospects with case studies (Text Book).

BALAN (N K) Lectures on applied public relations, Delhi. S. chand 1984 512p.

KAUL (J M) Public Relation in India, Calcutta, Naya Prakesh, 1988, 282p.

JOURNALS/PERIODICALS

PR Journal

PR Quarterly

Vidhura.

1.5 MEDIA PLANNING

ADAMS : Media Planning

SISSORS (Jack Z) & BUMBA (Lincoln) : Advertising Media Planning 3rd Lincoln Wood, NTC Business Books 1989.

BARBAN (Arnold M) & KOPEC (Frank J), Essentials of Media Planning 2nd Ed. Lincolnwood. NTC Business Books, 1987.

SISSORS (Jack Z) & Goodrich (William B)

Media Planning Workbook (II ed.) Lincolnwood.

NTC Business Books 1987

Media in India (1986) - Information & Broadcasting Ministry

NCAER Report o Media Exposure in India

NCAER - Household Survey

INFA Year Book

NRS

TRP

BRS

Reports on Radia & TV.

1.6 GRAPHICS & PRODUCTION

Graphics of Communication - Arthur Turnbull

Techniques and Procedures of Visual Instruction

Media - Moror and Frye

The Art of Creative Advertising - Michael Antebi

Layout, Printing, Design and Production - Charles J. Fetten

Layout and Graphic Design - Bellinger.

QUESTIONNAIRE

INSTITUTE OF RESEARCH, DEVELOPMENT AND TRAINING, U.P., KANPUR-208024

SUBJECT: Questionnaire for ascertaining the functional requirements of PG Diploma holders in Advertising & Public Relations and inputs to improve the existing curriculum accordingly.

PURPOSE: Revision of curriculum for One Year PG Diploma in Advertising & Public Relations.

NOTE: 1. Please answer the questions to the point as given in the questionnaire.
2. Any other point or suggestion not covered in this questionnaire may be written on a separate sheet and enclosed with while mailing it back.

1. Name of the organisation: _____

2. Name & Designation of the officer filling the questionnaire _____

3. Name of the department/section/functional area. _____

4. Important functions of the department/section/functional area _____

5. Number of diploma holders employed under your charge in the area related to Advertising & Public Relations _____

6. Please give names and specifications of modern equipment/machines/appliances of use to personnel in Advertising & Public Relations.

1.	2.	3.
4.	5.	6.

7. What proficiencies and job competencies are expected from a diploma holder in Advertising & Public Relations.

1.	2.	3.
4.	5.	6.

8. Mention the approximate percentage of the following desired in PG Diploma programme in Advertising & Public Relations.

1. Theoretical knowledge	-----%
2. Practical knowledge	-----%
3. Skill Development	-----%

9. Do you think "on the job training" / Internship should form a part of the curriculum. (Yes/ No)
if yes, then

(a) Duration of such training _____

(b) Mode of such training

1. Spread over different tenures
2. After completion of the course
3. Any other mode

10. What mode of recruitment is followed in your organisation.

1. Academic merit
2. Written test
3. Group discussion
4. Interview
5. On the job test.
6. Any other mode

11. Mention the capabilities/ Qualities looked for while recruiting PG diploma holders in Advertising & Public Relations.

- | | |
|---|-------|
| (a) Technical knowledge | ----- |
| (b) Practical skills | ----- |
| (c) Etiquette and behaviour | ----- |
| (d) Aptitude | ----- |
| (e) Health, habit and social background | ----- |
| (f) Institution where trained | ----- |
| (g) Professional flair & personality | ----- |
| (h) Other capability/quality | ----- |

12. Does your organisation have	Yes/No
any system for survey regarding popularity, response, circulation, impact, etc.	

13. Does your organisation conduct field	Yes/No
survey to know users views regarding:	

1. Material for different age groups and sex.
 2. Effect of climatic, geographical & socio-economic conditions.
 3. Any other
- If yes, Please give brief account of each.

14. Which type of assignment do you suggest for an entrepreneur in Advertising & Public Relations.

15. In your opinion what should be the subjects to be taught to a student of PG diploma in Advertising & Public Relations.

Theory

Practical

16. Kindly mention particulars regarding topics/areas which should be given more emphasis in the curriculum .

Theory

Practical

17. Kindly state whether your organisation Yes/ No
can contribute towards improvement of
Curriculum in the above field.
If yes, Please give names of the experts available in your organisation who may be
contacted/consulted for the purpose.
18. Kindly give your valuable suggestions for consideration at the time of finalisation of the
curriculum.
19. What changes in the professional horizon appear worth incorporating in the curriculum for
PG Diploma in Advertising & Public Relations?

Date:

(Signature)

Kindly mail the above questionnaire duly filled in to:

M. P. SINGH. BHADAURIA
Assistant Professor
Institute of Research, Development & Training, U.P.
(Govt. Polytechnic, Campus)
Kanpur-208002

(Please note that all information in this survey is confidential & for use of curriculum revision
only)