



**MADURAI KAMARAJ UNIVERSITY**  
(University with Potential for Excellence)  
**DIRECTORATE OF DISTANCE EDUCATION**



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Website: <https://mkuniversity.ac.in/dde/>

Palkalai Nagar  
Madurai - 625 021

Date: 14.09.2021

**DEPARTMENT OF ADVERTISING AND PUBLIC RELATIONS**

**TRAINING PROGRAMME FOR M.A., FIRST YEAR & SECOND YEAR (All absentees) and PG Diploma in ADVERTISING AND PUBLIC RELATIONS (20AY and all absentees)**

Dear Student,

Greetings! The Practical Training Programme for the students of **M.A., FIRST YEAR & SECOND YEAR (All absentees) and PG Diploma in ADVERTISING AND PUBLIC RELATIONS (20AY and all absentees)** is scheduled to be held as follows:

Students Batch	Venue	Dates
<b>M.A. Advertising &amp; Public Relations I Year &amp; II Year: All absentees of the previous batches from Tamil Nadu and Other State MKU Centres and for the students who are having pending results.</b>	Seminar Hall, 'PG' Block (II Floor), DDE, MKU Palkalai Nagar, Madurai – 625 021	<b>Training Dates:</b> 09.11.2021 to 14.11.2021 <b>Examination Date</b> 15.11.2021
<b>PG Diploma in Advertising &amp; Public Relations: 20AY and all absentees of the previous batches from Tamil Nadu and Other State MKU Centres and for the students who are having pending results.</b>		

The students should attend the in-person training on the scheduled dates and submit their assignments and projects at the time of training without fail. The final valuation (Viva-voce) of the assignments and projects will be done with the support of the outside examiners. The practical written exam will be conducted at the end of the training.

It is mandatory for the students to attend the practical training programme. Marks for the practical examination will be awarded to the students on the basis of their performance in the programme, assignments and the written examination.

All absentees (including MKU own centers, others centers of MKU from Tamil Nadu and Other states and the absentees) should pay the training programme fee of Rs.2000/- through online in favour of the Director, DDE through SBI - collect method.

Students who have paid the tuition fees will alone be permitted to attend the programme. Submission of fees paid receipts, photocopies of Admission Card and Identity Card, Hall ticket copy for verification is compulsory. All the documents including training programme fee paid challan and the assignments softcopies and hardcopies should be submitted on the first day of the training programme.

## Important Instructions to the Students:

Students are expected to adhere to the following guidelines:

1. Attendance is compulsory throughout the programme. The defaulters have to reappear in the next programme. Attendance will be taken in the forenoon and afternoon at the time of the training programme. If anyone is found absent / nuisance he/she will not be permitted to write the Practical Exam and will be marked as absent in the practical examination.
2. The programme will be held from 10.00 AM to 5.00 PM with lunch break between 1.00 PM to 2.00 PM.
3. Three hours practical written examination and viva will be conducted as per the given schedule.

## Performance and Evaluation:

The performance of the students will be evaluated on the basis of assignment and written examination. Students are advised to submit their original work. If they are found involved in malpractices they would not be permitted to write their practical examinations and their results will be withheld. The students must submit the following assignments in softcopy and hardcopy format without fail.

### LIST OF ASSIGNMENTS M.A., Advertisement & Public Relations (I YEAR)

(For All the absentees and the students who are having pending results)

#### PG Diploma in Advertising & Public Relations

(For the Enrolment Numbers beginning with 20AY and all absentees)

**Note:** There will be no internal assessment marks for each paper for the students with Enrolment Numbers beginning with **A10A, A10C and afterwards** since each theory paper has 100 Marks. Instead, they have to submit following:-

	Max. Marks
1. Prepare an Album (Textiles or Cosmetics) collect some 15 numbers of print Advertisements and critically comment on them (about 10 lines)	10
2. Imagine as though you are a PRO of an organization and prepare or design a House Journal (about 16 pages) (Name of the organization: - <b>Devasena Spinning Mills, Madurai</b> )	10
3. Preparation and Presentation of Print Ad and Print PSA	10
4. Preparation and Presentation of Audio Ad and Audio PSA with script	20
4. Written Examination (3 Hours)	50
<b>Total Marks</b>	<b>100</b>

### List of Assignments (II year) M.A., Advertising & Public Relations

(For the all absentees of the previous batches and the students who are having pending results)

	Max. Marks
1. Design Two colour Print Advertisements with the use of computer a) Commercial Ad – Madurai Kamaraj University, DDE, Madurai. b) Social awareness Ad - Dangers of Alcohol and Tobacco	10
2. Imagine as though you are a PRO of an organization and prepare or design a News letter ( <b>4 Pages</b> ) <b>Name of the organization: Chellamma Sugar Mills, Madurai</b>	10

3. Prepare a project proposal for “Covid 19 awareness creation through Media”	10
4. Produce 1 to 2 minutes ad film with the proper typed script (using mobile phone or video camera with good quality)	20
5. Written Examination (3 Hours)	50
<b>Total Marks</b>	<b>100</b>

The minimum marks for passing is 50.

**For internal assessment, each student has to submit three assignments for each paper. Each paper carries the internal marks of 25 out of 100 marks, the balance 75 marks for Theory Examination (For A9A, A9C, A8C, and previous year students only)**

**M.A. Advertising and Public Relations  
Assignment Questions (Internal)  
Answer all Questions**

Assignment should be only in handwritten/computer typed material  
(Minimum number of pages: Five in A4 size paper - one side only)

Note: Each subject carries 25 marks for Internal Assessment

Students are advised to 1) use Reference Books - not study materials 2) not to copy from the internet or others. 3) List of reference books should invariably be given in all assignments.

**List of Assignments (I year) M.A., Advertising and Public Relations**  
(For the Enrolment Numbers beginning with A9A, A9C, A8C and other absentees of the previous occasions)

**Paper 1: Introduction to Communication (AAO)**

1. Explain the origin and development of communication.
2. Critically analyse the contribution of Advertisement to the growth of Print Media.
3. Elaborate on how one could use the art of persuasive communication to improve the image of an institution.

**Paper II: Introduction to Advertising (ABO)**

1. Narrate the physical and psychological impact of any branded product.
2. Explain the need of a Research in the side of Advertisement.
3. Explain from the economical point of view-how an advertisement could improve the GNP of the country

**Paper III: Principles of Public Relations (ACO)**

1. What are the four elements of Public Relations which help to maintain the good relationship between an organization and people?
2. Explain the state of Public Relations in India with some case studies.
3. What is the impact of globalization, modernization, liberalization on the future of Public Relations?

**Paper IV: Creating Advertisements (ADO)**

1. How does the principles of Design useful in creating Advertisements?
2. What are the key elements in Television Advertisements? - Explain.
3. Explain the usefulness of computers in creating advertisements by creating a Model Advertisement for DDE, Madurai Kamaraj University.

**Paper V: Process of Public Relations (AEO)**

1. Explain the Dynamics of Rumours in damaging the reputation of an institution.
2. How do the Public Relations considered as communication?
3. What are the different methods to sustain the consumer relations in any given situation?

## **LIST OF ASSIGNMENTS (II YEAR) M.A., Advertising & Public Relations**

(For the Enrolment numbers beginning with A9A, A9C, A8C and other absentees of the previous occasions)

### **Paper 1 - Tools of Public Relations (AJO)**

1. What are the types of publicity? Explain with suitable examples.
2. Elaborately comment on the special events in the Public Relations.
3. What is the need of Public Relations periodicals, journals etc to maintain the relations both of media and public?

### **Paper II: Integrated marketing communication (AKO)**

1. Why do the experts think that the Public Relations as part of marketing? Explain with examples.
2. Elaborate the theories of Sales Promotion
3. Explain the challenges and opportunities of the integrated communication.

### **Paper III: Media Planning (ALO)**

1. Analyse the key factors influencing Media Planning
2. Write about the need of measurements and calculations in Media Planning.
3. A media strategy - Explain on the strengths and weakness of each medium.

### **Paper IV: Advertising Campaign (AMO)**

1. Write about the use of secondary research in situation analysis.
2. Define budget strategy in campaigning about environmental awareness programme.
3. How effective is the campaign evaluation in making new decisions about product or service?

### **Paper V: Advertising and Public Relations Research (ANO)**

1. What are the different types of research available in Advertising & Public Relations?
2. How do you measure, the impact of advertising & PR in an organization?
3. Explain the meaning and scope of consumer research.

(For the II year, M.A., Advertising and Public Relations Students only – It is Mandatory to submit the project in both hard copy and soft copy)

**MADURAI KAMARAJ UNIVERSITY**  
**DIRECTORATE OF DISTANCE EDUCATION, Madurai – 625 021.**  
**PROFORMA - M.A. ADVERTISING AND PUBLIC RELATIONS**  
**SELECTION OF TOPIC FOR THE PROJECT WORK**

1. Name of the Student :

1. Enrolment No.:

2. Address :

II. Topic :

III. The Guide:

1. Name:

2. Academic Qualification :

Subject

M.A/M.Sc/M.Com/MBA

M.Phil, in relevant Subject

3. Designation :

4. Institution :

5. Teaching Experience : UG ..... Years

PG ..... Years

1. M.Phil

2. Ph.D

I am willing to guide Miss/Mrs. /Mr. .... a M.A Advertising and Public Relations Student of DDE., Madurai Kamaraj University, Madurai.

Certified that, I ..... possess the qualifications and experience as furnished in the proforma

Signature of the Student

Signature,

Name, Designation & Address

of the Guide with seal

**Instructions on Project work (II year M.A. Advt.& PR)**  
**Qualifications and Eligibility to guide the project work are as follows**

1. Assistant Professors / Associate Professors / Professors working in the University Departments of Journalism, Mass Communication, Visual Communication, Media Arts, Marketing Management, Commerce, Economics, Labour Studies, Law.
2. Assistant Professors working in Colleges of Arts and Science with Qualification in M.A. JMC/MCJ/M.A. Advt., & PR/ M.Sc., (Communication / E Media Communication) M.Com/MBA and M.Phil / Ph.D in their respective disciplines.
3. Executives / Managers / Consultants of Advertising Agency or Industry or organization / Editors / Sub-Editors of Newspapers and Magazines / Programme Executives / Producers / Directors of All India Radio, Doordarshan, Satellite and Local TV/ Private FM Stations / Media experts / PRO/APRO /Advocates
4. Proforma duly filled in and signed, pasted /attached with the Project Report is to be sent or to be submitted preferably at the time of training programme.

**Project Work:**

Note: The Students can choose any topic / study / research either on Advertising or Public Relations only. No other topic will be accepted.

With best wishes

**Dr. S. Saleema Rabiyyath,**  
Academic Co-ordinator  
Dept. of Journalism & Mass Communication

**Dr. M. Ramaswami**  
Director (i/c)  
Directorate of Distance Education

**Contact:**  
**Mobile Number: 9566952228**

**Regarding Accommodation**

The students should make their own arrangements for boarding and lodging during the period of the training programme. However, accommodation facilities may be available at reasonable tariff at the Faculty Guest House and the Ladies Hostel in Madurai Kamaraj University Campus, Palkalai Nagar. Those students who need accommodation may contact Dr. S. Saleema Rabiyyath, Asst. Prof., Department of Journalism and Mass Communication, DDE, Directorate of Distance Education, Madurai Kamaraj University, Madurai 625 021.

With best wishes

**Dr. S. Saleema Rabiyyath,**  
Academic Co-ordinator  
Dept. of Journalism & Mass Communication

**Dr. M. Ramaswami**  
Director (i/c)  
Directorate of Distance Education

**Contact:**  
**Mobile Number: 9566952228**  
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