

Program	BS PR & Advertising	Course Code	PRAD-403	Credit Hours	3
Course Title	PROPOSAL WRITING FOR THESIS & PROJECT REPORTS (WORKSHOP)				
Course Introduction					
<p>This workshop will introduce basic principles of writing proposals for thesis, public relations, and advertising project. The steps will be discussed with practical assignments in the workshop format. Good proposals from academic scholars' thesis, research journal publications, international and national public relations organizations and advertising agencies will be shared with the students. Instructor will share a roadmap of the workshop before its commencement.</p> <p>The Thesis / Project will be evaluated by the chairperson, external and internal examiners and viva voce will be held.</p> <p><u>Course Objectives:</u> The course aims to:</p> <ol style="list-style-type: none"> 1. Introduce steps for writing thesis and/or proposals 2. Share some exemplary thesis and project proposals to develop an understanding of good and bad proposals. 3. Provide hands on experience 					
Learning Outcomes					
<p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Write good proposals for projects and thesis 2. Evaluate, and examine attributes of a good proposal for thesis and project 3. Present proposal on PowerPoint/Prezi 					
Course Content			Assignments/Readings		
Week 1-16	<p>The workshop will introduce participants to the essentials of proposal writing for thesis projects, public relations, and advertising initiatives. It will cover the structure of a good proposal, including key components such as the title page, abstract, objectives, methodology, and conclusion. Participants will engage in practical assignments, analyzing exemplary proposals and drafting their own with guided group activities and peer reviews to exchange constructive feedback.</p> <p>Additionally, the workshop will focus on preparing effective presentations using tools like PowerPoint, covering design principles and public speaking techniques to engage an audience. Participants will learn about the proposal evaluation process, including criteria used by examiners and tips for the viva voce.</p>				
Textbooks and Reading Material					
<ol style="list-style-type: none"> 1. Glatthorn, A. A., & Joyner, R. L. (2005). <i>Writing the winning thesis or dissertation: A step-by-step guide</i>. Corwin Press. 2. Denicolo, P., & Becker, L. (2012). <i>Developing research proposals</i>. Sage. 3. Guidelines for writing a thesis or dissertation: https://www.jou.ufl.edu/grad/forms/Guidelines-for-writing-thesis-or-dissertation.pdf 4. Murray, R. (2017). EBOOK: How to Write a Thesis. 5. Lawrence, H. Y., Lussos, R. G., & Clark, J. A. (2019). Rhetorics of proposal writing: Lessons for pedagogy in research and real-world practice. <i>Journal of Technical Writing and Communication</i>, 49(1), 33-50. 					

Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions
6. Field Visits and Guest Speakers

Assignments: Types and Number with Calendar

Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.

Assessment

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Submission of initial drafts based on weekly assignments. Evaluation based on clarity, structure, and adherence to guidelines.
2.	Formative Assessment	25%	Participation in peer review sessions (10%). Providing and receiving constructive feedback (10%). Attendance (5%)
3.	Final Assessment	40%	Presentation and submission of a complete and refined proposal. Assessment based on originality, methodology, communication skills, ability to address questions, and integration of feedback.