



Code	Subject Title	Cr. Hrs	Semester
BSCS-310	Introduction to Advertising & Public Relations	3	VI
Year	Discipline		
3	Mass Communication		

Advertising

- Definition, Purpose and scope
- Evolution and Development
- Socio – economic role of Advertising
- Types of Advertising (Advertising for Electronic and Print Media, Online Advertising)
- Advertising Agency; its organizational structure with special reference to Pakistan
- Media of advertising – Techniques and Tactics g. Copy writing and message construction

PUBLIC RELATIONS

- Definition, Purpose and Scope
- Process of Public Relations
- Duties of Public Relations Officer
- Tools of Public Relations
- Comparative Study of Advertising, Propaganda and Publicity
- Public Opinion Formation
- PR Organizations: Business, Trade & Finance, International and Diplomatic Public Relations

Practical

- Preparation of backgrounders
- Curtain Raisers
- Writing of Press Notes, Handouts and Press releases.

Recommended Readings:

1. “Effective Public Relations” by Centre, H. Allen, Cutlip. M. Scott, New Jersey” Prentice Hall Inc. 1978
2. “Essentials of Advertising”, by Chandan, S. J. et al. New Delhi, Bombay, Oxford & IBH Publishing Co. Pvt. Ltd. 1990
3. “Public Relations for Marketing Management”, by Jefkins, Frank. Long Acre, London: Pitman Publishing 1991.
4. “Advertising: Made Simple”, by Jefkins, Frank, Calcutta; Rupa Co. 1982
5. “Advertising” by Mandell, Maurice I., Englewood Cliffs, N. J: Prentice- Hall, Inc. USA 1974
6. “The Design of Advertising”, by Nelson, Paul Roy, low: WCB, Wm.C, Brown Publishers Dubugue, USA, 1985
7. “Taloqaat-e-Aama”, by S. A. Siraj, Allama Iqbal Open University, 1990
8. “Public Relations: Strategies and Tactics”, by Wilcox, Dennis L., Ault, Phillip H. and Agee, Warren K., New York, Harper Collins Publishers, 1989
9. “Advertising”, by Wright S., John et al., USA, MC-Graw-Hill Series in Marketing, 1982