

UNIVERSITY OF THE PUNJAB

NOTIFICATION

It is hereby notified that the Syndicate at its meeting held on 17.12.2022 has approved the recommendations of the Academic Council made at its meeting dated 03.06.2022 regarding approval to start BS 4-Year degree program in Public Relations & Advertising (Regular & Replica) alongwith its Syllabi/Scheme of Studies with effect from the Academic Session Fall 2021.

(Syllabi/Scheme of Studies enclosed)

Admin. Block,
Quaid-i-Azam Campus,
Lahore.

Sd/-
Registrar

No. D/ 1033 /Acad.

Dated: 19-2-24

Copy of the above is forwarded to the following for information and further necessary action: -

1. Dean, Faculty of Information & Media Studies
2. Director, School of Communication Studies
3. Chairperson, Department of Public Relations & Advertising
4. Chairperson, DPCC
5. Controller of Examinations
6. Director, IT *(for placement at Website)*
7. Administrative Officer (Statutes)
8. Secretary to the Vice-Chancellor
9. Private Secretary to the Registrar
10. Assistant Syllabus

Assistant Registrar (Academic)
for Registrar

Syllabi of BS 4-Year in Public Relations and Advertising

Program Title:	BS Public Relations and Advertising
Department:	Department of Public Relations and Advertising
Faculty:	Faculty of Information and Media Studies

1. Department Mission:

The Department of Public Relations and Advertising has 4-fold educational mission:

- **Teaching Mission:**
The teaching mission is to deliver high quality and need oriented undergraduate and MPhil courses in the field of Public Relations and Advertising.
- **Research Mission:**
The research mission is to systematically conceptualize issues, identify solutions, and advance knowledge in the field of Public Relations and Advertising to strengthen and support industry and academia.
- **Entrepreneurship Mission:**
In a digital and global world, there is an increased trend of self-employment and outsourcing. Digital networks are accelerating the pace of interactions therefore enabling individuals to develop local and global interconnectedness for increased employments. The entrepreneurship mission is to enable individuals to start their own business either online or offline and promote the trend of self-employment in the fields of public relations and advertising.
- **Service Mission:**
The fundamentals that drive a society are the values of sensitivity towards fellow humans. The service mission is based on the ethos of interactions and learning that come together for a better future by producing ethically groomed and professionally sound individuals.

2. Introduction

The Department of Public Relations and Advertising is a very focused, cause-driven, and purpose serving department to produce leading and dynamic Public Relations and Advertising professionals who will be more cognizant of the market needs with a proactive approach to solve the problems and meet the challenges of the industry and academia. They will be prepared to contribute for the holistic development of society by learning and applying latest techniques, tools, strategies, policies, and skills.

3. Program Introduction

Main purpose of the BS 4-Years program in Public Relations and Advertising is to prepare graduates having a deep knowledge of the subject as well as ability to analyze any given situation and draw out conclusions. The undergraduate program is based on a broad range of courses that will enable students to develop theoretical insights and practical skills that are integral to the discipline of advertising and public relations. It aims to facilitate students to enhance their creative and unique abilities, technical knowledge, design thinking, solution-oriented approach, strategy-driven practices, and responsibility based persuasive communication. By the end of the course, the students would have developed a compelling portfolio of academic and creative work, along with essential skills in persuasion procedures and reputation management.

The program consists of eight semesters (4 years). The courses are designed in the light of HEC latest policy (2020) for undergraduate program. First year (first two semesters) courses are incorporating HEC direction and offering General Education courses (Expository Writing, A&H, S.S, N.S, Q.S). Two courses are added in the first year including Personality Development, and Media Information and Literacy with a rationale of grooming personalities and developing skills to deal with the flood of information.

Aligned with the HEC directions and offering Pakistan Studies and Islamic Studies courses, second year (third & fourth semester) offers introductory courses of public relations, and advertising, along with a particular focus on digital advertising, marketing, and public relations, digital skills, Urdu and English composing, basic theories of mass communication and writing skills. For an exposure to the practical field of advertising and marketing, nine week internship is made mandatory.

Third year (5th and 6th Semester) courses focus to develop video production capabilities, using digital design software, and deep insights in the theoretical aspects of public relations and advertising to develop a scholarly understanding of the practical issues. A special emphasis is upon case studies for a better understanding of the field/practical issues. Students will also learn planning, management, and execution of strategic communication campaigns. For an exposure to the practical field of public relations, nine week internship is made mandatory.

Last year is focusing on the output capabilities as students will submit projects and internship reports. Students will gain field experience with a guided supervision in the form of seminar to discuss practical problems/issues. Some additional/optional courses will also be offered to broaden the horizon of students including marketing communication, organizational communication, cultural communication, crisis management etc. The final semester, is designed to exhibit the learning outcomes in the form of final projects.

4. Program Objectives

The undergraduate program aims to:

1. Enable students to develop theoretical insights and practical skills that are integral to the discipline of public relations and advertising
2. Facilitate students to enhance their creative and unique abilities and writing skills

3. Promote design thinking, solution-oriented approach, and responsibility based persuasive communication
4. Develop technical knowledge, and strategy-driven practices

5. Market Need / Rationale of the Program

Public Relations and Advertising are not new professions rather with the technological advancement their importance has increased manifold. Those who are interested to develop a career in the field of persuasive communication; either public relations or advertising, this program is designed for them to become successful professionals.

Digital networks are accelerating the pace of interactions therefore public relations and advertising have developed local and global interconnectedness for increased employments and entrepreneurship. The program aims to develop multi-tasking skills and equips students to become not only traditional professionals but enables them to start their own public relation, advertising, marketing business either online or offline and promote the trend of self-employment in the fields of public relations and advertising.

In the recent years, our Master degree holders are getting online jobs therefore; this undergraduate program is equipping students with the required knowledge, techniques, and skills so as to become successful public relations and advertising professionals.

This program will help graduate to work efficiently and develop an inspiring career in advertising agencies, publication houses, media houses, NGOs, market research organizations, public relations department, information offices, creative departments, content creation firms, and audience engagement on digital networks etc.

6. Admission Eligibility Criteria

- Years of Study completed: Intermediate / A-Level or equivalent
- Study Program/Subject : No particular requirement
- Percentage/CGPA: No 3rd division in matriculation/ 50% Marks in intermediate
- Entry Test (if applicable) with minimum requirement: NA
- Any other (if applicable)

7. Duration of the Program: 8 Semesters/4 Years/139 Credit Hours

Semesters/Years/ Credit hours

8. Categorization of Courses as per HEC Recommendation and Difference

Semester	Courses	Category(Credit Hours)					Semester Load
		Core Courses	Basic Courses	Major Electives	Minor Electives	Any Other	
1		5	1			1 (Personality Development)	18 Cr Hrs

2		5	1			1 (Quran)	18 Cr Hrs
3		3	3				17 Cr Hrs
4		1 (Internship)		6	4	1 (Quran)	18 Cr Hrs
5				6	3		17 Cr Hrs
6		2 (Seminar + Internship)		5	2	1 (Quran)	18 Cr Hrs
7		1		5	5		17 Cr Hrs
8		2		3		1 (Quran)	16 Cr Hrs
PU							
HEC Guidelines							
Difference (HEC &) PU							

**Core: Compulsory, Basic: Foundation, Major Electives: Professional Minor Electives: Specialization*

Note: The course/column heads are customizable according to nature and level of the program.

9. Scheme of Studies / Semester-wise workload

#	Code	Course Title	Course Type	Prerequisite	Credit hours		
Semester I							
1.	PR-Ad-101	Functional English	HEC (EW)		3		
2.	PR-Ad-102	Urdu Language & Literature	HEC (A&H)		3		
3.	PR-Ad-103	Sociology	HEC (SS)		3		
4.	PR-Ad-104	Statistics	HEC (QR)		3		
5.	PR-Ad-105	Geography	HEC (NS)		2		
6.	PR-Ad-106	Introduction to Mass Communication	Foundation		2		
7.	PR-Ad-107	Personality Development	Optional		2		
8.	HQ-001	Quran Class	Mandatory				

#	Code	Course Title	Course Type	Prerequisite	Credit hours		
Total Credit Hours							
Semester II							
1.	PR-Ad-108	English Composition	HEC (EW)		3		
2.	PR-Ad-109	Social Psychology	HEC (SS)		3		
3.	PR-Ad-110	Philosophy	HEC (A&H)		3		
4.	PR-Ad-111	Ecology	HEC (NS)		3		
5.	PR-Ad-112	Introduction to Research (Online and Traditional)	HEC (QR)		3		
6.	PR-Ad-113	Media Information and Literacy	Foundation		2		
7.	HQ-002	Quran Class	Mandatory		1		
Semester III							
1.	PR-Ad-201	Pakistan Studies	HEC (CC)		3		
2.	PR-Ad-202	Islamic Studies	HEC (CC)		3		
3.	PR-Ad-203	Persuasive Writing for Public Relations & Advertising	HEC (EW)		3		
4.	PR-Ad-204	Ethics of Persuasive Communication	Optional		2		
5.	PR-Ad-205	Introduction to Public Relations	Optional		3		
6.	PR-Ad-206	Introduction to Advertising and Marketing	Optional		3		
7.	HQ-003	Quran Class	Mandatory				

#	Code	Course Title	Course Type	Prerequisite	Credit hours		
Total Credit Hours							
Semester IV							
1.	PR-Ad-207	Digital Public Relations	Major (DC)		3		
2.	PR-Ad-208	Digital Advertising and Marketing	Major (DC)		3		
3.	PR-Ad-209	Content Writing for Traditional Media & Digital Platforms (T & P)	Major/Minor		3		
4.	PR-Ad-210	Essentials of Digital Media Skills	Major (DC)		2		
5.	PR-Ad-211	Theories of Communication	Major(DC)		3		
6.	PR-Ad-212	Brand Management Strategies	Major/Minor		3		
7.	PR-Ad-213	Internship in Advertising Agency and Client/Brand	Mandatory		Pass/Fail		
8.	HQ-004	Quran Class	Mandatory		1		
Total Credit Hours							
Semester V							
1.	PR-Ad-301	Planning and Management of a PR Campaign (T & P)	Major/Minor		3		
2.	PR-Ad-302	Planning and Management of an Ad Campaign (T & P)	Major/Minor		3		
3.	PR-Ad-303	Media Planning in Public Relations & Advertising	Major/Minor		3		
4.	PR-Ad-304	Video Production (PR & Advertising -T & P)	Major (DC)		3		
5.	PR-Ad-305	Digital Design Software (Adobe Suite)	Major (DC)		3		
6.	PR-Ad-306	Photography (PR & Ad)	Major (DC)		2		

#	Code	Course Title	Course Type	Prerequisite	Credit hours		
7.	HQ-005	Quran Class	Mandatory				
Total Credit Hours							
Semester VI							
1.	PR-Ad-307	Advertising: Theories, Models, and Approaches	Major/Minor		3		
2.	PR-Ad-308	Public Relations: Theories, Models, and Approaches	Major/Minor		3		
3.	PR-Ad-309	Advanced Research in PR and Advertising	Major		3		
4.	PR-Ad-310	Case Studies- Public Relations (T&P)	Major		3		
5.	PR-Ad-311	Case Studies- Advertising & Marketing (T&P)	Major		3		
6.	PR-Ad-312	Seminar (Guest Speakers, Field Experts)	Mandatory		2		
7.	PR-Ad-313	Internship in a Public Relations Organization/Department	Mandatory		Pass/Fail		
8.	HQ-006	Quran Class	Mandatory		1		
Total Credit Hours							
Semester VII							
1.	PR-Ad-401	Crisis Communication and Management	Major/Minor		3		
2.	PR-Ad-402	Corporate Social Responsibility (T & P)	Major/Minor		3		
3.	PR-Ad-403	Emerging Trends in Public Relations	Major/Minor		3		
4.	PR-Ad-404	Contemporary Challenges in Marketing & Advertising	Major/Minor		3		
5.	PR-Ad-405	Creative Brief and Marketing Proposal (Writing and Presentation)	Major/Minor		2		

#	Code	Course Title	Course Type	Prerequisite	Credit hours		
6.	PR-Ad-406	Proposal Writing for Thesis & Project Reports (Workshop)	Mandatory		3		
7.	HQ-007	Quran Class	Mandatory				
Total Credit Hours							
Semester VIII							
1.	PR-Ad-407	Advertising-Final Project/ Thesis*	Major		4		
2.	PR-Ad-408	Public Relations-Final Project/ Thesis*	Major		4		
3.	PR-Ad-409	Seminar (Guest Speakers, Field Experts)	Mandatory		2		
4.	PR-Ad-410	Entrepreneurship: Online and Offline	Major		3		
5.	PR-Ad-411	Professional Career Development (Workshop)	Mandatory		2		
6.	HQ-008	Quran Class	Mandatory		1		
Total Credit Hours							139

1. Type of course may be core (compulsory), basic (foundation), major elective (professional), minor elective (specialization) etc.

Research Thesis: 4 credit hours (8th Semester)

Project: 4/8 credit hours (8th Semester)

Internship: Pass/Fail (During Summer vacation after 4th and 6th Semester)

10. Award of Degree

Degree awarding criteria stating:

CGPA percentage required to Qualify

Thesis and/or Project(s): Thesis and/ or Projects are compulsory. Students can opt:

Two projects (one on Public Relations and one on Advertising) OR

One PR Project and a Thesis OR

One Advertising Project and a Thesis

Internship: Internship is mandatory after 4th and 6th Semesters and students will submit a report for viva voce. The Internship will be evaluated for Pass/Fail.

11. NOC from Professional Councils (if applicable)

Provide the status of NOC from the concerned Professional Council(s), if applicable, depending on nature of the program being propose: **Not Applicable**

Program Structure:

Total number of Credit hours:	139
Duration:	4 years
Semester duration:	16-18 weeks
Semesters:	8
Course Load per Semester:	15-18 Credit hours
Number of courses per semester:	5-7
Total courses:	50
General Education:	39 Credit hours
Distribution Courses:	13 Credit hours

List of Distribution Courses: (Credit Hours: 19)

Following is the list of Distribution Courses to be offered by the concerned department. A tentative course outline has been designed to give a clear sense of direction however; course instructor may adapt the contents as long as course objectives are intact.

Course Code	Course Title	Credit Hours	Type
PR-Ad-207	Digital Public Relations	3	Major (DC)
PR-Ad-208	Digital Advertising and Marketing	3	Major (DC)
PR-Ad-210	Essentials of Digital Media Skills	2	Major (DC)
PR-Ad-211	Theories of Communication	3	Major(DC)
PR-Ad-304	Video Production (PR & Advertising -T & P)	3	Major (DC)
PR-Ad-305	Digital Design Software (Adobe Suite)	3	Major (DC)
PR-Ad-306	Photography (PR & Ad)	2	Major (DC)

4-Years BS in Public Relations and Advertising

Courses: 50- Credit Hrs.139

Semester-1

Total Cr Hours 18

Course Code	Title	Credit Hours	Type
PR-Ad-101	Functional English	3	HEC (EW)
PR-Ad-102	Urdu Language & Literature	3	HEC (A&H)
PR-Ad-103	Sociology	3	HEC (SS)
PR-Ad-104	Statistics	3	HEC (QR)
PR-Ad-105	Geography	2	HEC (NS)
PR-Ad-106	Introduction to Mass Communication	2	Foundation
PR-Ad-107	Personality Development	2	Optional
HQ-001	Quran Class		Mandatory

Semester-2**Total Cr Hours 18**

Course Code	Title	Credit Hours	Type
PR-Ad-108	English Composition	3	HEC (EW)
PR-Ad-109	Social Psychology	3	HEC (SS)
PR-Ad-110	Philosophy	3	HEC (A&H)
PR-Ad-111	Ecology	3	HEC (NS)
PR-Ad-112	Introduction to Research (Online and Traditional)	3	HEC (QR)
PR-Ad-113	Media Information and Literacy	2	Foundation
HQ-002	Quran Class	1	Mandatory

Semester-3**Total Cr Hours 17**

Course Code	Title	Credit Hours	Type
PR-Ad-201	Pakistan Studies	3	HEC (CC)
PR-Ad-202	Islamic Studies	3	HEC (CC)
PR-Ad-203	Persuasive Writing for Public Relations & Advertising	3	HEC (EW)
PR-Ad-204	Ethics of Persuasive Communication	2	Optional
PR-Ad-205	Introduction to Public Relations	3	Optional
PR-Ad-206	Introduction to Advertising and Marketing	3	Optional
HQ-003	Quran Class		Mandatory

Semester-4**Total Cr Hours 18**

Course Code	Title	Credit Hours	Type
PR-Ad-207	Digital Public Relations	3	Major/Minor(DC)
PR-Ad-208	Digital Advertising and Marketing	3	Major/Minor(DC)
PR-Ad-209	Content Writing for Traditional Media & Digital Platforms (T & P)	3	Major/Minor
PR-Ad-210	Essentials of Digital Media Skills	2	Major (DC)
PR-Ad-211	Theories of Communication	3	Major(DC)
PR-Ad-212	Brand Management Strategies	3	Major/Minor
PR-Ad-213	Internship in Advertising Agency and Client/Brand	Pass/Fail	Mandatory
HQ-004	Quran Class	1	Mandatory

Semester-5**Total Cr Hours 17**

Course Code	Title	Credit Hours	Type
PR-Ad-301	Planning and Management of a PR Campaign (T & P)	3	Major/Minor
PR-Ad-302	Planning and Management of an Ad Campaign (T & P)	3	Major/Minor
PR-Ad-303	Media Planning in Public Relations & Advertising	3	Major/Minor
PR-Ad-304	Video Production (PR & Advertising -T & P)	3	Major (DC)
PR-Ad-305	Digital Design Software (Adobe Suite)	3	Major (DC)
PR-Ad-306	Photography (PR & Ad)	2	Major (DC)
HQ-005	Quran Class		Mandatory

Semester-6**Total Cr Hours 18**

Course Code	Title	Credit Hours	Type
PR-Ad-307	Advertising: Theories, Models, and Approaches	3	Major/Minor
PR-Ad-308	Public Relations: Theories, Models, and Approaches	3	Major/Minor
PR-Ad-309	Advanced Research in PR and Advertising	3	Major
PR-Ad-310	Case Studies- Public Relations (T&P)	3	Major
PR-Ad-311	Case Studies- Advertising & Marketing (T&P)	3	Major
PR-Ad-312	Seminar (Guest Speakers, Field Experts)	2	Mandatory
PR-Ad-313	Internship in a Public Relations Organization/Department	Pass/Fail	Mandatory
HQ-006	Quran Class	1	Mandatory

Semester-7**Total Cr Hours 17**

Course Code	Title	Credit Hours	Type
PR-Ad-401	Crisis Communication and Management	3	Major/Minor
PR-Ad-402	Corporate Social Responsibility (T & P)	3	Major/Minor
PR-Ad-403	Emerging Trends in Public Relations	3	Major/Minor
PR-Ad-404	Contemporary Challenges in Marketing & Advertising	3	Major/Minor
PR-Ad-405	Creative Brief and Marketing Proposal (Writing and Presentation)	2	Major/Minor
PR-Ad-406	Proposal Writing for Thesis & Project Reports (Workshop)	3	Mandatory
HQ-007	Quran Class		Mandatory

Semester -8**Total Cr Hours 16**

Course Code	Title	Credit Hours	Type
PR-Ad-407	Advertising-Final Project/ Thesis*	4	Major
PR-Ad-408	Public Relations-Final Project/ Thesis*	4	Major
PR-Ad-409	Seminar (Guest Speakers, Field Experts)	2	Mandatory
PR-Ad-410	Entrepreneurship: Online and Offline	3	Major
PR-Ad-411	Professional Career Development (Workshop)	2	Mandatory
HQ-008	Quran Class	1	Mandatory

*Students can choose the following combinations for the course code 407 and 408:

PR Project and Thesis; Advertising Project and Thesis; PR and Advertising Projects.

Detailed Course Outline

Semester-I

PR-Ad-101: Functional English

Course Objectives:

The course aims to:

1. Enhance English language skills
2. Sharpen the abilities to translate from Urdu into English
3. Develop critical thinking.

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Identify grammatical errors, punctuation and structure of paragraphs
- Demonstrate improvement in listening, speaking, reading, and writing skills
- Develop better comprehension skills
- Introduce themselves in correct English
- Translate from Urdu into English

Course Contents:

- Basics of Grammar
 - Parts of speech and use of articles, Sentence structure, active and passive voice, Practice in unified sentence, Analysis of phrase, clause and sentence structure, Transitive and intransitive verbs, Punctuation and spelling
- Comprehension: Answers to questions on a given text
- Discussion: General topics and everyday conversation (topics for discussion to be at the discretion of the teacher keeping in view the level of students)
- Listening: To be improved by showing documentaries/films/songs carefully selected by subject teachers
- Translation skills
 - Urdu to English
- Paragraph writing: Topics to be chosen at the discretion of the teacher
- Presentation skills: Introduction of the student
- Phonetics and pronunciation: Practice exercises
- Note: Extensive reading is required for vocabulary building

Recommended Readings:

Thomson, A. J. & Martinet, A. V., & Draycott, E. (1986). *A practical English grammar* (Vol. 332). Oxford: Oxford University Press.

Thomson, A. J. & Martinet, A. V. (1997) *Practical English Grammar* Third edition. (Exercises-1) Oxford University Press.

Thomson, A. J. & Martinet, A. V. (1997) Practical English Grammar Third edition. (Exercises-2) Oxford University Press.

Marie-Christine B., Suzanne B & Françoise G. (1987) Writing: Intermediate. Oxford University Press. (Pages 20-27 and 35-41. c)

Brian T. & Rod, E. (1992). Upper Intermediate.. Oxford University Press.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

کورس کے مقاصد:

اس کورس کا مقصد طلباء و طالبات کو اردو زبان کے آغاز و ارتقاء اردو کی اہمیت اور اصناف تحریر کے بارے میں مکمل آگہی اور مہارت فراہم کرنا ہے تاکہ اردو صحافت کے پیشہ میں انھیں ممکنہ مسائل سے نبرد آزما ہونے کا فن سکھایا جائے۔

حاصل تدریس:

کورس کی تکمیل پر طلباء و طالبات اردو زبان کی اہمیت اور مختلف اصناف تحریر سے مکمل آگاہی اور تحریری مہارت حاصل کر سکیں گے۔ کورس کے بعد طلباء و طالبات درست زبان کی تحریر و ادارت، ترجمہ اور اس سے متعلقہ اور امور میں مکمل مہارت حاصل کر سکیں گے تاکہ پیشہ ورانہ امور درست طور پر انجام دے سکیں۔

۱۔ ترجمہ نگاری:

ترجمہ کیا ہے؟، ترجمہ کی اہمیت، ترجمے کے مسائل

عملی مشق انگریزی سے اردو ترجمہ

کسی بھی زبان سے اردو ترجمہ

۲۔ اصطلاح سازی:

اصطلاح سازی تعریف و مقاصد

اصطلاحات کے تراجم (مسائل اور امکانات)

• نئی اصطلاح سازی کے مسائل

• تکلیفی اصطلاح کے مسائل

• انگریزی اصطلاحات کے اردو متبادل

۳۔ انٹرویو:

انٹرویو کیا ہے۔ مقصد، سوال سازی کا عمل، عملی مشق

۴۔ مکالمہ:

بنیادی مباحث، کردار، پس منظر اور زبان، عملی مشق

۵۔ روداد نویسی:

اہمیت، مقاصد اور طریق کار، عملی مشق

۶۔ اردور سم خط:

دیگر زبانوں کے رسم خط سے تقابل

اردور سم خط کی دشواریاں، محاسن اور مصائب

عصر حاضر میں اردور سم خط کی تحفیظ کے اقدامات

۷۔ اردو املاء:

اردو املاء کی دشواریاں

عصر حاضر میں اردو املاء کی بدلتی صورتیں

۸۔ اردو تلفظ

تلفظ، لہجہ، اور ادائیگی

عملی مشق

اردو زبان: مختصر تاریخ اور اہمیت

شاعری: میر تقی میر، نظیر اکبر آبادی، غالب، اقبال، فیض، ن م راشد

غزل: جدید غزل

نظم: جدید نظم، پابند و آزاد

نثر: میرامن، غالب، سرسید، حالی، شبلی، نذیر احمد، محمد حسین، مختار مسعود، مشتاق احمد یوسفی، انتظار حسین

روداد نویسی:

اہمیت، مقاصد اور طریق کار

عملی مشق

اردور سم خط:

دشواریاں، محاسن اور معائب

عصر حاضر میں اردور سم خط کی تحفیظ کے اقدامات

اردو املاء:

اردو املاء کی دشواریاں

عصر حاضر میں اردو املاء کی بدلتی صورتیں

حوالے کی کتب:-

1- مولوی عبدالحق، قواعد اردو

2- ڈاکٹر فرمان فتح پوری، زبان اور اردو ادب

3- ڈاکٹر مسکین علی حجازی، صحافتی زبان

4- ڈاکٹر انعام الحق کوثر، ترجمہ اور اس کا فن

5- خلیل صدیقی، زبان کیا ہے؟

6- ڈاکٹر محمد نمش الدین، صحافتی زبان

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-103: Sociology

Sociology empowers students to see the world around them through a sociological lens, helping them better understand their own lives and the world we all share. The course aims to take students step by step through the theories that make up the discipline, helping them to find and use the science of social behavior in everyday life. It introduces them to leading sociologists to understand the sociological concerns. In addition it offers engaging discussions of hot contemporary issues on global inequalities, in gender, class and education as well as environmental risks.

Course Objectives:

The course aims to:

1. Provide students with a basic understanding of the evolution of society, social environment, its components and processes
2. Develop students' capabilities to understand the man-society interaction and interrelationships, and ways human can impact and improve social environment
3. Provide an introduction of human relationship with society and how it has changed overtime, functional and dysfunctional factors
4. Introduce major theoretical frameworks and contemporary sociologists
5. Provide knowledge of the constituents and contributing factors that shape societies
6. Develop understanding of the role of human activities in causing environmental pollution

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Describe major theoretical frameworks and contemporary sociologists
- Demonstrate understanding of the constituents and contributing factors that shape societies, and functional and dysfunctional factors including race and class etc.
- Analyze and evaluate environment as a sociological issue, reasons of environmental pollution, and the role of human activities in causing environmental pollution

Course Outline

- What is Sociology
 - Development of sociological thinking
How can sociology help in our lives?
- Theoretical frameworks in sociology
 - Four theoretical standpoints
 - i. Structure and action
 - ii. Consensus and conflict
 - iii. The issue of gender
 - iv. The shaping of modern world
 - Four contemporary sociologists
 - i. Jurgen Habermas: democracy and public sphere
 - ii. Ulrich Beck: the global risk
 - iii. Manuel Castells: the network economy
 - iv. Anthony Giddens: social reflexivity
 - Recent sociological debates
 - i. Post modernism
 - ii. Michel Foucault
- Globalization and the changing world
 - Types of society
 - Social change
 - Globalization
- Stratification and class
 - Theories of class and stratification
 - i. Karl Marx's Theory

- ii. Max Weber's Theory
 - o Poverty
 - o Social exclusion
 - o The welfare state
 - o Global inequality
- Sexuality and gender
 - i. Functionalist approaches
 - ii. Feminist approaches
- Religion in modern society
- The media
 - o Theoretical perspectives on the media
 - i. Functionalism
 - ii. Conflict theories
- Education
 - o Theories of schooling and inequality
 - i. Ivan Illich: The hidden curriculum
 - ii. Basil Bernstein: Language codes
 - iii. Pierre Bourdieu: Education and cultural reproduction
 - iv. Postmodern approaches to education
- The Environment at risk
 - o The environment as a sociological issue
 - o Sustainable development
 - o Global warming
 - o Genetically modified food
 - o The global risk society

Recommended Readings:

Cohen, R. & Kennedy, P. (2012). *Global sociology*. Macmillan International Higher Education.

Giddens, A., Duneier, M., Appelbaum, R. P. & Carr, D. (2006). *Essentials of sociology* (p. 624). New York: Norton.

Giddens, A. (2006) ***Sociology*** (5th edition) . Polity Press Cambridge UK

Haralambos, M., van Krieken, R., Smith, P., & Holborn, M. (1996). *Sociology: Themes and perspectives*. Australian edition. South Melbourne: Addison Wesley Longman.

Macionis, J. J., Benoit, C., & Jansson, M. (2004). *Society: the basics* (p. 648). Upper Saddle River, NJ: Prentice Hall.

Macionis, John J. (2016) *Introduction to sociology*. (16th edition) Pearson.

Scott, J. (Ed.). (2006). *Sociology: The key concepts*. Routledge.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities

- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-104: Statistics

The purpose of this course is to introduce the students to the subject of statistics as a science of data. There is data abound in this information age; how to extract useful knowledge and gain a sound understanding of complex data sets has been more of a challenge. In this course, students will focus on the fundamentals of statistics, which may be broadly described as the techniques to collect, clarify, summarize, organize, analyze, and interpret numerical information.

Course Objectives:

The course aims to:

1. Give the basic knowledge of statistics and facilitates the students in quantitative reasoning
2. Examine the techniques to study the relationship between two or more variables

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Descriptive statistics, introducing graphical methods of describing data, combinatorial probability and random distributions for statistical inference, estimation and hypothesis testing issues
- use statistics to organize and display data, and how to draw valid inferences based on data by using appropriate statistical tools
- Demonstrate their skills how to deal with numerical information
- Handle their data sets independently
- Evaluate and optimize results based on statistical analysis performed

Course Outline:

- Introduction to Statistics
- Statistical Measures
 - Measures of central tendency
 - Measures of variability
 - Measures of shape.
 - Probability Concepts: Sample space; simple and compound events; probability laws; random variables. Statistical Distributions: Discrete distribution;

Continuous distribution; Binomial, Normal and other distributions and their characteristics.

- Sampling Theory
 - Sampling distributions
 - Central limit theorem.
- Estimation
 - Point and interval estimates
 - Confidence intervals
 - Significance level.
- Tests of Hypothesis
 - Null and alternative hypotheses
 - Sample size
 - Type I and type II errors.
- Inference about a population
 - Inference about comparing two populations.
- Regression & Correlation
 - Introduction to Regression & Correlation Analysis
 - Clustering, Classification, Natural language processing
- Use of Excel and SPSS

Recommended Readings:

Cacoullos, T. (2012). Exercises in probability. Springer Science & Business Media.

David, M. (2017). Statistics for managers, using Microsoft excel. Pearson Education India.

Letskowski, J. (2015, April). Doing Statistical Analysis with Spreadsheets. In Sobie: Proceedings of annual meetings 2015 (p. 9).

McClave, J. T., Benson, P. G. & Sincich, T.T (2017) Statistics for Business and Economics; 13th edition. Pearson.

Mcclave, J.T., Benson, P.G. and Snitch, T. (2005) "Statistics for Business & Economics" 9th Edition. Prentice Hall, New Jersey.

Santos, D. (David A.) (2011). Probability: an introduction. Jones and Bartlett Publishers, Sudbury, Mass

Walpole, R.E., Myers, R.H & Myers, S.L. (2007), "Probability and Statistics for Engineers and Scientist" 7th edition, Prentice Hall, NY.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-105: Geography

The course is designed to address the fundamental geographic questions; “what is where, why there, and why care?” in regard to the varied natural and human features and conditions on the surface of Earth.

Course Objectives:

The course aims to

1. Provides substantive knowledge of geography as a science, including its leading concepts, theories, perspectives, themes, tools, and vocabulary
2. Sensitize students about the interrelationships of humans and the life-sustaining natural environment
3. Develop an understanding of the physical structure of the earth’s surface, including landforms, weather, climate, and biogeography.
4. Emphasizes understanding of what makes each point on earth unique and how humans interact with physical systems in multiple ways.

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Explain the basic concepts, definition and scope of geography
- Discuss the major branches of geography and formation of major landforms
- Discuss the function, temperature profile and composition of the atmosphere
- Discuss the hydrologic cycle, and the distribution and allocation of water resources for humans.
- Analyze patterns and consequences of human environment interaction.

Course Contents:

- Defining geography
 - Definition of geography
 - Scope of geography
 - Trends in evolution of geography as a science
 - Geography and its relationships with other sciences
- Geography and its major branches
 - Physical geography
 - Human geography
 - Economic geography

- Urban geography
- Population geography
- Planet earth
 - Earth within the solar system
 - Shape, size and movements of the earth
 - Location and time on earth
 - Latitude, longitude network
 - Local time, standard time
 - Time zones and international date line
- Knowledge of different spheres on and around earth
 - Lithosphere and its main characteristics
 - Hydrosphere and its main characteristics
 - Atmosphere and its main characteristics
 - Biosphere and its main characteristics
- Relationship between physical environment and man
 - Man-environment interaction
 - Introduction to theories of environmental determinism/possibilism
 - Human activities in relationship with environment
 - Human activities and their impact on environment
 - Human activities, utilization of environmental resources and concept of sustainability
- Digital Cartography
- Development theories, policies and practices
- Understanding GPS: Principles and applications
- Postcolonialism and decoloniality

Recommended Readings:

Arbogast, A. F. (2007) Discovering Physical Geography, John Wiley and Sons, London.

Strahler, A.N. (2004) Modern Physical Geography

Blij, H.J.D. (2002) Human Geography: Culture, Society And space

Christopherson, R. W. (2009) Geo systems: An introduction to Physical

Geography, Pearson Prentice Hall, New Jersey.

Miller, G. T. (2008) Living in the Environment, Principles, connections and Solutions, Wadsworth, USA

Strahler, A. (2013) Introduction to Physical Geography, John Wiley & Sons, New Jersey.

Rubenstein, J. M. (2012) Contemporary Human Geography, PHI Learning Private Limited, New Delhi.

Harper, H. L. (2003) Environment and Society: Human Perspectives on Environmental Issues. Prentice Hall, New York.

Creswell, T. (2013) Geographic Thought: A critical Introduction, Wiley- Blackwell, Oxford.

Robinson, A. N., Morrison, J. L., Muehrcke, P.C., Kimerling, A. J., & Guptill, S.C. (2002), Elements of Cartography, John Wiley, New York.

Wooldridge, S. W. & Morgan, R. S. (2009) An Outline of Geomorphology: The Physical Basis of Geography. Longmans. London /New York.

Ackerman, S. A. (2012) Meteorology: Understanding the atmosphere, Jones & Bartlett Learning, Canada

Dasgupta, S. (Ed.) (2009) Understanding the Global Environment, Pearson Longman, New Delhi.

Aoyama, Y., James T. M. & Susan H. (2012) Key Concepts in Economic Geography, SAGE, Singapore.

Deblij, H. J. D & Muller, P. O. (2011) The world Today: Concepts and Regions in Geography John Wiley & sons Inc., New York.

Hornby, W. F., & Jones, M. (1993). An introduction to population geography. Cambridge University Press.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-106: Introduction to Mass Communication

The course aims to develop and increase students' knowledge and understanding of the mass communication process, mass media industries, mass communication history and development of individual mass media technologies. The contents are designed in a way to develop students' understanding of the relationships among communication, mass communication, culture, and those who live in the culture. Upon the successful completion of the course, the students will be more skilled and knowledgeable consumers of media content. They will be able to recognize trends in mass media, especially concentration of ownership and conglomeration, globalization, audience fragmentation, public relations, hyper-commercialism, convergence, and the move toward digital distribution of mass media product.

Course Objectives:

The course aims to:

1. Make students understand the basic concept of communication and mass communication
2. Help students to develop an understanding of evolution of printing, press and newspapers
3. Highlighting various contents of each medium

Course Learning Outcomes:

Upon successful completion of the course the student will be able to:

- Understand the core concepts and basic knowledge of the communication process and mass communication
- Identify the media of mass communication and its development
- Distinguish among various mass media for their implications and effects
- Evaluate and appraise media content

Course Contents

- What is communication and mass communication? Overview & perspectives
- Elements of effective communication & barriers of communication
- Historical background of mass communication; media history and media technologies
- Historical background and development of mass media in Pakistan
- Communication models (Basic models of communication)
- Newspapers (history, ownership of newspapers in the face of media convergence, news gathering)
- Radio broadcasting (development, usage, effects and radio)
- Television (history, usage, effects)
- The music industry (development of music industry; music in the subcontinent, contemporary music industry and its impact)
- Motion Pictures (Evolution of movies and the rise of Hollywood, Bollywood and parallel cinemas, effects of movies)
- From media convergence to the web, the internet and media globalization

Recommended Readings & Online Resources:

Dominick, J. R. (2013) The Dynamics of Mass Communication, 12th edition. McGraw Hill.

Baran, S. J. (2012). Introduction to Mass Communication: Media Literacy and Culture. New York: McGraw Hill Companies.

Campbell, R., Martin, C.R., & Fabos, B. (2011). Media and Culture: An Introduction to Mass Communication. 8th Edition. Bedford: St. Martin's

Online Sources: www.mhhe.com/dominick12e

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-107: Personality Development

This course provides in-depth information about personality development. The students will gain a better understanding about those around them and also about themselves; who they are; how they got to be that way; which direction their life should take. This course is especially helpful in the career of persuasive communications.

Course Objectives:

The course aims to:

1. Facilitate students to articulate their learning and development
2. Develop critical awareness of personal capabilities, strengths and potentials
3. Develop in-depth understanding of both personal and professional ethics (subject specific and broader professional ethics) and observing these ethics

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Demonstrate their capabilities constructively and realistically for a variety of contexts
- Demonstrate attitudes crucial to the achievement of personal goals, overcoming obstacles and capitalizing on opportunities
- Identify their strengths, and will be able to focus on areas requiring further development

Course Outline:

- Introduction to Personality Development
- Classical Theories of Social and Personality Development
- The Developing Personality
- Influences on personality development
 - Heredity
 - Environment
 - Situations
- Stages of Development
 - Freudian stages of development
 - Erik Erickson's stages of development
 - 'Need' and personality: Maslow's hierarchy of needs
 - Basic Personality Traits: The big five dimensions
 - Values, Beliefs, Interactions, Experiences, Environmental influences
- Moral Development
 - Kohlberg's stages
 - Altruism and Moral Development
- Emotional Development and Temperament
 - Aggression and Antisocial
- Gender role development
- What's your personality type?
 - What are the basic personality types?
 - Learning about yourself through type

- Personality Development Theory: Jung Out
- Personality and Career Choice
 - Matching your career and personality
 - Self efficacy
- Changing Your Personality
 - Can personalities change?
 - Being yourself, being adaptable
 - Positive attitude
 - Individuality
 - Controlling emotions
- Personality Disorders
 - Conceptualization and significance of knowing them
 - Paranoid, schizoid, antisocial, borderline, narcissistic, avoidant, dependent, obsessive
 - Symptoms
 - Causes
 - Treatments
- Do opposites really attract?
 - Getting like personalities together, as well as opposites
 - Multiple personalities on the same team
- Personal Growth
 - Ways you can try to improve
 - Helpful tools and exercises
 - Benefits of keeping a journal/diary
 - Setting goals, focusing on positives
- Working on Personality Changes
 - Focusing on attitude
 - Staying motivated
 - Increasing confidence
 - Watching body language
 - Handling other people
- Knowing your own personality strengths and weaknesses
- Being able to identify other people's personality traits

Recommended Readings:

Shaffer, D. R. (2005). Social and Personality Development. (5th Edition).

Belmont, CA: WadsWorth

McKenna, P. (2004). Change your life in seven days. Random House.

Bandler, R. (2008). Get the life you want: The secrets to quick and lasting life change with neuro-linguistic programming. Simon and Schuster.

De Bono, E. (2017). Six thinking hats. Penguin uk.

Covey, S. R. (1991). The seven habits of highly effective people. Provo, UT: Covey Leadership Center.

Schuller, R. H. (1998). You can become the person you want to be. Jove Books.

Tracy, B. (2007). Change Your Thinking Change Your Life, how to Unlock Your Full Potential for Success and Achievement. John Wiley & Sons.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

HQ-001: Quran Class

سورة الفاتحة تا سورة ال عمران

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

Semester-II

PR-Ad-108: English Composition

The course focuses on the basic strategies of composition and writing skills. Good writing skills not only help students obtain good grades but also optimize their chances to excel in professional life. The course includes modes of collecting information and arranging it in appropriate manner such as chronological order, cause and effect, compares and contrast, general to specific etc. It enables the students to write, edit, rewrite, redraft and proofread their own document for writing effective compositions. Because of the use of a significant amount of written communication on daily basis,

sharp writing skills have always been valued highly in academic as well as professional spheres.

Course Objectives:

1. To assist students identify the audience, message, and the purpose of writing
2. To develop rhetorical knowledge and critical thinking
3. To enable them express themselves in a variety of writing styles
4. To help students write well organized academic texts including examination answers with topic/thesis statement and supporting details.
5. To make students write argumentative essays and course assignments

Course Learning Outcomes:

By the end of the course, students are expected to:

- Use different mechanics of writing to produce various types of compositions effectively keeping in view the purpose and the audience
- Demonstrate rhetorical knowledge
- Demonstrate critical thinking in well-organized forms of academic texts

Course Contents:

- Writing Process ●
 - Invention
 - Generating Ideas (collecting information in various forms such as mind maps, tables, lists, charts etc)
 - Identifying Audience, Purpose, and Message
 - Ordering Information
 - Chronology for a narrative
 - Stages of a writing process
 - From general to specific and vice versa
 - From most important to least important
 - Pyramid and inverted pyramid
 - Advantages and disadvantages
 - Comparison and contrast
 - Problem solution pattern
 - Drafting
 - Free Writing
 - Revising
 - Editing
- Paraphrasing
 - Cohesion and Coherence
 - Cohesive Devices
 - Paragraph unity

- Summary and Precise Writing
- Creative Writing
- Essay Writing
 - Developing a thesis
 - Organizing an essay
 - Writing effective introduction and conclusion
 - Different types of essays
 - Use of various rhetorical modes including exposition, argumentation and analysis

Recommended Readings:

Goatly, A. (2000). Critical Reading and Writing: An Introductory Course. London: Taylor & Francis

Hacker, D. (1992). A Writer's Reference. 2nd ed. Boston: St. Martin's

Hamp-Lyons, L. & Heasley, B. (1987). Study writing: A course in written English for academic and professional purposes. Cambridge: Cambridge University Press.

Howe, D. H, Kirkpatrick, T. A., & Kirkpatrick, D. L. (2004). Oxford English for Undergraduates. Karachi: Oxford University Press.

Kirszner, L.G & Mandell, S.R. (1989). Patterns For College Writing: Fourth Edition. USA: St. Martin's Press, Inc.

Smazler, W. R. (1996). Write to be Read: Reading, Reflection and Writing. Cambridge: Cambridge University Press.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-109: Social Psychology

The course will develop an insight among students about how people think, perceive and relate to others.

This will help in developing an understanding of the concepts related to self and how self-functions in social world. The course emphasizes on the understanding of application of Social Psychology concepts in the real life settings.

Course Objectives:

The course aims to:

1. Develop understanding of the self and how the self-functions in social world
2. Enable students to think critically about social processes, influences, relations and attitudes

Course Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Demonstrate the ability to articulate independently and creatively about human social behavior and the cultural influences that affect human behavior
- Describe, discuss and analyze major issues and concepts in the field of social psychology

Course Contents

- **Nature and Scope of Social Psychology**
 - What is social psychology?
 - Social psychology and allied disciplines
 - Brief history of social psychology
 - Current trends in social psychology
- **Research in Social Psychology**
 - Descriptive research Correlational research
 - Experimental research
 - Surveys and interviews
 - Content analysis and cross-cultural studies
- **Self in a Social World**
- Concept of self in social psychology
 - Components of self: Why they are essential and its relationship to other personality constructs and processes
- Self-esteem, Self-presentation, Self-awareness, Self-efficacy, Self-conscious emotions, guilt, shame and embarrassment
- **Social Perception**
 - Social cognition; person schemas, roles and scripts Impression formation;
 - Stereotypes
 - Attribution; Bias in attribution, Research in attribution
- **Altruism and Aggression**
 - Altruism: The motivation to help
 - Factors, rewards and costs of helping
 - Aggression: The motivation to harm
 - Frustration and aggression: Other views
 - Threatened self-esteem and aggression
 - Controlling and socializing for non-aggressive ways of conflict resolution
- **Behavior and Attitudes**
 - Attitude formation
 - Prejudice, stereotypes and discrimination Attitude change
 - Cognitive dissonance
 - Persuasive communication

- Measurement of attitudes
- **Social Influence and Group Behavior**
 - Nature of groups, group polarization
 - De-individuation, group cohesiveness, productivity and decision making,
 - Conformity, obedience and deviance, cultural and social norms
 - Leadership: Effective leadership
 - Theories of leadership
- **Social Psychology in Action**
 - Social psychology entering: Health Psychology,
 - Environmental Psychology: Legal Affairs
 - Organizational Psychology
 - Peace and conflict

Recommended Readings

Baron, R. A., & Byrne, D. (1997). Social psychology. (12th ed.). Boston: Allyn & Bacon

Baron, R. A., & Byrne, D. (2009). Social psychology (12th ed.). Boston, MA: Pearson/Allyn and Bacon.

Baumeister, R. F. (1999). Self in social psychology. USA: Taylor & Francis. Crisp, R. J. (2010). Essential social psychology (2nd ed.). Los Angeles: Sage.

Chadee, D. (Ed.) (2011). Theories in social psychology. UK: Wiley-Blackwell.

Edi., Bornstein, R. F. (2010). Advanced social psychology NY: Oxford University Press.

Franzoi, S. L. (2008). Social psychology (5th ed.). New York: McGraw-Hill.

Healey, J. F. (2010). Exploring social issues. Los Angeles: Sage.

Horowitz, L. M. (2011). Handbook of interpersonal psychology. UK: John Wiley & Sons.

Kassin, S. (2011). Social psychology (8th ed.). Wadsworth: Wadsworth.

Knapp, H. (2010). Introduction to social work practice. Los Angeles: Sage.

Myers, D. G. (1996). Social psychology. New York: McGraw Hill Book Company.

Myers, D. G. (2012). Social psychology (11th ed.). New York: McGraw-Hill.

Taylor, S. E., Peplau, A. L., & Sears, D. O. (2006). Social psychology (12th ed.). Englewood Cliffs, NJ: Prentice Hall.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-110: Philosophy

This is a compulsory course for the general understanding of Philosophy and its implications on logical thinking and conceptualization. The contents of the course include possible definitions of philosophy, major branches and sub branches of philosophy. Student will be exposed to traditional division of philosophy with emphasis on how these systems approach and attempt to solve the problems confronting human existence.

Course Objectives:

The course aims to:

1. Discuss the basic philosophical questions: What is reality? What is knowledge? Is human nature good, bad or neutral?
2. Facilitate students to understand what is logic, reasoning and fallacies in argument with a special focus on ethics and metaphysics
3. Discuss the role of philosophy in the contemporary world

Course Learning Outcomes:

Upon successful completion of the course, students will be able to:

- Demonstrate their ability to use the techniques of formal and informal logical analysis
- Identify errors of reasoning and explain what the error in reasoning is
- Explain and defend a position on basic philosophical problems

Course Contents:

- **What is the nature and scope of philosophy?**
 - **What is philosophy?**
 - The value of philosophy
- **The traditional division of philosophy**
- **Ethics**
 - Cultural relativism
 - Ethical egoism
 - Utilitarianism
 - Are there absolute moral rules
 - Virtue ethics
- **Logic**
 - What is an argument?
 - Proposition
 - Premise/premises
 - Conclusion
- **Types of reasoning- inductive and deductive**
 - Difference between argument and non-argument

- Critical thinking
- Controversy and disagreements
- Informal fallacies**
 - Fallacies of ambiguity
 - Fallacies of presumption
 - Fallacies of relevance
- **Aesthetics**
 - Aesthetic experience
 - What is art?
 - Representation
 - Imitation
 - Expression
- **Epistemology**
 - Difference between knowledge and opinion
 - Sources of knowledge
 - Rationalism
 - Empiricism
- **Metaphysics**
 - Why metaphysics?
 - Mind- body problem
 - Freedom and determinism
- **Philosophy and contemporary world**
- Philosophy of mind
- Political philosophy
- Philosophy of science

Recommended Readings:

Hales, Steven D. This is Philosophy: An Introduction. Hoboken, New Jersey: Wiley-Blackwell, 2013.

Hospers, J. An Introduction to Philosophical Analysis. Abingdon: Routledge, 2013.

Hurley, P. J. A Concise Introduction to Logic. Boston: Cengage Learning, 2017.

Rachels, James. The Elements of Moral Philosophy . New York: McGraw-Hill Education, 2018.

Solomon, R. C. The Big Questions-A Short Introduction to Philosophy. Boston: Cengage Learning, 2009.

Stewart, Davis. Fundamentals of Philosophy. 6th. Boston: Pearson, 2010.

(Course Instructor can provide relevant data in the form of a study package if required.)

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-111: Ecology

This introduction to ecology covers population, community and ecosystem level ecology of plants and animals. In ecology nearly everything depends on other things, i.e., the presence or absence of other organisms or whether it was a wet or dry year, etc. This makes it very difficult to consider facts in isolation, and this course will focus on understanding the interconnections among different concepts and facts with an additional focus on the relationships between basic ecological science and current environmental problems.

Course Objectives:

The course aims to:

1. Develop an understanding of the interactions of organisms with each other and with their abiotic environment, fields of ecology in earth ecosystems

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Identify the ecosystems, subdivisions of ecology, and material cycles
- Define the basic rules and concepts of the ecology of individual, population, community and ecosystem.
- Categorize the living things according to their tolerance to the ecological factors.

Course Contents:

- Introduction to ecology: Life and land
- Ecology and Evolution
 - Coevolution of the biosphere, geosphere, atmosphere and hydrosphere
- Structure and function of ecosystems
- Terrestrial environments
- Aquatic environments
- Energy and nutrient acquisition
 - Energy and material flow
 - Nutrient cycling
- Populations of Plants and Animals
 - What is an individual?
- Population growth and species interactions
 - Exploitation
 - Mutualism
 - Life histories
 - Pests and weeds
 - Abundance and diversity
 - Community structure

- Food webs
- Conservation ecology
- Global ecology

Recommended Readings

Cain, M. L., Bowman, W. D. & Hacke, S. D. (2014) Ecology, 3rd edition.

Manuel, C. & Molles, Jr. (2008) Ecology: Concepts Applications, 4th Edition. McGraw-Hill

Withgott & Lapsata. (2008) Environment: The science behind the stories. 5th Edition. Person Education.

Kraemer, S. A., Ramachandran, A., & Perron, G. G. (2019). Antibiotic pollution in the environment: from microbial ecology to public policy. *Microorganisms*, 7(6), 180.

Layman, C. A., & Allgeier, J. E. (2020). An ecosystem ecology perspective on artificial reef production. *Journal of Applied Ecology*, 57(11), 2139-2148.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-112: Introduction to Research (Online and Traditional)

Course Objectives:

The course aims:

1. To grasp the basic framework of research process
2. To understand various research designs, methods and techniques
3. To study various sources of information for literature review and data collection
4. To comprehend the ethical dimensions of conducting applied research

Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

- Demonstrate sound knowledge of basic research methods
- Demonstrate an understanding of the significant risk and ethical issues in conducting research
- Demonstrate working knowledge of the theories and frameworks through which phenomenon are analyzed and understood
- Demonstrate familiarity with various qualitative and quantitative research methods
- Increase familiarity with the applied research and digital media research

Course Content:

1. Introduction to Research
 - a. Epistemology, Ontology, and Methodology
 - b. Concepts
 - c. Scope
2. Hypothesis and Theory Construction
 - a. Significance and formulation of hypotheses
 - b. Characteristics of a good hypothesis
 - c. Operationalization of theory
3. Research Design
 - a. Approaches: Qualitative and Quantitative
 - b. Types
4. Literature Review
 - a. Goals of literature review
 - b. Techniques of literature review
5. Data Collection and Analysis
 - a. Primary and Secondary data
 - b. Methods of data collection: Focus Groups; Bulletin Board Focus Groups; Ethnography; Netnography; In-depth interviews; Field experiments; Lab experiments; Content Analysis; Semiotic Analysis
 - c. Social networks analysis; Social Media Analytics; Trend Analysis; Understanding website analytics: SEO
 - d. The market research process; Concept testing; Test marketing; Tracking studies; Simulations and retail audits
6. Survey and its Types
 - a. Sampling techniques
 - b. Probability, reliability and validity
 - c. Questionnaire designing
7. Writing of Research Proposal
 - a. Statement of the Problem
 - b. Research Questions
 - c. Significance
 - d. Methodology
 - e. Formatting and References
- 8 Ethical Issues in Conducting Research
 - a. Plagiarism and related issues
 - b. HEC policy on plagiarism

Recommended Readings & Online Resources

Anderson, J. A. (2012) Media Research Methods: Understanding Metric and Interpretive Approaches, Thousand Oaks, Calif.: Sage

Berger, A. A. (2011) Media and Communication Research Methods, 2nd ed., Los Angeles: Sage Publications

Jensen, K. (ed.) (2012) A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies, 2nd ed., New York: Routledge-

Priest, S. H. (2010) Doing Media Research: An Introduction, 2nd ed., London: Sage

Webster, J. G., Phalen, P. F. & Lichty, L. W. (2006) Ratings Analysis: The Theory and Practice of Audience Research, 3rd ed., Mahwah, N.J.: Lawrence Erlbaum Associates

Weerakkody, N. D. (2008) Research Methods for Media and Communication, Melbourne: Oxford University Press

Wimmer, R. D. and Dominick, J. R. (2006) Mass Media Research: An Introduction, 8th ed., Belmont: Thomson Wadsworth

Jugenheimer, D. W., Bradley, S. D., Kelley, L. D., & Hudson, J. C. Advertising and public relations research. Second edition. Armonk, NY: M. E. Sharpe

Google Analytics <https://analytics.google.com/analytics/academy/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-113: Media Information and Literacy*

Expanding beyond the ability to read and write, there are multiple types of literacy needed to be a successful citizen of the 21st Century. In a networked and media-saturated world, these expanded literacies are necessary to understanding and changing the world. Throughout the course, students will be actively engaged by the instructors to think and write critically about information and media in order to resist the corporate environment in which we all are hoped, assumed, and constructed to be passive consumers. This course will tip the balance in students' favor, empowering active learners who will become global producers of media and information.

Course Objectives:

The course aims to:

1. Develop and enhance analytical and critical abilities required to process information and media content
2. Create awareness about the ethical and legal aspects of the information use and reuse

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Understand the definition, characteristics and various approaches to media information and literacy
- Analyze different mass media such as books, internet, magazines, newspapers among others
- Know the role of media literacy in citizen engagement with government and society
- Provide practical tools for managing media content in an ethical and professional manner.

Course Contents:

- What is information? What is media? What is plagiarism?
- Information & media consumption
 - Media consumption and reception
 - Deep web, invisible web, and the filter bubble
- Consumption, resistant readings, and participation
 - Crowdsourcing and authorship
 - Media consumption & participation
 - Participatory media
 - Citizen journalism and citizen activists
 - Media diet, self-reflection and participatory media
- What is fake news
- News literacy & media ownership
 - Confirmation bias
- Bias in search
 - How Google search works
 - Algorithms of oppression
- The information cycle
 - Evaluating sources for credibility
- Science literacy and the media
 - The media and your health
 - Bridging the two cultures (between hard sciences and the arts/humanities)
- Objectivity Vs. Advocacy
- Authorship and cinema
- Privacy & surveillance
 - Privacy in the world of face recognition and AI
 - Data privacy analysis
- Copyright & intellectual property
- Attribution decay & remix culture: Intertextuality
- Gender & media
- Unpacking privilege
 - Identity and the internet

Recommended Readings and Online Resources:

Bush, V. (1945, July). As We May Think. The Atlantic.
Hall, S. "Encoding, Decoding".
Bobo, J. (2004). "The Color Purple: Black Women as Cultural Readers"
Jenkins, H. "Scribbling in the Margins"
Foucault, M. "What is an Author?"

Campbell, "I'll Furnish the War"

Miller, A. C. (2016). "Confronting Confirmation Bias: Giving Truth a Fighting Chance in the Information Age"

Butler, J. "The Television Commercial" from Television: Critical Methods and Applications

Walter Metz, "Individual, Institution, Ideology" – an essay on Spotlight

Walter Metz, Three Days of the Candor – A Review of Truth

Walter Metz, "Atomic Animals"

Walter Metz, "The Avant-garde Among the Animals"

Walter Metz, "Bridging the Two Cultures"

Walter Metz, "In Search of ... a Third Culture"

Greenwald, G. (2014). "The Harm of Surveillance". No place to hide: Edward Snowden, the NSA, and the U.S. surveillance state. New York: Metropolitan Books. /content/enforced/210224-27999.201520/Greenwald_No Place to Hide.pdf

Bump's "BuzzFeed's "Happiest Facts of All Time" Were Mostly Plagiarized from Reddit" and "Fact into Fiction" <http://www.theatlantic.com/business/archive/2013/03/buzzfeeds-happiestfacts-all-time-were-mostly-plagiarized-reddit/317576/>

<https://www.domo.com/blog/data-never-sleeps-4-0/> Data Never Sleeps

http://www.ted.com/talks/eli_pariser_beware_online_filter_bubbles?language=en#t-4833 Filter Bubbles

http://www.slate.com/articles/technology/cover_story/2016/01/how_facebook_s_news_feed_algorithm_works.single.html Who Controls Your Facebook Feed (Slate)

<https://youtu.be/deSQIS0wA0M> Nancy Franklin on Cognition & Audience Bias

<https://dianerehm.org/shows/2014-08-19/judging-credibility-news-digital-age> Judging The Credibility Of News In The Digital Age

<https://n.pr/2gzn5X6> "Fake or Real? How to Self-Check the News and Get the Facts"

<http://www.businessinsider.com/google-algorithm-change-fake-newsrankbrain-2016-12> "Google made changes to its search algorithm that unintentionally made it vulnerable to the spread of fake news"

https://youtu.be/E_F5GxCwizc John Oliver on "Native Advertising"

<http://www.cjr.org/resources/index.php> Who owns what (Columbia Journalism Review Tool)

<https://www.lib.ncsu.edu/tutorials/peerreview/> The Information Cycle

<https://www.lib.ncsu.edu/tutorials/evaluatingources/> Evaluating Sources for Credibility (NCSU)

<http://newsdiffs.org/> Evaluating Sources

How Fake News Goes Viral: A Case Study (Sapna Maheshwari) - https://www.nytimes.com/2016/11/20/business/media/how-fake-news-spreads.html?_r=0

<https://www.youtube.com/watch?v=V06upKORrNs> Media and Health

<https://www.youtube.com/watch?v=7QWoP6jJG3k> How social media is affecting teens

How Social Media Is a Toxic Mirror (Rachel Simmons) - <http://time.com/4459153/social-mediabody-image/>

Kirstin Fawcett "How Mental Illness is Misrepresented in the Media: Insidious portrayals on TV shape perceptions about real-life people with psychological disorders

<http://health.usnews.com/health-news/health-wellness/articles/2015/04/16/how-mental-illness-ismisrepresented-in-the-media>

<https://vimeo.com/88193574> "Scientific Literacy" (by Neil deGrasse Tyson)

<https://youtu.be/LHew7MqP4UM> How To Read Science News

"Why Do Many Reasonable People Doubt Science" by Joel Achenbach - <http://ngm.nationalgeographic.com/2015/03/science-doubters/achenbach-text>

<http://www.nature.com/news/policytwenty-tips-for-interpreting-scientific-claims-1.14183> Policy: Twenty tips for Interpreting Scientific Claims

<http://www.workforceinstitute.org/blog/scientific-method-isnt-just-scientists/> “The Scientific Method Isn’t Just for Scientists” by Joyce Maroney

<http://video.pbs.org/video/2365251169/> United States of Secrets Part 2
Simple Changes to Stop Online Tracking (Electronic Frontier Foundation)

<https://www.eff.org/deeplinks/2012/04/4-simple-changes-protect-your-privacy-online>

<http://fairuse.stanford.edu/overview/faqs/copyright-basics/> Copyright Basics FAQ (Stanford University Libraries)

Peggy McIntosh “Unpacking the Invisible Knapsack”

Gina Crosley-Corcoran “Explaining White Privilege to a Broke White Person”

<http://occupywallstreet.net/story/explaining-white-privilege-broke-white-person>

Editors Are Trying To Fix Wikipedia's Gender And Racial Bias Problem (2015)

http://www.huffingtonpost.com/2015/04/15/wikipedia-gender-racial-bias_n_7054550.html

*Note: The course is adapted from Southern Illinois University’s website <https://mycourses.siu.edu/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

HQ-002: Quran Class

سورة النساء تا سورة الانعام

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

Semester-III

PR-Ad-201: Pakistan Studies

The subject aims at enhancing students' knowledge about history, culture and geography of Pakistan and to provide an insight into the political and social history of Pakistan from its inception to the present day. The course introduces the various aspects of the political struggle that led to the creation of Pakistan. It also examines concepts of nationhood and patriotism in the light of present day circumstances.

Course Objectives

The course aims to:

1. Develop an in-depth understanding of the spirit of freedom struggle in the creation of Pakistan.
2. Study the process of governance and national development in the early years of Pakistan.

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Analyze the historical perspective and ideological background of Pakistan
- To examine the external and internal challenges the country faced after its independence
- Evaluate the process of governance and national development
- Develop an understanding of the issues arising in the modern age and posing challenges to Pakistan.

Course Contents:

- Introduction
 - Advent of Islam in South Asia
 - Muslim Cultural Heritage in Indo-Pakistan
 - Hindu Muslim relations throughout Muslim period
 - Efforts for the revival of Islam in the Sub-continent
- Ideology of Pakistan
 - Aims and objects of Pakistan's formation
 - Ideology of Pakistan
 - Pakistan Ideology in Iqbal and Quaid-e-Azam's writings
- Evolution of Muslim Society in the Sub-continent
 - Emergence and progress of Muslim Society in South Asia
 - Decline of Muslim society, scholars and institutions
 - National Reformation movements

- Efforts for reformation – role of Shah Ahmad Sirhindi, Shah Waliullah and his followers
- Role of Educational Institutions: Darul Uloom Deoband; Aligarh University; Nadwatul-Uloom; Jamia Islamia, Delhi; Anjuman Himayat-i-Islam and other Institutions such as Sindh Madrassa and Islamia College, Peshawar
- Political Struggle for Pakistan Movement
 - Constitutional reforms and Muslims
 - Separate elections for Muslims
 - Khilafat movement
- Pakistan Movement
 - Evolution of Muslim nationality (1857-1930)
 - Independence of India; its problems and Muslims
 - Iqbal's address at Allahabad (1930)
 - Ch. Rehmat ali and Pakistan National Movement
 - Elections (1937) and the attitude of Congress Government towards Muslims
 - Pakistan Resolution
 - Elections (1945-46); Constitutional problems and transfer of power.
- Struggle for Pakistan
 - Role of the Muslims living in minority provinces
 - Role of the Muslims living in majority provinces (Punjab, Sind, N.W.F.P., Balochistan)
- Contribution of different classes in Pakistan Movement
 - Role of religious scholars (Ulema)
 - Role of men of letters and journalists
 - Role of youth and students
 - Role of women
- Emergence of Pakistan:
 - Plan of India's Division and the emergence of Pakistan
 - Division of Provinces and Referendum
 - Important events (during the partition)
- Efforts for the implementation of Islamic System in Pakistan
 - Importance of Islamization
 - Objective resolution (1949)
 - Islamic articles in Pakistan's Constitution of 1956, 1962 and 1973
 - Implementation of Shariah; efforts and contributions
 - Tehreek-e-Nizam-e-Mustafa, 1970
 - Steps taken towards the goal after 1970
 - Study of Islamic Institution such as Zakat, Shariah Courts and the Council for Islamic Ideology
 - Our goals; formation of a perfect Islamic Society

- Pakistan – Land and Peoples
 - Geography: Location: Geographical importance; study of Rural and Urban areas
 - Natural resources and their use
 - Agriculture and Industry
 - Population, Manpower and Education
 - Economic and Social Welfare
- Pakistan and Islamic World
 - Unity of the Islamic World (Philosophy and Practice)
 - Liberation Movements for Islamic States and Pakistan’s role
 - Pakistan’s relation with Iran, Saudi Arabia and Afghanistan
 - Pakistan’s efforts for the unity of the Islamic World

Recommended Readings:

Qureshi, I. H. (1965) The Struggle for Pakistan, Karachi

Qureshi, I. H. (1974) Ulema in Politics, Karachi

Qureshi, I. H. (1967) A Short History of Pakistan Book IV, Alien Rule and Rise of Muslim Nationalism, Karachi

Symonds, R. (1950) The Waking of Pakistan, London

Qureshi, K.U. (1977) A Geography of Pakistan, London

Hassan, H. (1969) Pakistan Naguzeer Tha, Karachi 1969

Rafiq, M. Sh. (1977) Tehrik wa Tarikh –e- Pakistan, Lahore

Nawai Pakistan Roznama Chiragh Rah, Karachi

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-202: Islamic Studies

The course of Islamic Studies provides an introduction to Islamic teachings, history in classical and modern periods, and contemporary thought.

Course Objective:

This course is aims:

1. To enhance understanding of issues related to faith and religious life.
2. To provide basic information about Islamic Studies
3. To enhance understanding of the students regarding Islamic Civilization
4. To improve students skills to perform prayers and other worships
5. To enhance the skill of the students for understanding of issues related to faith and religious life.

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Cite Quranic text for religious practices and social dealings
- Describe important teachings from the life of Holy Prophet
- Describe early history of Islam
- Define sources of Islamic law and jurisprudence
- Describe salient features of Islamic political, social, and economic system

Course Contents:

- Introduction to Quranic Studies
 - Basic Concepts of Quran
 - History of Quran
 - Uloom-ul -Quran
- Study of Selected Text of Holy Quran
 - Verses of Surah Al-Baqarah Related to Faith (Verse No-284-286)
 - Verses of Surah Al-Hujurat Related to Adab Al-Nabi (Verse No-1-18)
 - Verses of Surah Al-Muminoon Related to Characteristics of faithful (Verse No-1-11)
 - Verses of Surah al-Furqan Related to Social Ethics (Verse No.63- 77)
 - Verses of Surah Al-Inam Related to Ihkam (Verse No-152-154)
 - Study of Selected Text of Holy Quran
 - Verses of Surah Al-Ahzab Related to Adab al-Nabi (Verse No.6, 21, 40, 56, 57, 58.)
 - Verses of Surah Al-Hashr (18,19, 20) Related to thinking, Day of Judgment
 - Verses of Surah Al-Saff Related to Tafakur, Tadabbur (Verse No1,14)
- Seerat of Holy Prophet (PBUH)
 - Life of Holy Prophet (PBUH) in Makkah (Section-1)
 - Important Lessons Derived from the life of Holy Prophet (PBUH) in Makkah

- Life of Holy Prophet (PBUH) in Madina (Section-1)
- Important Events of Life Holy Prophet (PBUH) in Madina
- Important Lessons Derived from the life of Holy Prophet (PBUH) in Madina
- Introduction to Sunnah
 - Basic Concepts of Hadith
 - History of Hadith
 - Kinds of Hadith
 - Uloom-ul-Hadith
 - Sunnah & Hadith
- Introduction to Islamic Law & Jurisprudence
 - Basic Concepts of Islamic Law & Jurisprudence
 - Sources of Islamic Law & Jurisprudence
- Islamic History
 - Period of khilafat-e-rashida
 - Period of Umayyads
 - Period of Abbasids
- Islam and Sectarianism
- Islamic Culture & Civilization
 - Basic Concepts of Islamic Culture & Civilization
 - Historical Development of Islamic Culture & Civilization
 - Characteristics of Islamic Culture & Civilization
 - Islamic Culture & Civilization: Contemporary Issues
- Islam & Science
 - Basic Concepts of Islam & Science
 - Contributions of Muslims in the Development of Science
 - Quran & Science
- Islamic Economic System
 - Basic Concepts of Islamic Economic System
 - Means of Distribution of wealth in Islamic Economics
 - Islamic Concept of Riba
 - Islamic Ways of Trade & Commerce
- Political System of Islam
 - Basic Concepts of Islamic Political System
 - Islamic Concept of Sovereignty
- Social System of Islam
 - Basic concepts of social system of Islam
 - Elements of family
 - Ethical values of Islam

Recommended Readings:

Hasan, A. (1993) Principles of Islamic Jurisprudence. Islamic Research Institute, International Islamic University, Islamabad

Dr. Muhammad Zia-ul-Haq (2001) Introduction to Al Sharia Al Islamia. Allama Iqbal Open University, Islamabad

Bhatia, H. S. (1989). Studies in Islamic Law, Religion and Society. Deep & Deep Publications New Delhi

Hameed ullah Muhammad, 'Introduction to Islam Maulana Muhammad Yousaf Islahi,"

Wright, T. P. (1966). Muslim education in India at the crossroads: The case of Aligarh. *Pacific Affairs*, 39(1/2), 50-63.

Hameed ullah Muhammad, Emergence of Islam , IRI, Islamabad

Hamidullah, M. (2011). The Muslim conduct of state. The Other Press.

Hussain, H. H. & Hassan, H. H. (2010) An Introduction to the Study of Islamic Law. Leaf Publication Islamabad, Pakistan.

Waliullah, M. (1982) Muslim Jurisprudence and the Quranic Law of Crimes. Islamic Book Service.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-203: Persuasive Writing for Public Relations & Advertising

Persuasive writing course will provide an opportunity to understand and create texts especially for public relations and advertising with increased sophistication and independence. Students will examine examples of successful persuasive writing and analyze them for use of persuasive techniques. After deconstructing the persuasive messages, students will create their own written pieces modeled on these examples.

Course Objectives:

The course aims to:

1. Guide students how to create persuasive and interesting storyboard, slogan caption, feature story, profiles etc. for advertising and public relations
2. Develop an understanding of writing according to audience needs, psychographics, demographics, cultural context, media dynamics, media scheduling, and other prevailing circumstances that can help to achieve organization/industry goals

3. Broaden students' previous writing experiences and deepen skills for persuasive writing

Course Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Examine the various theoretical premises and approaches to studying persuasion
- Identify persuasive premises, including the use of emotion, logic, the role culture plays, and technical treatment for persuasion
- Analyze various types of persuasive messages in a variety of contexts, including persuasive campaigns
- Examine the role mediated communication plays in the creation and delivery of persuasive messages
- Prepare and deliver persuasive messages to a variety of audiences

Course Content:

- Foundations of Persuasion
- Persuasive dimensions of written communication
- Argumentation
- Theories of persuasive communication
 - Rhetorics
 - Theories of Behavioral Intention
 - Inoculation
 - Cognitive Dissonance.
 - Dual-Process Framework
- Message Factors
- Source Factors
- Persuasive writing in public relations and advertising
 - Writing speech
 - Persuasive blogs and micro-blogging
 - Persuasive Presentations
 - Storyboarding
 - Appeals
- Persuasion and media dynamics
- Persuasive Public Campaigns
- Appraisal of Persuasive Messages
- Reaction paper

Recommended Readings:

O'Keefe, D. J. (2002). *Persuasion: Theory & Research* (2nd edition). Thousand Oaks, CA: Sage.

Stephen, W. (2014) *Mastering the Craft of Writing: How to Write With Clarity, Emphasis, and Style*. (Kindle edition)

Cialdini, R. B. (2009). *Influence: Science and practice* (5th edition). Boston, MA: Pearson

Eisenberg, B., Eisenberg, J., & Davis, L. T. (2002) *Persuasive online copywriting*. Wizard Academy Press

Schwab, V. (2015) *How to write a good advertisement*. Harper & Row: Paperback

Bly, R. W. (2020) The Copywriter's Handbook: A Step-by-Step Guide to Writing Copy That Sells (4th Edition) Paperback

Casterton, J. Creative Writing: A Practical Guide. New York: Palgrave Macmillan, 2005.

Grenville, K. The Writing Book: A Workbook for Fiction Writers. Crows Nest: Allen & Unwin, 1990.

Hodgins, J. A Passion for Narrative: a guide for writing fiction. 1993. Toronto: Douglas Gibson, 2001.

Smith, H. The Writing Experiment: Strategies for Innovative Creative Writing. Crows Nest: Allen & Unwin. 2005.

Perloff, R. M. (2014). The Dynamics of Persuasion: Communication and attitudes in the 21st century (fifth edition). New York: Routledge.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-204: Ethics of Persuasive Communication

The primary objective of this course is for the student to develop a practical definition of ethics, and an understanding of the issues involved in making decisions in communication situations. The course will provide an overview of ethical concepts and issues, their complexity and use of language in the process of conceptual analysis.

Course Objectives:

The course aims to:

1. Develop understanding of the concepts related to persuasion and its implications in various writings
2. Enable students to investigate into the dimensions of making ethical choices and practical application of ethics in persuasive communication.
3. Explain why language is symbolic action and what are its ethical dimensions

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Demonstrate ability to apply persuasion in different writings and concurrent ethical issues
- Discuss and understand the importance of ethical issues and standards in the persuasion process
- Describe the major theories and approaches used by social scientists to study contemporary persuasion and their ethical dimensions
- Identify, explain, and give examples of motivation tools of persuasion and their ethical dimensions
- Examine and evaluate ethical dilemmas in different persuasive writings

Course Content:

- Introduction to ethics in communication
- The Value and Function of Ethics in our Lives
- Ethical Responsibility in Human Communication
- Ethics, Human Nature and society
- Ethical Models of Environmental Risk
- The language of ethics
- Concepts of Values and Principles
- Ethical Reasoning
- Principles of Ethics and Reason
- The Principle of Veracity
- Freedom of Choice Handout
- Ethical Values in Communication
- Ethical Issues in Communication
- Ethics and Public Relations
- Ethics of Persuasion
- Ethics, Information Technology and Media
- Privacy and Disclosure

Recommended Reading

Johannesen, R. L. (1990) Ethics in Human Communication, third edition. Waveland Press Inc. Prospect Heights, Ill.

Jaksa, J. A., & Pritchard, M. S. (1994) Communication Ethics: Methods of Analysis, second edition. Wadsworth Publishing Co. Belmont, CA. 1994.

Clifford, C. G., Rotzell, K. B., & Fackler, M. (1983) Media Ethics: Cases and Moral Reasoning. Longman Press, New York.

Goldman, A. H. (1980) The Moral Foundations of Professional Ethics. Rowman and Littlefield, Totowa, N.J.

Fink, C. C. (1988) Media Ethics: In the Newsroom and Beyond. McGraw-Hill, New York.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-205: Introduction to Public Relations

The course aims to familiarize students with the basic concepts, principles, and practice in the profession of public relations. The students will develop an understanding of the historical evolution of public relations, modern public relations, central concepts, basic process, role and functions of PR in the contemporary society, career opportunities in the field, and professional responsibilities. The course enables students to understand public relations activities in business, sports, tourism, agriculture, social welfare, armed forces, politics and entertainment.

Course Objectives:

The course aims:

1. To introduce the fundamentals of the discipline and highlight the significance of Public Relations
2. To help understand the nature of the discipline.
3. To highlight the scope of Public Relations as a discipline and profession.

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Acquire basic knowledge of public relations and understand the basic concepts, models, and tools of public relations
- Demonstrate an understanding of strategic public relations
- Evaluate the significance of media relations in public relations

Course Content:

- What is PR? Key definitions and classifications of PR: reactive/proactive, spin
- Differences among public relations, marketing, publicity and advertising
- Approaches and domains of public relations
- PR skills and scope, functional perspective on PR, and Jobs in Public Relations
- Brief history of PR as a profession (from ‘hype’ PR to relationship building)
- Four models of Public Relations
- The Publics in Public Relations
- Tools and Tactics of Public Relations
- Strategic communication in Public Relations
 - Steps of building strategic communication
 - Managing corporate identity through corporate communication
 - Stakeholder communication
 - Corporate social responsibility
- Research and Evaluation
- Relationship management theory
- Media relations

- New media and online reputation
- Fake news phenomenon
- Crisis Communications
- Cross-Cultural Communications and PR

Recommended Readings & Online Resources:

Guth, D. W., & Marsh, C. (2012). Public Relations: A Value-Driven Approach (5th edition). Boston: Allyn and Bacon.

Theaker, A. (2016). The Public Relations Handbook. (Fifth Edition). Routledge

Freitag, A. R. (2009). Global Public Relations: Spanning Borders, Spanning Cultures. Taylor and Francis Group.

Wilcox, D.L., et. al. (2013). Think Public Relations (2nd ed.), Boston, MA: Pearson

<http://hccs.bkstore.com>

<http://www.mypearsonstore.com/bookstore/think-public-relations9780205857258?xid=PSED>

<http://www.pearsonhighered.com/educator/product/THINK-Public-Relations-PearsonText/9780205943166.page>

About PR in general: <https://apps.prsa.org/>

<http://www.instituteforpr.org/global-public-relations/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-206: Introduction to Advertising and Marketing

This course introduces the students to the basic concepts, principles and practice of advertising and marketing, and enables them to understand the make-up and structure of the advertising industry.

Through this course, the students will be prepared for further study in advertising and marketing with the aim of becoming practitioners. The course provides a clear understanding of traditional advertising, marketing, and promotional tools, brand building and brand characteristics. It explains how other key elements within the marketing communications mix can be integrated in what is referred to as Integrated Marketing Communication.

Course Objectives:

The course aims to:

1. Familiarize students with fundamental concepts and model of advertising and marketing
2. Develop skills and give knowledge of copywriting, campaign planning, marketing, implementation, branding, social and legal aspects involved in advertising and marketing
3. Explain the strategies, tactics, and techniques of advertising and marketing

Course Learning Outcomes:

At the end of this course, the students will be able to:

- Understand the fundamentals of advertising and marketing and how they are linked with current practices in the field
- Explain the role of the advertising and marketing professionals in the corporate environment.
- Develop an understanding of the strengths and limitations of basic models and strategies of advertising and marketing
- Comprehend modern practices of advertising and marketing
- Discover innovative methods to execute advertising and marketing campaigns
- Critically evaluate models as applied to practical advertising and marketing problems
- Execute advertising campaigns through story board.

Course Contents:

- Introduction to Advertising. Definitions
- Role of Advertising in Marketing Mix
- Integrated Marketing Communication
- History of Advertising
- Emergence and evolution of television advertising
- Emergence and evolution of digital media advertising.
- Types of commercials. Infomercials.
- Types of appeals.
- Slogan caption and logo
- Storyboarding and jingle
- ATL, BTL, TTL
- Strong and weak points of TV, radio, newspapers and digital media advertising.
- The future of TV, radio and digital media advertising.
- Creativity in advertising (preparing ad for radio, television and digital media platforms)
- Effective advertising strategies.
- The impact of advertising strategy, advertising budget, price segment and the stage of brand lifecycle on creativity in advertising.
- Product placement and celebrity endorsement.
- Bands, its kinds, and characteristics.
- Advertising and brand building
- World top brands - history and evolution.
- Consumer behavior

- Marketing and sales promotion
- Structure of advertising agencies
- Globalization and advertising.
- The role of research in advertising
- Evaluating advertising effectiveness.
- Ethical and legal aspects of advertising and marketing
- Representations of masculinity and femininity in advertising.

Recommended Readings and Online Resources

Berger, J. (2013). *Contagious: Why things catch on*. Simon & Schuster Books

Arens, W. & Wigold, M. (2021). *Contemporary Advertising and Integrated Marketing Communications*. Sixteen Edition. McGraw Hill.

Bedbury, S. & Fenichell, S. (2003). *A New Brand World: Eight Principles for Achieving Brand Leadership in the Twenty-First Century*. New York: Viking

Rutherford, P. (2004). *The New Icons? The Art of Television Advertising*. University of Toronto Press

Smith, R. E. & Yang, X. (2004). *Toward a general theory of creativity in advertising: Examining the role of divergence*. SAGE publications, 2004 at

<http://www.alexandujar.4t.com/generaltheoryofcreativeadvertising.pdf>

<http://www.adage.com/century/icon07.html>.

<http://adage.com/article/special-report-the-advertising-century/adage-advertising-century-top-100-people/140153/>

<http://www.alexandujar.4t.com/generaltheoryofcreativeadvertising.pdf>

http://books.google.com.ng/books/about/Persuading_Aristotle.html?id=DPwLBWiFVVUC&redir_esc=y

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

HQ-003: Quran Class

سورة الاعراف تا سورة يونس

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

Semester-IV

PR-Ad-207: Digital Public Relations

The course will highlight digital public relations in a number of contexts, including: challenges and opportunities presented to PR practitioners in the digital age; how social media are changing public relations practices; what would be the most effective public relations practices in the digital age; and other critical issues such as professional ethics and social responsibility.

Course Objectives:

The course aims to:

1. Create an understanding of the dynamics of digital public relations along with the basic tools, techniques, and principles
2. Enable students in managing digital PR, and devising appropriate strategies for digital PR
3. Develop an understanding of the pros and cons of selecting digital platforms to achieve PR goals and objectives

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Demonstrate a fundamental understanding of leveraging digital communication principles to achieve defined objectives
- Execute actionable social media strategies for different PR organizations/institutions
- Demonstrate command over social media management for public relations

Course Contents:

- Public Relations in the digital age: Strategies, tools & tactics
- Digital PR campaign: Principles and practices
- Digital persuasion: Micro-campaigns for digital PR
- Understanding different social media channels & public relations practices

- Online Communications tools & Social media platforms for PR
- Managing digital media for public relations: Tools and techniques (Managing blogs, websites and other platforms)
- Broadcast media (podcast) for PR
- Deconstructing and reconstructing the content of a PR activity on digital media
- Comparison of digital and traditional media content for public relations activities
- Relationship management
- Viral social media
- Email Campaigns
- Public Relations models to understanding website design
- Content Marketing and SEO
- Strategic content marketing on social media
- Crowdsourcing and social responsibility
- Digital influencers, public opinion & influencer marketing
- Digital crisis management
- Challenges and opportunities for PR practitioners in the digital age
- Global public relations

Recommended Readings

Knowles, M. (2019) Public Relations and Media: PR Strategies for the Digital Age. Music World Publishing

Public Relations and Social Theory: Key Figures and Concepts (2007) by Øyvind Ihlen, Routledge Communication Series

Atkin, C. K., & Rice, R. E. (2013). Advances in public communication campaigns. In E. Scharrer (Ed.). The international encyclopedia of media studies: Media effects/media psychology (Vol. 5, pp.526–551). London, UK: Wiley-Blackwell.

Hallahan, K., Holtzhausen, D., Van Ruler, B., Vercic, D., & Sriramesh, K. (2007). Defining strategic communication. International Journal of Strategic Communication, 1, 3-35.

Patterson, S. J., & Radtke, J. M. (2009). Strategic communications for nonprofit organizations: Seven steps to creating a successful plan. New York, NY: Wiley.

Aronson, M. (2007). The Public Relations Writer's Handbook: The Digital Age 2nd Edition. Jossey-Bass.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-208: Digital Advertising & Marketing

The course is designed to develop an understanding of the basics of digital advertising and marketing, various digital platforms and the dynamics of using them for successful advertising and marketing messages. The students will be able to understand how digital media messages are technically designed to enable marketing and advertising process and to influence consumer behavior.

Course Objectives:

The course aims to:

1. Develop an understanding of the fundamentals of digital advertising and marketing, and popular digital platforms
2. Create awareness about trends and practices of advertising and marketing messages on digital media platforms
3. Sensitize students about various forms of the interactions between product manufacturer and consumer on digital platforms

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Demonstrate understanding of successful consumer-targeted digital advertising and marketing messages and campaigns across the ever-changing digital media landscape
- Explore the planning, creation, tracking, and optimization of digital advertising and marketing messages and campaigns
- Demonstrate an understanding of the pros and cons of strategic advertising content and marketing dynamics on digital platforms

Course Contents:

- Introduction to the Digital Age of Advertising
- SMART goals: Specific, Measurable, Attainable, Realistic, Time based
- Integrated Marketing Overview
- Audience segmentation on the digital platforms and critical cultural insights
- Digital influencers
- Strategy for online content development/display
- The importance of story-led differentiation vs. product differentiation
- Capturing the brand promise: messaging amplified by tone, voice, delivery
- Maximizing channel mix: Execution, tracking, landing page optimization
- Critical evaluation of brand presentation styles at digital media
 - Comparison of digital and traditional media advertisement styles
- Deconstructing and reconstructing a digital media advertisement
- Measuring ROI and KPIs
- Social media marketing: Paid, owned and earned
- Mobile marketing

- Viral advertising
- Blogs, video, emails, webinars, influencers
- Search engine marketing and SEO
- User-generated content (UGC) on digital platforms

Recommended Readings and Online Resources:

Stokes, R. (2018) eMarketing: The Essential Guide to Marketing in a Digital World. (6th Edition). The Red & Yellow Creative School of Business

MarTechtoday.com <https://martechtoday.com/> (marketing technology)

eMarketer [emarketer.com \(https://www.emarketer.com/](https://www.emarketer.com/) (online marketing trends)

<https://searchengineland.com/>

<https://adage.com/> (advertising industry publication)

<https://www.iab.com/> (Interactive Advertising Bureau)

<https://hbr.org/> (Harvard Business Review)

<https://techcrunch.com/> (the latest in technology trends)

<https://www.ispot.tv/> (iSpot.tv TV ad measurement for smart TV)

<https://www.kaushik.net/avinash> (Blog of Google's Digital Marketing Evangelist for analytics)

<https://www.dandad.org/> (international award-winning advertising)

<https://www.oneclub.org/awards/theoneshow/> (international award-winning advertising)

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-209: Content Writing for Traditional Media & Digital Platforms (T & P)

The course focuses on using different online platforms to the advantage of advertising and public relations and to make the organization/industry voice heard above the noise. Good content is the foundation of a successful digital marketing, advertising and public relations. Strategic writing can increase SEO rankings, enhance brand and product awareness, and encourage audience to buy a product or share information.

Course Objectives:

The course aims to:

1. Develop skills of creating and writing compelling content for traditional and digital media platforms
2. Develop an understanding of the importance of thematic content as well as technical treatment (tone, style, headline, caption, format etc.)

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Acquire skills of producing right messages at the right time for the right audience and on the right media
- Engage social media and traditional media users with content that they are looking for and to produce engaging content as well for PR and advertising fields
- Shape good content/stories to fit a variety of media, such as digital platforms, traditional media, and outdoor media

Course Contents:

- Basics of content writing
- Essentials skills for quality content writing
- Content writing tools
- Major writing styles: narrative; descriptive; persuasive; expository; and creative
- Types of written content (students will practice it)
 - Product descriptions and feature stories
 - Brochures, leaflets, pamphlets, & posters for digital media
 - Handouts
 - Newsletter
 - Annual reports
 - Blogging
 - Writing for VLogs
 - Script writing for video production
 - Writing voiceovers
 - Copywriting
 - Writing for a website
 - Portal writing
 - Social media posts (wall posting, micro blogging etc.)
 - Emails
 - White paper
 - Product content and guides
 - Comparison sheet
 - FAQs
 - News writing and VNR
 - Writing reports

- An introduction to screen studies: Teaser study; clicking vs. scrolling study; eye movement study
- Media ecology
- Strategies of writing content for digital platforms
- Strategies of writing content for traditional media

Recommended Readings & Online Resources

Schaefer, M. W. (2015) *The Content Code: Six essential strategies to ignite your content, your marketing, and your business.* Barnes & Noble

Carroll, B. (2020) *Writing and Editing for Digital Media.* Fourth Edition. Routledge

Gray, K. (2017). *The Story Engine: An entrepreneur's guide to content strategy and brand storytelling without spending all day writing.* Format: Kindle Edition

Krug, S. (2020) *Don't Make Me Think, Revisited: A Common Sense Approach to Web Usability.*

Felder, L. (2012) *Writing for the Web: Creating Compelling Web Content Using Words, Pictures, and Sound.* Kindle Edition

Fenton, N. & Lee, K. (2014) *Nicely Said: Writing for the Web with Style and Purpose.* San Francisco, CA: Peachpit Press.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-210: Essentials of Digital Skills

The course aims at enabling students use digital devices, communication applications, and networks to create, access and manage information with a particular focus on developing computer skills for English and Urdu composing that will facilitate them to become efficient PR and Advertising practitioners.

Course Objectives:

The course aims to:

1. Introduce students to digital and social media platforms for creating accessing and evaluating content on digital platforms – like YouTube, Facebook, Blogs, Twitter, and so on

2. Familiarize students how to successfully use social media tool in order to best engage their audiences
3. Enable students to efficiently write English and Urdu content on computer using relevant softwares

Course Learning Outcomes:

Upon successful completion of this course, students will:

- Acquire the basic knowledge of social media and social networking sites
- Use, analyze, and evaluate the significance of various social media tools and sites
- Demonstrate the use of social media platforms for effective persuasive communication
- Demonstrate their understanding of the techniques and strategies for digital engagement
- Demonstrate skills in writing English and Urdu content on computers

Course Contents:

- Digital foundation skills – the fundamentals of using digital technologies, such as using a browser, connecting to the internet, and keeping passwords secure.
- Correspondence – sending emails securely, using attachments, and participating on social media.
- Handling information and content – using search engines, creating accounts on Twitter, creating YouTube channel, and Facebook page. Creating blog on WordPress, and how to bring traffic
- Producing content for all digital media platforms
- Accessing content across devices.
- Transacting – setting up accounts to use or purchase goods/services online, using different secure payment methods, filling in online forms.
- Problem-solving – finding solutions to problems using FAQs/tutorials/chat, presenting solutions through software, and improving productivity.
- Being safe and legal online – understanding best practice in data storage/sharing, updating and keeping passwords secure, and taking precautions against viruses.
- Understanding artificial intelligence
- Microsoft Office
- In-Page (Urdu typing software)

Recommended Readings and Online Resources

Heyman, B. & Harden, L.(2009). Digital Engagement: Internet Marketing That Captures Customers and Builds Intense Brand Loyalty. Amacom. Pub

Digital Marketing and Consumer Engagement: Concepts, Methodologies, Tools, and Applications. By Information Resources Management Association (USA)

Bianchi, A. (2020). Driving Consumer Engagement in Social Media: Influencing Electronic Word of Mouth. Routledge

<https://www.zendesk.com/blog/digital-customer-engagement/>

<https://www.digitalengagement.info/section/techniques/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-211: Theories of Communication

This course will explore the theoretical foundations of the media and the paradigm shifts in Mass Communication. It will trace the development of media theories following the four eras of Mass Communication theory: mass society, scientific perspective/limited effects, cultural criticism and moderate effects. It will examine the various categories of theories including Normative, Source, Message, Channels/Medium, and Audience theories and introduce students to the use of these theories for analyzing and understanding the processes and problems of mass communication.

Course Objectives:

The course aims to:

1. Develop an understanding of communication theories, their functions and development process
2. Give knowledge of the relationship between communication theories and existing social reality.
3. Highlight various message theories, audience theories, source theories, and cyber communication theories so that students can identify different domain of communication process and their theoretical implications.

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Recognize different theories and their domains in the communication process
- Explore various intervening factors affecting audience differently due to multiple factors
- Conceptualize the basic knowledge of the communication process, theoretical underpinnings, and development of various theories of communication

Course Contents:

Introduction

- What is theory?
- Relationship of Research and Theory
- Functions of theories
- Why do we study theory?

Historical Development of Theory

- Origin of mass communication theories

- Paradigm shifts in Mass communication theories

Source Theories

- Agenda setting
- Framing
- Gate-keeping
- Source Credibility
- Hegemony
- Status Conferral

Message Theories

- Diffusion of Information
- Representation/Depiction
- Propaganda

Audience Theories

- Two step flow
- Uses and Gratifications
- Individual Differences
- Social categories
- Social Action
- Cultivation Analysis
- Social Learning
- Reception
- Hypodermic/Stimulus-Response/Magic Bullet
- Persuasion theories
- Cognitive Dissonance
- Reinforcement

Cyber Communication and Virtual Community Theories

- Digital Divide
- Outcome Interactivity
- Global Village
- Internet Use and Depression

Recommended Readings

Amobi, T. I. (2012). *Receptivity of Pregnant Women in Lagos State to Communication Campaign Messages on Adoption of Insecticide Treated Nets for Malaria Prevention* (Doctoral dissertation).

Anaeto, S. G., Onabajo, O. S., & Osifeso, J. B. (2008). *Models and theories of communication*. African Renaissance Books Incorporated.

Baran, S. J., Davis, D. K., & Striby, K. (2012). *Mass communication theory: Foundations, ferment, and future*.

Baran, S. J., Davis, D. K., & Striby, K. (2012). *Mass communication theory: Foundations, ferment, and future*.

Jeffres, L. W., & Perloff, R. M. (1997). *Mass media effects*. Waveland Press Inc.

Littlejohn, S. W., & Foss, K. A. (2008). *Theories of Human Communication 9th Edition*. Belmont, CA: Thomson Higher Education.

Miike, Y. (2007). Asian Contributions to Communication Theory: An Introduction. *China Media Research*, 3(4).

McQuail, D. (2010). *McQuail's mass communication theory*. Sage publications.

Severin, W. J., & Tankard, J. W. (1997). *Communication theories: Origins, methods, and uses in the mass media* (pp. 300-310). New York: Longman.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-212: Brand Management Strategies

The course is designed to teach students various brand management strategies: how to plan, design, and implement an integrated strategy with multi-channel messages tailored towards achieving specific goals and objectives. The students will be able to develop and implement (online & offline) strategic communications plans.

Course Objectives:

The course aims to:

1. Explore the concepts and tools related to brand management strategies that will help to answer the following questions: Why do some brands have such loyal followers? Why do some brands fade away quickly? How does branding influence consumer behavior? How does one develop a strong brand? How can the value of a brand be measured? How does a successful brand leverage its equity? How does a company develop and fit together a brand portfolio? How should brands be managed over time and across different geographic areas? Finally, how can social media be used effectively in the brand management process?

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Define the main concepts and explain the purpose of branding
- Examine brand concepts in real-life setting by articulating the context of and the rationale for the application.
- Describe the process and methods of brand management, including how to establish brand identity and build brand equity
- Formulate effective branding strategies for both consumer and business products/services

- Conduct a brand audit using both primary and secondary sources and propose strategic recommendations based on the audit results
- Compose, assess, and incorporate individual input to produce effective team project output

Course Contents:

- Understanding Brand
 - Overview of branding:
 - What a brand is
 - Why brands matter
 - Characteristics of strong brands
 - Fundamental concepts of branding
- Developing Brand
 - Process of crafting a brand
 - Developing brand elements
 - Creating brand associations
 - Introducing a new brand
 - Designing marketing/marketing communications programs
 - Marketing strategies
 - Sponsorships
 - Events
- Evaluating Brand
 - Methods of measuring and interpreting brand performance
 - Approaches of assessing brand equity especially from a consumer perspective
 - Qualitative and quantitative tools for measuring brand image and strength.
- Managing Brand
 - Stewardship and management of brands over time, geographic areas, and market segments
 - Strategies for more established brands
 - Examining the concepts/tools in brand extensions
 - Consumer-brand relationships
 - Strategic alliances
 - Brand portfolios
 - Global branding
 - Brand repositioning/revitalization/activation

Recommended Readings & Online Resources:

Atkin, C. K., & Rice, R. E. (2013). Advances in Public Communication Campaigns,[w:] The International Encyclopedia of Media Studies.

Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2007). Defining strategic communication. *International journal of strategic communication*, 1(1), 3-35.

Hallahan, K., Holtzhausen, D., Van Ruler, B., Verčič, D., & Sriramesh, K. (2007). Defining strategic communication. *International journal of strategic communication*, 1(1), 3-35.

Patterson, S. J., & Radtke, J. M. (2009). *Strategic communications for nonprofit organizations: Seven steps to creating a successful plan*. John Wiley & Sons.

Keller, K. L., Parameswaran, M. G., & Jacob, I. (2011). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education India.

Keller, K. L., Apéria, T., & Georgson, M. (2008). *Strategic brand management: A European perspective*. Pearson Education.

<http://cssc.uscannenberg.org/>

www.AdvertisingAge.com

www.adweek.com

www.Americandemographics.com

www.brandchannel.com

www.marketingpower.com

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-213: Internship in Advertising Agency and Client/Brand

Students will undertake a significant experiential learning opportunity, typically with an advertising agency and its client or brand through direct observation, reflection, evaluation, and hands on experience. Students will work with both: advertising agency and its client or brand for a minimum period of nine weeks. The internship represents an educational strategy that links classroom learning and student interest with the acquisition of knowledge in an applied work setting. Students gain an understanding of the practical work to relate the industry practices with their academic study.

Students are responsible for securing internships in advertising agency and client organization/brand with the concurrence of the department. The student can contact the assigned supervisor in the department for facilitation. Internship will be furnished during summer vacations for at least nine weeks. Students will produce a detailed report with critical reflection on their internship experience demonstrating how they have addressed specific learning goals. The report covering introduction of the agency and/or organization, hands-on experience with advertising agency and the client/brand will be submitted for viva voce under the pass/fail grading option only.

Course Objectives:

The course aims to:

1. Develop an understanding of the practical work, and to relate the industry practices with the academic study.

ASSESSMENT:

- Viva voce exam
- Internship report
- Internship certificate

HQ-004: Quran Class

سورة هود تا سورة الكهف

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

Semester-V

PR-Ad-301: Planning and Management of a Public Relations Campaign (T & P)

This course is a capstone course that introduces students to the process of planning and preparing a campaign using the principles and strategies of public relations management. The course is designed from a professional perspective and makes use of extensive real life examples. Students will develop a robust, strategic, measurable, and actionable strategic communication plan for a hypothetical/real-world client assigned to them by the instructor from the suggestions submitted by the students.

Course Objectives:

The course aims to:

1. Provide students with detailed insight into the planning, management, campaign strategy, communication processes, budget, and other important issues surrounding the public relations campaign

Course Learning Outcomes:

Upon successfully completing this course, students will be able to:

- Develop and demonstrate planning, organizing, analytical and problem-solving skills
- Demonstrate a sound knowledge of respective and integrated attributes of PR campaign planning and management
- Be able to participate in a PR campaign and lead teams
- Manage essential practices and processes of PR campaign designing and management, and content production
- Think critically to develop fresh insight and build knowledge
- Respect the crucial importance of professional media ethics while designing a PR campaign

Course Contents:

- Introduction to Public Relations Campaigns
- Campaign Planning
 - Formative Research
 - Situational Analysis
 - Organizational Analysis
 - Publics Analysis
 - Problem, Challenge, Opportunity Statement
 - Establishing goals and objectives of the campaign
 - Primary Focus (Audience segmentation)
 - Developing strategies and tactics
 - Communication Strategy
 - Choosing communication tactics
 - Activity
 - Evaluation
 - Timeline
 - Budget
- Management and Implementation
- Management by Objectives (MBO)
- Elements of Campaign Design: Practical Applications of Theory
- Campaign Plan with Campaign Materials
- Implementation
- Evaluation: Evaluating the strategic plan
- SWOT analysis, TOWS, PESTEL, and Porter's five forces
- Ethical Issues
- Presenting a public relations campaign proposal on PowerPoint/Prezi

Recommended Readings:

Austin, E. W. & Pinkleton, B. E. (2006), Strategic public relations management: Planning and managing effective communication programs, Lawrence Erlbaum Associates, Mahwah, NJ.

Bobbitt, W. R., & Sullivan, R. (2009). Developing the public relations campaign: A team-based approach. Boston, MA: Pearson/Allyn and Bacon.

Smith R. D. (2009). Strategic Planning for Public Relations (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-302: Planning and Management of an Advertising Campaign (T & P)

This course is a capstone course that introduces students to the process of planning and preparing a campaign using the principles and strategies of advertising and marketing. The course is designed from a professional perspective and makes use of extensive real life examples. The course will provide students hands-on opportunity to plan, develop, and manage an advertising campaign for a hypothetical/real-world client assigned to them by the instructor from the suggestions submitted by the students.

Course Objectives:

The course aims to:

1. Prepare students to develop a robust, strategic, measurable and actionable strategic communication plan of an advertising campaign for a hypothetical/real-world client
2. Provide students with detailed insight into the planning, management, communication processes, budgeting, and other issues surrounding the planning and execution of a successful advertising campaign

Course Learning Outcomes:

- Develop and demonstrate planning, organizing, analytical and problem-solving skills
- Demonstrate a sound knowledge of respective and integrated attributes of advertising campaign planning and management
- Be able to participate in an advertising campaign and lead teams
- Manage essential practices and processes of an advertising campaign designing and management, and content production for traditional and digital media

- Think critically to develop fresh insight and build knowledge
- Respect the crucial importance of professional media ethics while designing an advertising campaign

Course Contents:

- Identifying product benefits
 - Features and benefits
 - Qualities of desirable voice of customer metrics
- Identifying the target market
- Target markets
- Identifying target segments (STP Approach)
 - Segmentation
 - Targeting
 - Positioning
- Defining campaign objectives
- Theoretical framework for developing the advertising campaign
 - The Hierarchy of Effects Model
 - DAGMAR
- Focus of an Advertisement
- Unique selling point/ positioning statement
 - Best
 - Against
 - Niche
 - New
 - Traditional
- Brand character
- Advertising focus models
- FCB Matrix
- Determining budget
 - Fixed budgeting
 - Variable budgeting
 - Forecasts and scaling
- Creating a media plan
- Evaluating media
- Media selection and implementation: Media types
- Media scheduling
 - Continuity
 - Flighting
 - Pulsing
- Developing the creative strategy
- Selecting advertising appeals
- Measuring impact with Metrics
- Presenting advertising campaign proposal on PowerPoint/Prezi

Recommended Readings & Online Resources:

Parente, D., & Strausbaugh-Hutchinson, K. (2014). *Advertising campaign strategy: A guide to marketing communication plans*. Cengage Learning.

Altstiel, T., Grow, J., & Jennings, M. (2018). *Advertising creative: strategy, copy, and design*. Sage Publications.

<https://blog.hubspot.com/marketing/how-to-prepare-an-advertising-plan>

<https://www.smartinsights.com/traffic-building-strategy/campaign-planning/structure-effective-campaign-plan/>

<https://www.jou.ufl.edu/assets/syllabi/ADV4800%20Advertising%20Campaigns%20Section%2008D8%20Morris%20SP%202015.pdf>

<https://bbamantra.com/planning-advertising-campaign/>

<https://www.feedough.com/advertising-campaign-meaning-examples-planning/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-303: Media Planning in Public Relations & Advertising

The course is designed to teach students basic knowledge and essential concepts of media planning for public relations and advertising. Students are expected to learn the use of various media softwares and online tools and resources to conduct meaningful and customized research for their projects.

Course Objectives:

The course aims to:

1. Introduce students to the basic principles, techniques, and strategies of media planning for public relations and advertising

Course Learning Outcomes:

Upon successful completion of this course, the students will be:

- Competent to situate and explain media for public relations and advertising activities i.e. in different social, cultural, political, and economic conditions
- Performing, analyzing and applying media calculations to create the best possible media scenario in public relations and advertising campaigns

- Able to interpret syndicated research, gather audience measurements, conduct competitive analysis, create and evaluate marketing/media objectives, design effective and integrated media plans to run successful PR and advertising campaigns and required content.

Course Contents:

- Media Plan Overview
- Behavioral Targeting & Selecting the Right Target Audience via Crosstab Method
- Media Trends and Dynamics
- Impressions, Hits and Ratings MFP Flow Chart
- Marketing Mix and Setting Media Objectives
- Reach and Frequency Traditional Media
- GRP Calculations (Print, Broadcast & Digital)
- Concepts of BDI & CDI
- Media Costs and Comparisons CPM , CPM (TM) and CPP
- Media Quintiles
- SWOT and Competitor Analysis
- Media Markets / DMAs
- Media Scheduling, Profiling & Preferring Techniques
- Media Plan & Presentation
- Media Planning for Online Social Networks & Media Ethics
- Media Campaigns MRI+ and Ad Spender
- Media Planning for Viral & Guerilla Marketing Campaigns WOM Management Rate Card & Negotiating Tactics
- Microsoft Excel – Basic Calculations, Pivot Tables & Data Graphs

Recommended Readings and Online Resources

Martin, D. & Coons, R. D. (2014) Media Flight Plan. (7th Edition) Deer Creek Publishing

Branston, G., & Stafford, R. (2010). *The media student's book*. Routledge.

Where to advertise: Media planning resources on the web

<https://crln.acrl.org/index.php/crlnews/article/view/9070/9928>

What is media planning: <https://www.marketingevolution.com/marketing-essentials/media-planning>

Media Planning: The Ultimate Guide: <https://blog.hubspot.com/marketing/media-planning>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-304: Video Production for Public Relations & Advertising (T & P)

With the growth of online advertising and social media, it is increasingly necessary that advertising and public relations integrate video messages into campaign efforts. The course aims to make students proficient with the skills needed to make practical productions. Students will learn the basics of media production using the media tools of photography, film, video, audio production, and interactive media and will be able to create appropriate videos for public relations and advertising campaigns. Students will apply the fundamentals of video production by participating in hands-on group projects.

The course will facilitate them to understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public relations, advertising, integrated communication and related fields.

Course Objectives:

The course aims to:

1. Introduce students to the basic fundamentals of video production including both technical knowledge and artistic application
2. Familiarize students with camera operation, composition and framing, lens choice, camera movement, setting proper exposure, lighting, collaboration, blocking, continuity and all aspects of visual
3. Create awareness about the production paraphernalia
4. Guide student through the various stages of video production including pre and post-production phases. Students will actively participate in the editing of their own material

Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

- Demonstrate the basic know how about video production techniques and its application in the fields of PR and advertising
- Develop keen interest in the area of creative arts and storytelling
- Produce videos for PR and advertising activities
- Edit the videos produced for advertising and PR activities

Course Contents:

- Introduction to video production: Stages of production
- Pre-Production
 - Concept development and project proposal
 - Treatment page / characterization development
 - Screenplay
 - Budgeting

- Scripting and revising
- Visual storytelling and storyboarding
- Developing shooting schedules
- Location
- Set and costume design
- Casting
- Contracts & releases
- Production
 - Establishing/adhering to shooting schedules
 - Basic camera operation
 - Tripods/camera stabilization devices
 - Audio
 - Lighting
 - Consideration of camera angles
 - Movement and position, and, shot composition
 - Maintaining shot log sheets
- Post Production
 - Editing
 - ADR - additional dialogue recording
 - Titling
 - A/V effects
- Production Roles & Responsibilities
- Time Management & Deadlines
 - Production Schedules
- Studio Equipment & Tools
 - Cameras, lighting, audio, sets, and cabling
 - Digital & analogue equipment.
- Audio/Video Editing Hardware & Software
- Non-Linear Editing (NLE)
- Production Operation & Techniques
 - Video imaging techniques: a) Camera shots b) Camera movement 1) Pans & tilts 2) Trucks & dollies 3) Zooms & pull outs c) Composition & rule of thirds d) Camera angles & blocking e) Shooting handheld f) Single camera shoots g) Multiple camera shoots
 - Lighting Principles & Techniques a) Choosing a light source b) Light quality & color temperature c) Elements of three-dimensional lighting 1) Three point lighting 2) Key & fill lighting
 - Audio Recording a) Microphone types b) Placement c) Metering d) Technical aspects 1) Sample rates 2) Bit depth 3) Proper levels 4) Compression e) Importance of good audio
 - Non-Linear Video Editing a) A/B roll b) Timeline c) Basic editing d) Advanced editing 1) Insert & overwrite edits 2) Fit to fill & superimpose edits 3) Split edits 4) Trim edits e) Key framing f) Transitions g) Importing graphics / video clips 1) Pixel aspect ratio h) Titles 1) Overlays 2) Lower thirds 3) Animations i) Special Effects 1) Plug-ins / filters 2) Composites 3) Chroma Key j) Rendering

- Elements of Good Design

Recommended Readings:

Snyder, B. (2005). *Save the cat* (p. 200). California: Michael Wiese Productions.

Asher, S., & Pincus, E. (2012). *The Filmmaker's Handbook: A Comprehensive Guide for the Digital Age*: 2013 Edition.

Morris, P. (2012). Teaching multimedia commercial production for advertising and publication relations. *Journal of Advertising Education*, 16(2), 47-58.

Tomaric, J. (2013). *Filmmaking: Direct your movie from script to screen using proven Hollywood techniques*. Routledge.

Murch, W. (2001). *In the Blink of an Eye* (Vol. 995). Los Angeles: Silman-James Press.

Rabiger, M. (2013). *Directing: Film techniques and aesthetics*. Routledge.

Ascher, S. & Pincus, E. (2013) *The filmmakers handbook* (5th edition) Plume Publishers

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-305: Digital Design Software (Adobe Suite)

This introductory course of study aims to teach the basics of digital workflows and the Adobe Creative Suite: Illustrator, InDesign and Photoshop. The Adobe Creative Suite is a major tool of the art direction trade. These tools are used to execute thoughtful advertising concepts. To be a competitive job candidate, graduates will need proficiency in Photoshop, Illustrator and InDesign with working knowledge of Acrobat and Bridge. Adobe Creative Suite will facilitate students to efficiently furnish their advertising and public relations projects and develop their impressive portfolios.

Course Objectives:

This course aims to:

1. Guide student through the various stages of digital graphic designing in the making of messages for PR and advertising. Students will actively participate in creating and designing their own material like poster, brochure, logo, videos etc.

Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

- Acquire the basic knowledge of Creative Suite: Illustrator, InDesign and Photoshop
- Understand the concepts of digital graphic designing techniques and use them efficiently
- Solve, analyze and evaluate the problems using imagination and practical skills
- Demonstrate the skills of graphic designing for preparing PR and advertising content

Course Contents:

- Adobe Creative Suite
 - Photoshop
 - Illustrator
 - InDesign
- Basics of graphic designing and animation

Suggested Readings & Online Resources:

Team, A. C. (2010). *Adobe Creative Suite 5 Design Premium Classroom in a Book: Crea Suit CS5 Des Pre CIAB_p1*. Pearson Education.

Team, A. C., & Smith, J. (2011). *Illustrator CS5 Digital Classroom* (Vol. 68). John Wiley & Sons.

Osborn, J., Team, A. C., & Heald, G. (2011). *Dreamweaver CS5 Digital Classroom* (Vol. 64). John Wiley & Sons.

Adobe Illustrator tutorials: Beginners: <https://www.creativebloq.com/digital-art/illustrator-tutorials-1232697>

Free Graphic Design Software: <https://www.coreldraw.com/en/free-trials/>

Graphic design software for professional drawing and illustration: <https://www.adobe.com/creativecloud/tools/graphic-design-software.html>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)

- Final Examination: 40%

PR-Ad-306: Photography (PR & Ad)

The course aims to teach photography as a communication tool, with emphasis on pictures that communicate with aesthetics, persuasion as well as technical skills. The course will enable students to learn anatomy of the camera and knowledge of the basic principles of photography/camera operations.

Knowledge and skills acquired in this course will facilitate learners to become successful and efficient content creators, campaign designers, and public relations officers.

Course Objectives:

This course aims to:

1. Focus on the development of conceptual and technical know-how by introducing students to a broad spectrum of topics in photography
2. Develop know-how about different genres of photography and its use in PR and advertising activities
3. Teach the historical, critical and analytical skills necessary for the development of a photographer

Course Learning Outcomes:

- Upon the successful completion of the course, the students will be able to:
- Examine the ways in which meanings and persuasion are created in photographic imagery
- Explore and comprehend contemporary photographic concepts and practices alongside training of students to use them in persuasive communication
- Demonstrate the basic knowledge of equipment used in photography like camera and lights.

Course Contents:

- Planning a photo story
- Taking photos
- Selecting and refining visual ideas to achieve PR objectives
- Selecting and refining visual ideas to advertising goals
- Making connections of the visuals/images with text, in a context
- Camera kits and equipment: apertures, lenses etc.
- Light and its types, white balance, night photography, image resolution
- Handling the camera: manual settings, ISO, metering, focal length, crop, composition, full frame sensors
- Outdoor photo shoot
- Studio photography: Lights, props, photo shoot
- Post production
- Contextual photography: Reviewing portfolios of the photographers
- Reaction paper

Recommended Readings and Online Resources

Badger, G. (2010). *The pleasures of good photographs: essays*. Aperture Ideas.

Herzog, W., & Cronin, P. (2014). *A guide for the perplexed*. Faber & Faber.

Grenier, R. (2019). *A Box of Photographs*. University of Chicago Press.

Complete guide to photography. The School of Photography.

<https://www.theschoolofphotography.com/books/complete-guide-to-photography-book>

<https://www.geofflawrence.com/index.html>

<https://photography.tutsplus.com/>

<https://www.photo.net/learn/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

HQ-005: Quran Class

سورة مريم تا سورة الفرقان

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

Semester-VI

PR-Ad-307: Advertising: Theories, Models, and Approaches

The course aims to develop in-depth knowledge of advertising concepts, theories, models, principles, practices and advanced analytic inquiry to connect theory with practice. The course extends theoretical and practical knowledge of how advertising works and provides a sound general conceptual framework for analyzing marketing strategies, situations, and tactical decisions. The course focuses on broad review of theory and practice associated with advertising, evaluation of media in relationship to marketing objectives and critical analysis of advertising processes. The course will develop theoretical understanding to promote a product, idea, or service.

Course Objectives:

This course aims:

1. To make the students aware of the significance of theories, models, and approaches for studying advertising.
2. To develop among the students basic understanding of the fundamental theoretical constructs that determine the core of advertising field
3. To provide the students sound knowledge and in-depth understanding of the theories and models of advertising

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Demonstrate understanding of the major concepts, theories, models and approaches in the discipline of advertising and appreciate the strengths and weaknesses of different theories and models in explaining the successful advertising
- Analyze and comprehend the current advertising messages with relevant theoretical perspective and approach.
- Evaluate the dynamics of contemporary successful advertising through an academic lens that can help to create effective advertisements

Course Contents:

- How advertising works?
 - AIDA Model
 - DAGMAR Approach
 - Lavidge & Steiners Hierarchy-of-effects model
- Audience Theories
 - Theory of Uses & Gratifications
 - Audience Message Processing Models
 - Elaboration Likelihood Model
- Theories of Media Cognition and Information Processing
 - Audiences and Meanings
 - Stuart Hall's Encoding/Decoding
 - Magic of the Meaning
 - The Hidden Message
 - Imitative Desire
 - Shifting Loyalties

- Mediation of Reality
- Theories of Human Behavior
 - TRA
 - TPB
- New Media & parasocial interactions
- Semiotics and Advertising
- Media Modeling Theory

Recommended Readings:

Thorson, E. (2019). Advertising theory.

Rodgers, S., & Thorson, E. (Eds.). (2017). *Digital advertising: Theory and research*. Taylor & Francis.

Sachdeva, R. (2020). An empirical investigation of factors influencing young Indian consumer decision making. *Journal of Asia-Pacific Business*, 21(3), 207-226.

Kelso, T. (2018). *The Social Impact of Advertising: Confessions of an (Ex-) Advertising Man*. Rowman & Littlefield.

Miller, K. (2005). Communication theories. USA: Macgraw-Hill.

Severin, W. J., & Tankard, J. W. (1997). *Communication theories: Origins, methods, and uses in the mass media* (pp. 300-310). New York: Longman.

Bovee, W. F., Courtland, L. & Arens (1989) Contemporary advertising. (10th edition) McGraw-Hill Education

Koros, R. C. (2002). *The factors considered during the media planning process: a case of advertising agencies operating in Kenya* (Doctoral dissertation).

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-308: Public Relations: Theories, Models, and Approaches

The course provides students with advanced knowledge of Public Relations constructs, theories, models, principles, practices and advanced analytic inquiry to connect theory with practice. Students will learn how the conceptual models and frameworks of public relations are applied academically and professionally.

Course Objectives:

This course aims:

1. To make the students aware of the significance of theories, models, and approaches for studying public relations
2. To develop among the students basic understanding of the fundamental theoretical constructs that determine the core of public relations field
3. To provide the students sound knowledge and in-depth understanding of the theories and models of public relations

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Demonstrate understanding of the major concepts, theories, models and approaches in the discipline of public relations and appreciate the strengths and weaknesses of different theories and models in explaining the successful public relations campaigns
- Analyze and comprehend the current public relations communications with relevant theoretical perspective, models, and approaches.
- Evaluate the dynamics of contemporary successful public relations through an academic lens that can help to create effective communications

Course Contents:

- Introduction to Public Relations: Theoretical Underpinnings
- Symmetry, Excellence Theory, and Practitioners' Roles in Theory
- Relationship Management
- Four Models of Public Relations
 - Press Agency model
 - Public Information Model
 - Two-way Asymmetrical Model
 - Two-way Symmetrical Mode
- Open-Systems and Excellence
- Media Theories: Agenda building/Agenda Setting, Framing, and Persuasion
- Network Theories in Public Relations
- Apologia and Crisis Communication
- Corporate Social Responsibility
- Approaches to Public Relations
 - Critical Approach
 - Rhetorical Approach
 - Strategic Approach
 - Moral and Ethical Approach
- Activists/Activism, Mobilization, Advocacy strategies
- Global Public Relations

Recommended Readings

- Botan, C. H., & Hazleton, V. (Eds.). (2010). *Public relations theory II*. Routledge.
- Grunig, J. E. (2006). Furnishing the edifice: Ongoing research on public relations as a strategic management function. *Journal of Public relations research*, 18(2), 151-176.
- Ihlen, Ø., & van Ruler, B. (2007). How public relations works: Theoretical roots and public relations perspectives. *Public Relations Review*, 33(3), 243-248.
- Craig, R. T. (1999). Communication theory as a field. *Communication theory*, 9(2), 119-161.
- Himmelboim, I., Golan, G. J., Moon, B. B., & Suto, R. J. (2014). A social networks approach to public relations on Twitter: Social mediators and mediated public relations. *Journal of Public Relations Research*, 26(4), 359-379..
- Hainsworth, B. E., & Wilson, L. J. (1992). Strategic program planning. *Public Relations Review*, 18(1), 9-15.
- Kelly, K. S. (2001). Stewardship: The fifth step in the public relations process. *Handbook of public relations*, 279-289.
- Ledingham, J. A. (2003). Explicating relationship management as a general theory of public relations. *Journal of public relations research*, 15(2), 181-198.
- Kim, S. (2011). Transferring effects of CSR strategy on consumer responses: The synergistic model of corporate communication strategy. *Journal of Public Relations Research*, 23(2), 218-241.
- Sriramesh, K., & Vercic, D. (Eds.). (2003). *The global public relations handbook: Theory, research, and practice*. Routledge.
- Lee, S. (2005). The emergence of global public and international public relations. *Public Relations Quarterly*, 50(2), 14.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-309: Advanced Research in PR and Advertising

This course is designed to teach qualitative and quantitative data analysis softwares, how to perform statistical tests and examine hypotheses and research questions using SPSS and NVIVO. The course will facilitate students in doing scholarly research in the form of thesis.

Course Objectives:

The course aims to:

1. Provide hands-on experience in feeding data, interpreting results, evaluating data patterns, and reporting research by using SPSS and NVIVO
2. Guide advanced stage of research process, statistical analyses, application of SPSS, application of NVIVO, evaluation of data and report writing

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Explore and analyze relevant literature for specific research questions
- Design and implement research in various communication research settings
- Analyze data using SPSS and be able to interpret results
- Prepare research report and give a well-organized presentation on research project
- Demonstrate the ability to develop proposal for a research project

Course Contents:

- Basic concepts of research; Research ethics
- Linking Hypothesis with Literature Review
- Reliability and Validity in Qualitative and Quantitative Research
- Revising Quantitative Research Methods
- Revising Qualitative Research Methods
- APA Style guidelines
- Handling and analyzing quantitative data: SPSS
- Handling and analyzing qualitative data: NVIVO

Suggested Readings:

Kerlinger, F. N., & Lee, H. B. (2000). *Foundations of behavioral research* 4th ed. Holt, NY, 409.

Jensen, K. B. (Ed.). (2020). *A handbook of media and communication research: Qualitative and quantitative methodologies*. Routledge.

American Psychological Association. (2019). *Publication Manual of the American Psychological Association*, (2020).

Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design: Choosing among five approaches*. Sage publications.

Marshall, C., & Rossman, G. B. (2014). *Designing qualitative research*. Sage publications.

Denzin, N. K., & Lincoln, Y. S. (Eds.). (2011). *The Sage handbook of qualitative research*. sage.

SPSS Software for windows

NVIVO Software for windows

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-310: Case Studies- Public Relations (T&P)

The case study course aims to examine any organization's focused strategy for its successes and failures. The students will critically analyze the culture, values, goals, strategy, tactics of an organization with a comprehensive analysis of its target audience, messaging, channels, and product launches or issue focused. The case study critique will be based on concepts from the public relations/persuasion theories in offering recommendations or analyzing failures.

Course Objectives:

The course aims:

1. To enable the students to analyze public relations cases based upon failure and/or success stories
2. To understand and analyze the process of doing a case study and the role of various publics involved in it
3. To introduce the students framework of case study analysis in public relations
4. To apply various analyses on public relations cases and writing a report

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Understand the process of doing a public relations case study
- Acquire knowledge of different analyses for doing a case study
- Analyze cases of various public relations organizations

Course Contents:

- Introduction to the concept of PR case study
- Approaching public relations case studies through publics
 - Media publics
 - Employee publics
 - Member publics
 - Consumer publics

- Government publics
- IMC publics
- Special publics
- Community publics
- Investor publics
- International publics
- Situation Analysis
- Research
 - Client Research
 - Opportunity or Problem Research
 - Audience Research
- Planning
 - Objectives
 - Impact Objectives
 - Output Objectives
 - Strategy
 - Target Audience
 - Materials
- Programming/Execution
 - Theme and Message
 - Action(s) or Special Event(s)
 - Uncontrolled and Controlled Media
 - Communication
- Evaluation
- Reporting the Case Study

Recommended Readings and Online Resources

Hendrix, J. A., Hayes, D. C., & Kumar, P. D. (2012). *Public relations cases*. Cengage Learning.

Fearn-Banks, K. (2016). *Crisis communications: A casebook approach*. Routledge.

Case Study Resources (Online):

Harvard Business Review <https://hbr.org/>

Content Marketing Institute <http://contentmarketinginstitute.com/>

Clickz <https://www.clickz.com/>

AdWeek <http://www.adweek.com/digital/>

Moz <https://moz.com/>

Fast Company <https://www.fastcompany.com/>

Digitalist Magazine <http://www.digitalistmag.com/>

Digital CRM <http://www.destinationcrm.com/>

Information Age <http://www.information-age.com/>

Institute for PR <http://www.instituteforpr.org/>

PR News Online <http://www.prnewsonline.com/>

PR Newswire <http://www.prnewswire.com/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-311: Case Studies- Advertising & Marketing (T&P)

This course is designed to explicate the nuances of advertising and marketing works of different organizations. The students will analyze the content, message intent, audience, perceived demographics and the success of campaigns in a seminar environment. The ultimate objective of this course is to provide students with the tools necessary for them to make objective, informed analysis of the messages that bombard them each day as a consumer and as a professional in the world of advertising and marketing. Case studies help predict future trends, illuminate previously hidden issues that can be applied to practice, and/or provide a means for understanding an important research problem with greater clarity.

Course Objectives:

The course aims:

1. To enable the students to analyze advertising and marketing cases based upon failure and/or success stories
2. To understand and analyze the process of doing a case study
3. To introduce the students framework of case study analysis in advertising and marketing
4. To enable students to write a report of advertising and marketing case studies

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Understand the process of doing an advertising and marketing case study
- Acquire knowledge of different analyses for doing a case study
- Analyze cases of various advertising and marketing failures and successes

Course Contents:

- Introduction to Advertising Case Study
- How to Select an Advertising Case Study
- Corporate Case Study
- Brand Case Study
- Brand Marketing Case Study
- Brand Advertising Case Study
- Marketing Services Case Study

- Co-op Advertising: Financial Services Case Study
- Staffing Service Case Study
- IT Management Service Case Study
- Energy Solutions Marketing Case Study
- HR Services Case Study
- How to do a Product Promotional Case Study: Five Steps Approach
 - Determine the Customer
 - Conduct the Interview
 - Selecting Customer
 - Writing Questions
 - Write your Case Study
 - Writing style
 - Narrative Arc: Exposition, Inciting incident, Obstacles to overcome, Climax, Denouement
 - Quotes as Testimonials
 - Layout
 - Video Case Studies
 - Production Decisions: Outsource/self help
 - Setting the Tone: Music, Fonts, and Color Grading
 - Music
 - Fonts
 - Color Grading
 - Edits and Revisions
 - Internal Feedback
 - Customer Feedback
 - Case Study Publication
 - Design, Layout, Proofread
 - Landing Platforms
- Maximizing the impact of your case study
- Case Study Distribution
- Branding & Brand Ambassadors as a Case Study
- Case Study of Advertising Agencies
- Market Case Studies
- Policy Case Study
- Report Writing

Recommended Readings and Online Resources

Pongiannan, K. (2012) Advertising and Brand Building: Principles and Case Studies. New Century Publications

Mitterfellner, O. (2019). *Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry*. Routledge.

<https://blog.advids.co/20-great-digital-marketing-and-advertising-case-studies/>

How to write a case study: <https://www.wordstream.com/blog/ws/2017/04/03/how-to-write-a-case-study>

Content Marketing World: [“How to Get Customers to Participate in a Case Study”](#)

Docsend: [“150+ of the Best Case Study Examples for B2B Product Marketers”](#)

Gizmodo: [“The 22 Rules of Storytelling According to Pixar”](#)

HubSpot: [“How to Write a Case Study: Bookmarkable Guide and Template”](#)

TED Talks: [Video Playlists About Storytelling](#)

<https://www.g2.com/articles/case-study>

Online resource for free case studies <https://guides.library.ubc.ca/businesscases/free>

Facebook for Business: Success Stories: <https://www.facebook.com/business/success>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-312: Seminar (Guest Speakers, Field Experts)

Seminar course is designed to focus on critical thinking, analytical processes, and acquisition of specialized knowledge pertaining to the unique and important topics related to PR and advertising. Specialized talks to understand and analyze contemporary issues and debates in the fields of public relations and advertising will be arranged by the students. Field experts on the chosen topics/issues will be invited to gain deep understanding and develop intellectual insights. The talks will be followed by Q&A session or group discussions.

Course Objectives:

The course aims to:

1. Synthesize and integrate many of the theoretical and practical approaches to the study and application of advertising, public relations, and related communication fields
2. Provide opportunity to pursue specialized advertising or public relations issues, challenges, and studies not available through regular courses

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Continuous assessment in the form of class participation and in class activities

PR-Ad-313: Internship in a Public Relations Organization/Department

Students will undertake a significant experiential learning opportunity, typically with a public relations organization or department through direct observation, reflection, evaluation, and hands on experience. The internship represents an educational strategy that links classroom learning and student interest with the acquisition of knowledge in an applied work setting.

Students are responsible for securing their internships with the concurrence of the department. Students can contact the assigned supervisor in the department for facilitation. Internship will be furnished during summer vacations for at least nine weeks. On successful completion and positive report by the media organization, the student will prepare a comprehensive report on what he/she practiced, how he/she has addressed specific learning goals, the introduction of the media organization and any other relevant aspects which the department may deem appropriate to be included in the report. The report will be submitted for viva voce under the pass/fail grading option only.

Course Objectives:

The course aims to:

1. Develop an understanding of the practical work, and to relate the industry practices with the academic study.

ASSESSMENT:

- Viva voce exam
- Internship report
- Internship certificate

HQ-006: Quran Class

سورة الشعرا سورة ص

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

Semester-VII

PR-Ad-401: Crisis Communication and Management

The course highlights the role and significance of public relations in resolving any issue and addressing any crisis. Therefore, crisis communication relies heavily on Public Relations practitioners. Hence, it is important to be aware of the variety of techniques and theoretical approaches to Public Relations in crisis. Organizations have a need for quick response plans and fast and accurate information provided to the news media that public relations agencies specializing in crisis or risk management often provide and implement in the case of a crisis.

Course Objectives:

The course aims:

1. To understand the role of public relations in addressing/managing any issue/crisis.
2. To analyze how Public Relations practitioners manage crisis communication.
3. To acquire knowledge of the various techniques and theoretical approaches to manage a crisis.

Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

- Understand the basic concepts and types of crisis and its management
- To analyze pragmatic and applicable skills in various contexts of crises communication and management
- Critically analyze the theory and practice of crisis communication and management
- Develop quick response plans to manage a crisis

Course Contents:

- Introduction to crisis communication and crisis management
- Crisis Communication Theory
- Types and sources of crisis
- Assessing and evaluating crisis
- Crisis management in social media era
- Establishing a crisis management team
- Proactive crisis management
- Crisis situation; crisis prevention cases
- Effective crisis communications
- Crisis research; audience-specific strategic message development
- Deciding how to contact audiences
- Crisis management as a strategy
- Developing Strategies in Communications with the Public and the Media
- Crisis management as a tactics
- Crisis and Media Relations/ Command and Control of the Media
- Ethical crisis management
- Avoiding common crisis response mistakes
- Post crisis-evaluation
- Managing the post-crisis challenges and opportunities

Recommended Readings & Online Sources:

Coombs, W. T. (2014). State of crisis communication: Evidence and the bleeding edge. *Research Journal of the Institute for Public Relations*, 1(1), 1-12.

Coombs, W. T. (2016). Reflections on a meta-analysis: Crystallizing thinking about SCCT. *Journal of Public Relations Research*, 28(2), 120-122.

Seeger, M. W. (2006). Best practices in crisis communication: An expert panel process. *Journal of applied communication research*, 34(3), 232-244.

Benoit, W. L., & Hanczor, R. S. (1994). The Tonya Harding controversy: An analysis of image restoration strategies. *Communication Quarterly*, 42(4), 416-433.

Bentley, J. M. (2015). Shifting identification: A theory of apologies and pseudo-apologies. *Public Relations Review*, 41(1), 22-29.

Cancel, A. E., Cameron, G. T., Sallot, L. M., & Mitrook, M. A. (1997). It depends: A contingency theory of accommodation in public relations. *Journal of Public Relations Research*, 9(1), 31-63.

Coombs., W.T. (2010). Crisis communication: A developing field. In E.L. Heath (Ed.), *The Sage handbook of public relations* (pp. 477-488). Thousand Oaks, CA: Sage.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-402: Corporate Social Responsibility (T & P)

This course introduces students to the concept of corporate social responsibility, which involves an examination of whether organizations should expand their focus from serving stockholders to also considering the impact of the firm's activities on diverse stakeholders. Practicing corporate social responsibility requires that a corporation is mixing and blending business goals with societal expectations. CSR poses certain obligations to businesses and organizations towards their communities and societies in which they operate. Students will understand the significance of aligning corporations/organizations interests with outside stakeholders.

Course Objectives:

The Course aims:

1. To understand the concept of corporate social responsibility and its role in public relations

2. To comprehend the main objective and approaches for practicing corporate social responsibility
3. To study and analyze the practices of corporate social responsibility

Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

- Acquire knowledge of blending business goals with societal expectations
- Understand the significance of aligning corporations/organizations interests with outside stakeholders
- Analyze the challenges in practicing corporate social responsibility

Course Contents:

- Introduction to CSR: Historical background
- The roles and objectives of corporations, and the nature of CSR
- Common approaches to CSR
 - Corporate philanthropy
 - Cause-related marketing (CRM)
 - Sustainability
 - Social entrepreneurship and social enterprise
 - Social marketing
- Externalities (costs and benefits), market failures and CSR components
- Accountability, corporate governance and voluntary disclosure
- Stakeholder engagement and stakeholders' interests
- Investors' interests and CSR consideration
- Disclosure regulation
- Trends in CSR reporting
- Theories of CSR behavior and disclosure
- Public Relations case studies of CSR behavior and disclosure
- CSR accounting and measurement issues
- CSR reporting: voluntary initiatives and guidelines
- Contemporary issues and controversies
 - Greenwashing
 - CSR: Sincere Ethics or Hypocritical Public Relations?
 - Climate Change and CSR
 - Corporate Lobbying and Governmental Influence
- Examining CSR campaign and case studies

Recommended Readings & Online Resources:

Werther Jr, W. B., & Chandler, D. (2010). *Strategic corporate social responsibility: Stakeholders in a global environment*. Sage.

Devin, B. L., & Lane, A. B. (2014). Communicating engagement in corporate social responsibility: A meta-level construal of engagement. *Journal of public relations research*, 26(5), 436-454.

Heath, R. L. (2006). A rhetorical theory approach to issues management. *Public relations theory II*, 63-99.

Kim, S. (2011). Transferring effects of CSR strategy on consumer responses: The synergistic model of corporate communication strategy. *Journal of Public Relations Research*, 23(2), 218-241.

Chernev, A., & Blair, S. (2015). Doing well by doing good: The benevolent halo of corporate social responsibility. *Journal of Consumer Research*, 41(6), 1412-1425.

Devin, B. (2016). Half-truths and dirty secrets: Omissions in CSR communication. *Public Relations Review*, 42(1), 226-228.

Huang, Y. H. C., & Hagan, L. M. (2011). The role of market-oriented relations in public relations: The differing perspectives of managers and practitioners in the US and Taiwan. *Public Relations Review*, 37(3), 297-304.

<https://courses.lumenlearning.com/wmopen-introbusiness/chapter/corporate-social-responsibility/>
https://www.iisd.org/business/issues/sr_csr.asp
https://www.iisd.org/business/issues/sr_csr.asp

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-403: Emerging Trends in Public Relations

This course will address the contemporary issues, emerging trends, and current debates in the field of public relations with an emphasis on public relations process, crisis communication, and public relations research.

Course Objectives:

The Course aims:

1. To make the undergrads aware of the emerging trends and associated challenges in the field of public relations
2. To enable the students to comprehend the changing environments in the field of public relations
3. To develop an understanding of the interrelationships of globalization, media technology and public relations practices.

Course Learning Outcomes:

Upon successful completion of the course, the student will be able to:

- Understand complexities, emerging trends and challenges in the field of public relations
- Analyze and compare different scenarios, and technological developments and their impact on contemporary practices of public relations across cultures.

Course Contents:

- Introduction to emerging trends in PR and the skills needed
- Conceptualizing Public Relations in the Contemporary World
- The PR Process: Goals & objectives; Strategies & tactics; Evaluation
- Traditional media and digital media relations
- Public diplomacy
- Storytelling in PR
- Online reputation management
- Influencer marketing
- AI & the future of PR
- Corporate Listening
- Real-time marketing
- Stakeholder engagement in NGOs: A meta-modern approach

Suggested Readings and Online Resources:

Smith, R. D. (2020). *Strategic planning for public relations*. Routledge..

<https://routledgetextbooks.com/textbooks/9781138282063/chapter-overviews.php>

Theaker, A. (2013). *The public relations handbook*. Routledge.

Allagui, I., & Breslow, H. (2016). Social media for public relations: Lessons from four effective cases. *Public relations review*, 42(1), 20-30.

DiStaso, M. W., & Bortree, D. S. (Eds.). (2014). *Ethical practice of social media in public relations*. Routledge.

Kent, M. L. (2015). The power of storytelling in public relations: Introducing the 20 master plots. *Public Relations Review*, 41(4), 480-489.

Macnamara, J. (2020). Corporate listening: unlocking insights from VOC, VOE and VOS for mutual benefits. *Corporate Communications: an international journal*.

Macnamara, J. (2019). Explicating listening in organization-public communication: Theory, practices, technologies. *International Journal of Communication*.

Meyer, I., & Barker, R. (2020). A metamodern model for managing stakeholder relationships in non-profit organisations. *Communicare: Journal for Communication Sciences in Southern Africa*, 39(1), 56-79.

Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of media business studies*, 15(3), 188-213.

Dolle, R. (2014). *Online reputation management* (Bachelor's thesis, University of Twente).

https://essay.utwente.nl/66224/1/Dolle%2Cten_BA_MB.pdf

Valin, J. (2018). Humans still needed: An analysis of skills and tools in public relations. *Chartered Institute of Public Relations*, 23.

https://www.cipr.co.uk/sites/default/files/11497_CIPR_AInPR_A4_v7.pdf

<http://faculty.buffalostate.edu/smithrd/pr/steps.htm>

<https://www.quora.com/What-are-the-emerging-trends-in-public-relations>

<https://leadstalkspr.com/category/current-events-case-studies/>

<https://www.odwyerpr.com/story/public/10154/2018-02-07/emerging-pr-trends-2018.html>

<http://painepublishing.com/wp-content/uploads/2015/02/The-State-of-SM-Research-by-Tina-and-Marcia.pdf>

<https://instituteforpr.org/>

<https://www.cipr.co.uk/>

<https://www.prsa.org/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-404: Contemporary Challenges in Marketing & Advertising

This course focuses on contemporary challenges and issues faced by marketing and advertising practitioners, academics and researchers. The aim is to familiarize students with the realities of marketing and advertising in the complex setting of the new millennium. Students will analyze and evaluate the contemporary academic and practitioner research in order to understand different issues and challenges emerging in the field.

Course Objectives:

This course aims to:

1. Develop a deeper understanding of how advertising and marketing research translates into practice to deal with the complexities of modern world

2. Help students to examine issues, problems and challenges of marketing and advertising field and suggest solutions
3. Facilitate students to conceptualize advertising and marketing issues with relevant theoretical framework and research to predict future trends and developments
4. Familiarize students with reading academic publications in marketing and advertising, developing their ability to critically analyze and evaluate such publications

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Critically analyze and evaluate marketing and advertising publications
- Assess the validity of findings and implications described in scholarly literature
- Identify conceptual issues and questions within academic research and apply meaningful theories to explain conceptual gaps
- Effectively communicate analysis and evaluation of contemporary marketing and advertising issues
- Analyze contemporary issues and challenges of advertising and marketing
- Demonstrate understanding of ethical and legal issues the global advertising and marketing world

Course Contents:

- Introduction: Does marketing need reform?
- Understanding customer value creation
- Consumerism
- Relationship marketing: Customer loyalty programs
- Customer Relationship Management strategy in the age of big data and digital advertising
- Social marketing
- Globalization
- Green Marketing: Greenwashing
- Marketing ethics and social responsibility: Debates and dilemmas
- Distribution and Channels: The multichannel experience
- Marketing issues and challenges in Pakistan
- Conducting a literature review and a research presentation
- The evolving landscape of marketing technology, consumer behavior, and advertising
- The porous boundaries of digital media platforms
- Mobile advertising and commerce
- UGC vs. BGC management and marketing
- Predictive modeling for ad targeting
- Viral product design
- Randomized experimentation
- A/B testing

Recommended Readings & Online Sources:

Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). *Business Research Methods (Book Only)*. Cengage Learning.

Available online at: <https://cengage.com.au/product/title/business-research-methods/isbn/9781111826925>

Halpern, D. F. (2007). *The Nature and Nurture of Critical Thinking*. Cambridge University Press.

: <https://www.cambridge.org/core/books/critical-thinking-in-psychology/18936231515CC954AA077EC28BAC8583#>

Hart, C. (2018). Doing a literature review: Releasing the research imagination.

<http://au.sagepub.com/en-gb/oc/doing-a-literature-review/book257278#resources>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-405: Creative Brief and Marketing Proposal (Writing and Presentation)

The creative brief is the road map to a powerful IMC campaign. This practical course allows students to develop skills of writing creative briefs, plan, create, produce and present marketing proposals for a product, idea, service, and brand using multimedia and interactive devices. Skills in PowerPoint Presentation, Prezi, use of Excel, Photoshop and animation schemes are a prerequisite of this course as their application is required. Students will not only plan creative proposal but also learn the essentials of effective presentation, from preparation, audience analysis, and content development to critical thinking when presenting. Students will incorporate theories and skills of effective communication in a variety of contexts (e.g., creating and presenting proposals, presenting content on digital media platforms, business correspondence and public speaking in social settings).

Course Objectives:

The course aims to:

1. Develop a deep understanding of the importance of integrating and navigating creative and marketing strategies for a creative brief and preparing a marketing proposal
2. Provide an exposure to different approaches for writing briefs and marketing proposals, particularly those adopted by creative agencies
3. Share research and strategic thinking techniques to uncover key consumer insights for good creative briefs and marketing proposals

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Demonstrate understanding of the core components of a creative brief and marketing proposal
- Use and apply different formats for creative briefs and marketing proposal that make the job easier
- Appreciate that a strong creative brief and impressive marketing proposal are as good as the consumer insights that drive them
- Describe the role of the creative brief within the client management and creative development process
- Define marketing communications objectives and translate them into achievable goals in their marketing proposals
- Construct a creative brief that is aligned with strategy and inspires creativity.
- Write a marketing proposal modeled on best marketing proposals
- Give impressive presentation of creative brief and marketing proposal

Course Outline:

- Creative brief
 - What is a creative brief
 - Need and significance of creative brief
 - Working with the creative team
 - Marketing strategy input
 - Target audience definition and insight
 - Benefits and promise statements
 - Key copy points and mandatories
 - Structure and essential elements of an effective creative brief
 - Writing a creative brief
 - Evaluating briefs: Marketing input; creative input
 - Presenting creative brief
 - Case studies of well-written creative briefs
- Marketing proposal
 - What is a marketing proposal
 - Structure and elements of writing an effective marketing proposal
 - Steps of writing marketing proposal
 - Writing a marketing proposal for a small business
 - Case studies of effective marketing proposals
 - Presenting marketing proposal
- Presentation skills
 - Delivering your presentation
 - Incorporating infographics in the text
 - Using presentation app Prezi
 - Speaking with Confidence
 - Communicating Effectively: Use of non-verbal communication
 - Communicating with Clients
 - Communication in a Team

Suggested Readings and Online Resources:

Green, A. (2005) *Effective Communication Skills for Public Relations (PR in Practice)*. Kogan Page Business Books

Tracy, B. (2008). *Speak to Win: how to present with power in any situation*. Amacom.

Duarte, N. (2013). *Resonate: Present visual stories that transform audiences*. John Wiley & Sons.

Tufte, E. R., & Graves-Morris, P. R. (1983). *The visual display of quantitative information* (Vol. 2, No. 9). Cheshire, CT: Graphics press.

Reynolds, G. (2011). *Presentation Zen: Simple ideas on presentation design and delivery*. New Riders.

Duarte, N. (2008). *Slide: ology: The art and science of creating great presentations* (Vol. 1). Sebastopol, CA: O'Reilly Media.

The best free presentation skills training resources Online (Definitive 2020 guide)

<https://www.lafabbricadellarealta.com/presentation-skills-training-resources-online/>

Presenting Online: <https://students.unimelb.edu.au/academic-skills/explore-our-resources/learning-online/presenting-online>

Writing creative brief: <https://asana.com/resources/how-write-creative-brief-examples-template>

Creative brief: <https://www.workamajig.com/blog/creative-brief>

Marketing proposal: <https://www.fool.com/the-blueprint/marketing-proposal/>

How to write a perfect marketing proposal: <https://www.bidsketch.com/blog/client-proposals/marketing-proposal/>

CAREGIE, D. (2021). *How to win friends and influence people*.

Giblin, L. (1968). *Skill with people*. Les Giblin Books.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-406: Proposal Writing for Thesis & Project Reports (Workshop)

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.

The Thesis / Project will be evaluated by the chairperson, external and internal examiners and viva-voce will be held.

Course Objectives:

The course aims to:

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

Course Learning Outcomes:

Upon successful completion of this course, students will be able to:

- Write good proposals for projects and thesis
- Evaluate, and examine attributes of a good proposal for thesis and project
- Present proposal on PowerPoint/Prezi

Suggested Readings

Glatthorn, A. A., & Joyner, R. L. (2005). *Writing the winning thesis or dissertation: A step-by-step guide*. Corwin Press.

Denicolo, P., & Becker, L. (2012). *Developing research proposals*. Sage.

Guidelines for writing a thesis or dissertation: <https://www.jou.ufl.edu/grad/forms/Guidelines-for-writing-thesis-or-dissertation.pdf>

Murray, R. (2017). EBOOK: How to Write a Thesis.

Lawrence, H. Y., Lussos, R. G., & Clark, J. A. (2019). Rhetorics of proposal writing: Lessons for pedagogy in research and real-world practice. *Journal of Technical Writing and Communication*, 49(1), 33-50.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

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Semester-VIII

PR-Ad-407: Advertising-Final Project/ Thesis* (Workshop)

This is a workshop course designed to facilitate students in their thesis and/or advertising projects. After getting the research topics approved, the students will write their thesis or work on their projects under the guidance of their supervisor. During the workshop, they will present and discuss developing stages of their project and/or thesis followed by feedback from the instructor and classmates. Specialized talks/lectures will be arranged by the instructor on important relevant topics like synthesizing literature review, presenting data and infographics, reference writing, SPSS, report writing etc. The workshop course aims to enhance the students' advertising and marketing skills and knowledge, as well as research skills. After developing the project and/or thesis proposal, students will present on PowerPoint/Prezi. Instructor will share a roadmap of the workshop before its commencement.

The Thesis / Project will be evaluated by the chairperson, external and internal examiners and viva-voce will be held.

Course Objectives:

The course aims to:

1. Address the needs, issues and challenges faced by the students in doing their thesis/project

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Synthesize literature review, present data and infographics, interpret results.
- Write references in APA
- Use Endnote or Microsoft Word Reference
- Apply SPSS to handle quantitative data
- Apply NVIVO to handle qualitative data
- Write report

PR-Ad-408: Public Relations-Final Project/ Thesis* (Workshop)

This is a workshop course designed to facilitate students in their thesis and/or public relations projects. After getting the research topics approved, the students will write their thesis or work on their projects under the guidance of their supervisor. This workshop course is designed to address the needs, issues and

challenges faced by the students in doing their thesis/project. Students will present and discuss developing stages of their projects and thesis followed by feedback from the instructor and classmates. Specialized talks/lectures/workshops will be arranged by the instructor on important relevant topics like synthesizing literature review, presenting data and infographics, reference writing, SPSS, report writing etc. The workshop course aims to enhance the students' public relations skills and knowledge, as well as research skills.

The Thesis / Project will be evaluated by the chairperson, external and internal examiners and viva-voce will be held.

Course Objectives:

The course aims to:

1. Address the needs, issues and challenges faced by the students in doing their thesis/project

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Synthesize literature review, present data and infographics, interpret results.
- Write references in APA
- Use Endnote or Microsoft Word Reference
- Apply SPSS to handle quantitative data
- Apply NVIVO to handle qualitative data
- Write report

PR-Ad-409: Seminar

In seminar course, field experts, employers, research scholars, media practitioners, public relations officers, marketing experts, advertising experts, digital media entrepreneurs will be invited on any current important topic. The talks will be followed by Q&A session or group discussions.

Course Objectives:

The course aims to:

1. Guide students on problems, issues, challenges emerging in the professional field of PR and advertising
2. Facilitate students in doing Projects and thesis
3. Synthesize and integrate many of the theoretical and practical approaches to the study and application of advertising, public relations, and related communication fields
4. Provide opportunity to pursue specialized advertising or public relations issues, challenges, and studies not available through regular courses

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Continuous assessment in the form of class participation and in class activities

PR-Ad-410: Entrepreneurship: Online and Offline

This course provides an introduction to the principles of entrepreneurship. The course emphasizes on self-analysis of entrepreneurship readiness, the role of entrepreneur in economic development, legal problems, organizational structure, and sources of financing, budgeting, and cash flow.

Course Objectives:

The course aims to:

1. Provide basic knowledge and essential skills required for a successful entrepreneurship
2. Develop an understanding of the entrepreneurial principles, process and issues faced by entrepreneurs
3. Facilitate students to evaluate entrepreneurial attributes and develop essential skills for successful entrepreneurship

Course Learning Outcomes:

Upon successful completion of this course, the students will be able to:

- Demonstrate their understanding of the meaning of entrepreneurship and its different classifications
- Understand and analyze why entrepreneurship is a viable career choice
- Identify the importance of opportunity recognition and internal and external analyses to the success of a business venture
- Demonstrate their understanding of the components and importance of the business plan to entrepreneurial venture development and sustainability
- Define the importance of the marketing plan in obtaining, maintaining and expanding an entrepreneur's reach to its target market.

Course Contents:

- Introduction to Entrepreneurship
 - Definition of a "business"
 - Evolution of entrepreneurship in today's economy
 - Advantages and disadvantages of being an entrepreneur
 - Entrepreneurial business types
 - Overview of franchising and their advantages and disadvantages
 - Overview of buyouts & their advantages and disadvantages
 - Overview of family businesses and their advantages and disadvantages
 - The overall business plan
- Personal Evaluation
 - Definition of "success"
 - Entrepreneurial attributes, traits, skills for success
 - Personal assessment
 - Personal development plans
 - Learned entrepreneurial traits

- Personal potential as an entrepreneur
- Ideas to Opportunities
 - Generating business ideas
 - Locating business ideas
 - Expanding the ideas
- Validating the opportunity
 - Feasibility analysis
 - Customer identification
 - Environmental scan
 - Competitive assessment
 - Conducting a market analysis
 - Understanding the target market
 - Profitability

Suggested Readings and Online Resources:

George, G., & Bock, A. J. (2009). *Inventing entrepreneurs: Technology innovators and their entrepreneurial journey*. Upper Saddle River, NJ: Pearson Prentice Hall.

<http://www.amazon.co.uk/dp/B001NOMIX4>

Mullins, J. (2010). *The new business road test.*, London: Financial Times.

<http://www.amazon.co.uk/dp/B00F0NIYPA>

Allen, 2012. *New Venture Creation*. Cengage. Chapter 2.

Bessant, J., & Tidd, J. (2007). *Innovation and entrepreneurship*. John Wiley & Sons.

Bhidé, A. (1999). Developing start-up strategies. *The entrepreneurial venture*, 121-137.

Blundell & Lockett, 2011. *Exploring Entrepreneurship*, Oxford, Ch 3

Burns, P. (2008). *Corporate Entrepreneurship*. Chapters 8

Burns, P. (2016). *Entrepreneurship and small business*. Palgrave Macmillan Limited.

Kuratko, D. F., Morris, M. H., & Covin, J. G. (2011). Corporate innovation and entrepreneurship. *SOUTH-WESTERN CENGAGE Learning Australia, United States*.

Rae, D. (2007). *Entrepreneurship: from opportunity to action*. Macmillan International Higher Education.

Osterwalder, A., Pigneur, Y., Oliveira, M. A. Y., & Ferreira, J. J. P. (2011). Business Model Generation: A handbook for visionaries, game changers and challengers. *African journal of business management*, 5(7), 22-30.

www.businessmodelgeneration.com

Bhide, A. (1994). How entrepreneurs craft strategies that work. *Harvard Business Review*, 72(2), 150-161.

Garvin DA, Levesque LC. (2006) Meeting the challenge of corporate entrepreneurship. *Harvard Business Review*, 84(10):102-12.

Gilbert, C. G., & Eyring, M. J. (2010). Beating the odds when you launch a new venture. *Harvard business review*, 88(5), 93-98.

Kawasaki, G. (2007). Get in good. *Entrepreneur*, 35(10), 46.

Leonard, D., & Rayport, J. F. (1997). Spark innovation through empathic design. *Harvard business review*, 75, 102-115.

Porter and Kramer. 2011 (Jan-Feb). Creating Shared Value. *Harvard Business Review*.

Useem, M. (2010). Four lessons in adaptive leadership. *Harvard business review*, 88(11), 86-90.

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

PR-Ad-411: Professional Career Development (Workshop)

The Professional Career Development workshop course is designed to give students a fair understanding of the process and prerequisites of career planning and development. The process involves thoughtful self-assessment, planning, preparation, career exploration, and follow-through with preliminary employment strategies. The philosophy of this workshop course is that this process is ongoing, systematic, and aimed toward a fulfilling work life, which is part of their overall plan for personal development. Engaging in this ongoing process should be challenging, interesting, and enjoyable. The workshop course will help students to imagine themselves in professional careers and preparing them accordingly. Anticipating and acquiring the requisite skill sets, courses, and experiences for an entry-level job will assist students to become successful professional and develop an inspiring career.

Course Objectives:

The course aims to:

1. Provide a fair understanding of the process and prerequisites of career planning and development
2. Develop skills to write professional documents (resume, cover letter, thank you letter) to use for jobs, internships and post graduate program applications in foreign universities

Course Learning Outcomes:

Upon successful completion of the course, the students will be able to:

- Demonstrate a clearer understanding of the career exploration process
- Write resume, cover letter, thank you letter, and develop portfolio
- Relate their own skills and interests with a particular career/path
- List at least one career path they are interested in exploring it further

Course Contents:

- Introduction to Professional Career Development
- Introduction to Career Planning: Self-Assessment
- Identifying Your Professional Talents
- Introduction to Career Planning: Career Exploration
- Developing Your Professional Resume
- Enhancing Your Professional Resume
- Preparing Your Career Cover Letters, Thank you Letters
- Professional Communications
- Job Interviews and Communicating Skills
 - Preparing for Your Employment Interviews (Practice)
- Conducting Your Employment Interviews
- Introduction to the Career Fair Search Process
- Networking Search Strategies
- Developing Your Professional Career Portfolio
- Creating e-portfolio
- Influencing Your Networking Partners
- Acquiring latest skills of the field
- Preparing applications for scholarships/admissions in foreign universities

Suggested Readings & Online Resources:

Hertig, C. A., Powell, K., & Richardson, C. (2020). Career planning. In *The Professional Protection Officer* (pp. 499-503). Butterworth-Heinemann.

Valls, V., Gonzalez-Roma, V., Hernandez, A., & Rocabert, E. (2020). Proactive personality and early employment outcomes: The mediating role of career planning and the moderator role of core self-evaluations. *Journal of Vocational Behavior*, 119, 103424.

Sobko, Y. I. (2018). THE PROCESS OF PLANNING THE PROFESSIONAL CAREER. *Міжнародний науковий журнал Науковий огляд*, 6(49), 93-105.

Online available at :

<https://naukajournal.org/index.php/naukajournal/article/view/1598/0>

Grow, J. M., & Yang, S. (2018). Generation-Z enters the advertising workplace: Expectations through a gendered lens. *Journal of Advertising Education*, 22(1), 7-22.

How to plan your career? <https://managementhelp.org/careers/planning.htm>

Career planning guide for professional success: <https://www.glassdoor.com/blog/guide/career-planning/>

TEACHING METHODOLOGY:

- Lectures
- In Class Activities
- Written Assignments

ASSESSMENT:

- Mid Term Evaluation: 35%
- Term Paper: 25% (Quizzes, Assignments, In-Class Activities)
- Final Examination: 40%

HQ-008: Quran Class

سورة الذاريات تا سورة الناس

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2.	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3.	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.

Checklist for a New Academic Program

Parameters	
1. Department Mission and Introduction	<input type="checkbox"/>
2. Program Introduction	<input type="checkbox"/>
3. Program Alignment with University Mission	<input type="checkbox"/>
4. Program Objectives	<input type="checkbox"/>
5. Market Need/ Rationale	<input type="checkbox"/>
6. Admission Eligibility Criteria	<input type="checkbox"/>
7. Duration of the Program	<input type="checkbox"/>
8. Assessment Criteria	<input type="checkbox"/>
9. Courses Categorization as per HEC Recommendation	<input type="checkbox"/>
10. Curriculum Difference	<input type="checkbox"/>
11. Study Scheme / Semester-wise Workload	<input type="checkbox"/>
12. Award of Degree	<input type="checkbox"/>
13. Faculty Strength	<input type="checkbox"/>
14. NOC from Professional Councils (if applicable)	<input type="checkbox"/>

Program Coordinator

Chairperson