

**MADURAI KAMARAJ UNIVERSITY**  
**POST GRADUATE DIPLOMA IN ADVERTISING & PUBLIC RELATIONS**  
**COURSE STRUCTURE AND SYLLABI**

(Distance Learning Programme)  
 With effect from the Academic Year 2009-2010

1. **ELIGIBILITY FOR ADMISSION:** Candidate for admission to the Post Graduate Diploma in Advertising and Public Relations shall be required to have passed any degree of Madurai Kamaraj University or any degree from any other University recognized by Madurai Kamaraj University.
2. **DURATION OF THE COURSE:** The students shall undergo the prescribed course of study for a period of one year.
3. **COURSE OF STUDY:** The subject of study for the Post Graduate Diploma in Advertising and Public Relations shall be as follows and in accordance with the syllabi prescribed from time to time.

<b>PAPER 1</b>	Introduction to Communication
<b>PAPER II</b>	Introduction to Advertising
<b>PAPER III</b>	Principles of Public Relations
<b>PAPER IV</b>	Creating Advertisements
<b>PAPER V</b>	Process of Public Relations
<b>PAPER VI</b>	Training Programme for 7 days (Creating of Audio Advertisement, Video Advertisement and Print Advertisement)

The Scheme of Examination shall be as follows:

Subject	Duration of Exam (Hours)	Maximum Marks	Passing Minimum Marks
Paper 1 Introduction to Communication	3	100	50
Paper 2 Introduction to Advertising	3	100	50
Paper 3 Principles of Public Relations	3	100	50
Paper 4 Creating Advertisements	3	100	50
Paper 5 Process of Public Relations	3	100	50
Paper 6 Training Programme for 7 days (Creation of Audio Advertisement, Video Advertisement and Print Advertisement)	-	100	50
Marks for Training Programme		600	
Creation of Audio Advertisement =10marks			
Video Advertisement =10marks			
Print Advertisement =10marks			
Preparation of House Journal = 20marks			
Practical Written Exam = 50marks			
<b>Total = 100marks</b>			

4. MEDIUM OF INSTRUCTION: English & Tamil

5. QUESTION PAPER PATTERN:

10 Questions out of which the candidate has to answer 5 questions each carrying 20 marks.

### **Paper I - Introduction to Communication**

#### **OBJECTIVES:**

1. To introduce various concepts and media of communication so as to understand the process of communication.
2. To make the students understand the fact that Advertising and Public Relations are persuasive forms of Communication.

**1.1 Communication and Audiences:** Evolution of Communication - Signs - Symbols and languages - Pictures - Print and other media - Elements of Mass Communication - Understanding Audiences.

**1.2. Mass Communication Theories:** Process of Mass Communication - Hypodermic theory - Individual differences theory - selective perception theory - social categories theory - personal influence theory - social influence theory - agenda setting theory - Play and entertainments theories.

**1.3. The Print Media:** A brief history of press in India-The Structure of Contemporary Newspapers - Magazines and Books in India. Four theories of the Press.

**1.4. Introduction to the Audio Visual Media :** A) Radio : A Brief history of Broadcasting in India - contemporary Radio - Future of Indian Radio - Radio Commercials. B) Television: A Brief history of television Broadcasting in India. Television Audience - Satellite Televisions - Television Commercials C) Film :A Brief history of film in India - Film as a medium of communication: commercial - cultural. Film industry after Satellite TV invasions.

**1.5. Media Organisations of the Government:** State-Central-PIB - DAVP - Publications Division - Indian Institute of Mass Communication - Film Certification Board - Song and Drama Division - Research and Reference

Division - Directorate of Field Publicity - DIPR PR in government State - Central.

**1.6. Traditional media :** Theatre - Indian folk forms - folk form of Tamilnadu.

**1.7 Press Laws:** Article 19 ( I )(a) of the Constitution of India. Official Secrets Act, Copy Right Act, Defamation, libel etc. Freedom of the Press in India. Registrar of News Papers of India. Audit Bureau of Circulation – Indian News paper society.

**1.8. Ethics and Social Responsibility of Media :** Ethics in Print, Radio, Television. Advertising and Public Relations.

**1.9. Information Technology :** Introduction to Networks, E-mail, Electronic Newspaper, CD ROM, Multi-Media, soft-ware packages, etc.,

**1.10 The Art of Persuasive Communication:** Forms of persuasive communication, Advertising and Public Relations as persuasive communication.

***Suggested Readings:***

1.	Melvin L. DeFluer, Everette .L Dennis	:	Understanding Mass Communication - A Liberal arts perspective - (Publishers - Houghton Mifflin Company - Boston, Toronto - year - 1994).
2.	Keval J. Kumar	:	Mass Communication in India - (Publishers - Jaico Publishing house New Delhi - year -2002 - III Edition).
3.	Reubean Ray	:	Communication Today - Understanding Creative skill (Publishers - Himalaya Publishing House, Mumbai - year - 1997).
4.	Angela Wadia	:	Communication and Media - Studies in Ideas, Initiatives and institutions - (Publishers - Kanishka Publishers New Delhi - year - 1999).
5.	Y.K.D'souza,	:	Communication today and tomorrow - (Publishers - Discovery Publishing House New Delhi. Year - 1999).
6.	C.S. Rayadu	:	Media and Communication Management - (Publishers Himalaya Publishing House, Mumbai - year - 1998 - III Edition).
7.	Larry L. Barker, Deborah L. Barker,	:	Communication -( Publishers - Allyn and Bacon, Massachutes - Year - 1993 Sixth Edition)

## PAPER II

### INTRODUCTION TO ADVERTISING

#### OBJECTIVES:

1. To Know the principles of Advertising
2. To study the evolution of Advertising as a discipline.
  - 2.1 Origin : Evolution of Modern Advertising - Definitions - Scope and present status - Advertising in the Pre printing Press era -period of expansion - Industrial Revolution - Advertising in the 20th Century.
  - 2.2 Advertising in Economy: Advertising the key ingredient in National Economic Growth - Stimulating better products - Healthy Competition - Competition and monopoly - Rising GNP - Optimizing the utility of purchase.
  - 2.3 Advertising and Marketing: Marketing Mix -Brand Management and Market Segmentation - Brand Positioning: Strategies for competitive advantages - components of positioning - product class - consumer segmentation - perceptual Mapping - Brand benefits and attributes, positioning with Non-Functional values - Self Concept and Preferred Brand - Brand Personality - Image Versus Personality - Positioning Successes-Case studies.
  - 2.4 The Advertising Business : Advertisers and Advertising Agencies - Agency Structure - Departments of Ad Agencies - Research - Creative - Media Account Service -Integrated Agency Service - Account Planning and Account Management.
  - 2.5 Advertising Theories: Hierarchical Effects Theory - Brand Theories Colour Theories - Audience Resistance, Resilience and Selectivity - Audience use Theories- Media Dependency Theories - Cognitive processes in Media Effects - Cultural and Critical studies.
  - 2.6 Social, Ethical and Legal aspects of Advertising : A) Social Aspects - Consumerism and Consumer Awareness - Cultural Impact of Advertising - Quest for materialism - Standards of taste. B) Ethics in Advertising: Code of Ethics in Advertising - Unfair and Restrictive Trade Practices - Monopolies

and Restrictive Trade Practices Act 1969. MRTP Commission - Advertising Standards Council of India - Standards of Practice for Advertising Agencies  
C) Legal Issues of Advertising Eg. Commercial Speech - Part of the freedom of Speech.

**2.7 Advertising and Media Vehicles:** Newspaper, Radio, Television, Outdoor Ads, Exhibitions, Boardings, Hand Bills etc.,

**2.8 Media Planning:** Research, Frequency and Continuity, Media information and selection, media plan frame work - Media Mix - Computerised media selection - determining the size and timing of insertion - determining the reach and frequency and GRP goals - creativity in media planning - scheduling and patterns of scheduling.

**2.9 Types of Advertising:** Classified - Display - Political advertising - public service ads - radio and television spots.

**2.10 Aspects of Advertising Research:** Statistical Analysis - Methods- Qualitative methods - Ad Research Tests.

***Suggested Readings:***

1.	Jack G. Wiechmann,	:	N.T.C's Dictionary of Advertising, (Publishers - NTC Publishing Group Lincolnwood, Illinois, U.S.A. Year - 1998, 2 <sup>nd</sup> Edition).
2.	Suman Chopra	:	Dictionary of Advertising and Sales Managements (Publishers - Sarup & Sons, New Delhi, Year - 1997).
3.	D.B. Taraporevala	:	Advertising Management - Selected Readings - (Publishers - D.B. Taraporevala & Sons Co. Private Ltd., Bombay - Year - 1965)
4.	J.S. Chandan, Jaggit Singh, P.N. Malhan,	:	Essentials of Advertising - (Publishers - Oxford & IBH Publishing Co. Pvt. Ltd, Calcutta Year - 1990)
5.	Rajeev Batra, John G. Myers, David A. Aaker	:	Advertising Management - (Publishers - Prentice Hall of India Pvt. Ltd., New Delhi Year 1997- V Edition)
6.	A.D. Farbey	:	How to Produce successful Advertising - (Publishers -Kogan Page India Pvt. Ltd., New Delhi - year - 2000 7 <sup>th</sup> Edition)
7.	William F Arens, Irwin	:	Contemporary Advertising - (Publishers - MC Graw Hill, Boston)

**PAPER III**  
**PRINCIPLES OF PUBLIC RELATIONS**

**OBJECTIVES:**

1. To study the evolution of Public Relations as a discipline
2. To know the principles of Public Relations

**3.1 What is Public Relations?** - Working definitions - Nature and scope of public relations.

**3.2 Four elements of Public Relations :** Public Relations as a Social Philosophy of Management - Public Relations as Policy Decisions - Public Relations as Action - Public Relations as communication.

**3.3 Common misconceptions about Public Relations :** Public Relations as "free" advertising.

**3.4 Evolution of Public Relations:** The rise of mass production - foundations of Professional Status - Pioneers in Public Relations - Professional Associations - International Associations and Foundations.

**3.5 Development of Public Relations in India :** Early stages of conscious Public Relations - Post Independence Public Relations - Professional Public Relations - Present Status.

**3:6 Organisation for Public Relations :** Public Relations Officer - Traits of Public Relations Officer - Organisation of a Public Relations Office.

**3.7 Public Relations and Publics :** Internal and External Publics - Employees - share holders - Government - Customers - Dealers - Suppliers -Press-Community around.

**3.8 Public Relations for specific groups and institutions :** Hospital - Educational Institutions - Transport Corporations etc.,

**3.9 Status of Public Relations in India:** some case studies.

**3.10 Future of Public Relations :** Globalisation - Modernisation, Liberalisation, Emphasis on International communication.

*Suggested Readings:*

1.	Dennis L. Wilcox, Philip H. Ault, Warren K. Agee	:	Public Relations Strategies and tactics (Publishers - Harper Collins College Publishers, New york - year 1995, IV- Edition.)
2.	Paul Winner	:	Effective PR Management (A Guide to corporate Survival (Publishers - Jaico Publishing House, Bangalore, Year - 2001)
3.	Alison Theaker	:	The PR Hand Book (Publishers - Routledge Publishers Newyork, Year -2001.)

**PAPER IV**  
**CREATING ADVERTISEMENTS**

**OBJECTIVES:**

1. To study the art and craft of creating Advertisements for various media.
2. To get to know the recent developments in ad creations.

**4.1 Introduction to Typography :** Type faces - fonts - Roman Gothic - Italics - Ornamentals - etc - weights - Picas - Computer aided designs - Use of Ventura-Coral Draw-Page Maker-etc.

**4.2 Principles of Design :** Lay-out and Design, Lay-out stages - thumb -nail sketches - rough sketch - comprehensive layout - principles of design - balance - contrast - unity - harmony proportion - mythm eye movement. - Art works - photographs and drawings. Basic printing methods - engraving - line blocks - half tones - colour printings.

**4.3 Setting Advertising:** Goals and objective. Advertising Planning.

**4.4 Developing Advertising Strategy and Identification of creative concepts :** Planning and selection, appropriate approaches. David Ogilvy's "Brand Image" Rosen Reeve's Unique Selling Proposition.

**4.5 Introduction to copy writing :** Headline, sub-headlines, body, logo, copy style, different types of copy. Writing for print, creative strategy for print media - writing for newspapers, magazines, outdoors, direct mails. Writing for consumer advertising - corporate advertising - financial advertising - Industrial advertising.

**4.6 Message :** Message structure - Market Segmentation - advertising appeals - Human needs as basis - Negative emotional appeals - Positive emotional appeals - direct and indirect appeals.

**4.7 Making Radio Commercials** - An ingenious craft - Writing Radio Copy - Format of radio ads - the straight sell - the educational appeal - the testimonial - the humorous approach - the musical spot- the dramatization - types of radio ads.



**4.8 Television Advertising:** Script Writing - Writing formal processing good commercial and pulling power - types of major television commercials - story line - problem solution - chronology - special effects - testimonial - satire - spokesperson - demonstration - suspense - slice of life - analogy - fantasy-personality.

**4.9 Innovative Outdoors :** Multi coloured animated design boards - Non standardised signs - standardised posters - painted bulletins - transit ad-car cards - exterior posters - stationary and shelter displays - special directories - yellow pages - business directories - non-media ad- mailing lists - point of purchase ads - balloons - flying banners - information centres- theatre ad - electronic signboards.

**4.10 Computers in creating advertisements:** Software Packages, graphic facilitates, animation techniques etc.

***Suggested Readings:***

1.	Sandage, Fryburger, Rotzoll	:	Advertising Theory and Practice - (Publishers - A.I.T.B.S. Publishers and Distributors, New Delhi, Year - 2002 - 11 <sup>th</sup> Edition).
2.	Keval J. Kumar	:	Advertising Critical Analysis - (Publishers - Jaico Publishing House, Mumbai - Year - 1999).
3.	Chunnawalla, Sethia, Chukkak, Kumar	:	Theory and Practice of Advertising - (Publishers - Jaico Publishing House, Mumbai - Year - 2000).
4.	Dr. B. Narayanan	:	Advertising Management - (Publishers A.P.H. Publishing Corporation, New Delhi - Year 1998)
5.	Richard M. Schlemmer,	:	Hand book of Advertising art Production - (Publishers - Prentice Hall, New Jersey - Year - 1990 - 4 <sup>th</sup> Edition)
6.	Chandan, Jagjit Singh, P.N. Malhan	:	Essentials of Advertising - (Publishers - Oxford & IBH Publishing Co. Pvt. Ltd, Bombay - Year 1990)

**PAPER V**  
**PROCESS OF PUBLIC RELATIONS**

**OBJECTIVES:**

1. To study the Process of Public Relations with a thrust on corporate PR
2. To understand the different Publics and establish effective Public Relations.

**5.1 Public Relations as Communication :** Internal and external communication - the communication process - the informal and formal - the role of listening in communication - verbal and non-verbal communication - employees' role in communication - improving communication skills - programmes of communication with the publics.

**5.2 Public Opinion:** The meaning of Public and the meaning of Opinion, attitudes in opinion formation - changing existing attitudes, formation of public opinion, rational basis of public opinion - propaganda.

**5.3 Techniques of propaganda:** Issue management, an advanced approach to public affairs, basic elements.

**5.4 The nature of public issues:** Life cycle of public issue, Dimensions of the issue. Building an issue management system, the effects of rumour in Public Relations.

**5.5 Employee Relations :** Human Resources Development - Human Relations and Human Behaviour, Basics of good employee relations - personnel policy - policy and practices of employee relations - planning employee communications - communication from management to employees - oral, printed and graphic communication from employees to management.

**5.6 Shareholder Relations:** The shareholder profile - objectives of shareholder relations - law and ethics of shareholder relations - shareholder relations policies - the shareholder relations programme - surveying share holder relations - determining shareholder characteristics - fundamentals of share holder communications - media of communication with share holders - print - audio and visual - role.

**5. 7 Distribution - Dealer Relations:** Objectives of distributor - dealer - relations, basics of good manufacturer - distributor - dealer relations, organisation for distributor - dealer - relations, improving manufacturer - dealer - distributor relations, manufacturer's services: advertising aid - Public Relations - Group Personal communications - mass communication.

**5.8 Supplier Relations:** Partnership Philosophy of supplier-purchaser relations - Purchaser's relations with suppliers - organization for supplier relations - objectives of supplier relations programme - supplier relations research - supplier relations policy - communicating with suppliers - oral, printed, audio and visual.

**5.9 Community relations :** Definitions - objectives, policies, benefits - community relations survey - planning community relations programme - media of communication with the community - Advertising - Publicity - pen houses and plant tours - Public speaking - opinion leaders meeting. Visit to community institutions - business executives -motion pictures - exhibits and display - annual reports - institutional literature - contributions to community welfare.

**5. 10 Consumer relations:** Consumerists Organisations - Consumer Publics - responsibility of consumer relations - Consumer relations policies - basics of good consumer relationship - objectives of consumer relations programme - planning a consumer relations programme - media of communication with consumer.

***Suggested Readings:***

1.	Shel Holtz	:	PR on the Net (Publishers - Amacom Publisher, Newyork - Year - 1999)
2.	Newsom, Turk, Kruckeberg,	:	This is PR (Publishers Wadsworth Thomson Learning, Singapore - Year - 2000 -7 <sup>th</sup> Edition)
3.	Merry Shel burne	:	Effective PR (Publishers Biztantra, Ansari Road, New Delhi - Year - 2002 - 2 <sup>nd</sup> Edition.

**Paper VI:-** Training programme for 7 days (Creation of Audio Advertisement, Video Advertisement and Print Advertisement)

