

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 of Syllabi/Scheme of Studies of M.Phil. in Public Relations & Advertising (Regular & Replica programs) with effect from the Academic Session Fall 2022 at the Department of Public Relations & Advertising subject to the condition that the program shall be started after getting NOC from HEC.

(Syllabi/Scheme of Studies enclosed)

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

Sd/-
Registrar

No. D/ 1032 /Acad.

Dated: 19-2-2024

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

Template for Curricula/Syllabi of 2-Year MPhil Degree Program

Program Title: MPhil in 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. Department 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 MPhil 2-Year program in Public Relations and Advertising is to prepare MPhil scholars with deep insights and profound knowledge of the subject as well as ability to analyze any given situation of the field and draw out conclusions. The program is based on theoretical and research oriented courses that will enable students to develop creative thinking, design thinking, and solution-oriented thinking which should be an integral part of the higher pursuit of knowledge in the discipline of advertising and public relations. It aims to facilitate students to enhance their analytical abilities, sharpen their strategic approaches, and advance their research skills to become experts.

The program consists of four semesters (2 years). First semester courses aim to provide a broader spectrum of the field of Public Relations and Advertising from communication and persuasion perspective while second semester offers specialized courses to develop and enhance specific skills essential for the professionals and scholars of Public Relations and Advertising.

Second year focus is on the output capabilities as students will submit thesis/projects and internship reports. Students will gain field experience with a guided supervision to discuss practical problems/issues. Some additional/optional courses will also be offered to broaden the horizon of students.

4. Program Objectives

The MPhil program aims to:

1. Enable students to develop basic and advanced 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, innovative and creative thinking, solution-oriented approach, and responsibility based persuasive communication
4. Develop and improve advance technical knowledge, and strategy-driven practices for traditional and digital media

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 their professional skills and want to excel in the field of persuasive communication; either public relations or advertising, this program is designed for them to become outstanding 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, marketing, and advertising.

In the recent years, our Master degree holders are getting online jobs in the fields of persuasive communication therefore; this MPhil program is equipping students with the intellectual and deep insights of the persuasive communication particularly in the fields of public relations, advertising, and marketing. The course facilitates them by providing discipline required knowledge, techniques, and skills so as to become successful public relations and advertising professionals.

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

6. Admission Eligibility Criteria

- Years of Study completed: Bachelor / 16 years of education
- Study Program/Subject : No particular requirement

- Percentage/CGPA: No 3rd div; at least 50% Marks in each degree
- Entry Test (if applicable) with minimum requirement: NA
- Any other (if applicable)

7. Duration of the Program: 4 Semesters/2 Year/30 Credit Hours

Semesters/Years/ Credit hours

Course Work: 24 Credit Hours

Project/Thesis: 06 Credit Hours

Total Required: 30 Credit Hours

8. 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.

8. Faculty Strength

Degree	Area/Specialization	Total
PhD	1. Persuasive Communication Theories, Documentary Film, Digital Media 2. Media Culture & Society, Public Relations, Development Journalism	02
Total		02

9. 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

10. Present Student-Teacher Ratio in the Department

6:1

SEMESTER - I	(11 Cr. Hrs)
PR-Ad-501 Theories of Mass Communication	3 Cr. Hrs
PR-Ad -502 Research Methods-I	3 Cr. Hrs
PR-Ad -503 Media Ethics and Practices	2 Cr. Hrs
PR-Ad -504 Persuasive Communication (Theory & Practice)	3 Cr. Hrs

SEMESTER - II	(13 Cr. Hrs)
PR-Ad -505 Theories of PR & Advertising	3 Cr. Hrs
PR-Ad -506 Case Studies: PR & Advertising	3 Cr. Hrs
PR-Ad -507 Research Methods-II	3 Cr. Hrs
PR-Ad -508 Digital Marketing and Management	2 Cr. Hrs
PR-Ad -509 Media Productions	2 Cr. Hrs

SEMESTER - III & IV	(6 Cr. Hrs)
PR-Ad -601 Project OR Thesis	6 Cr. Hrs

Detailed Course Outline

SEMESTER I

PR-Ad-501 Theories of Mass Communication (3 Cr. Hrs)

Course introduction:

Theoretical perspectives are the foundations that help scholars associated with the discipline to understand history, evolution and scholastic contribution of the discipline. Theories also help in developing an insight into the understanding the reality, knowledge and values associated to the particular discipline. Mass communication theories as a subject offers a distinct character that is a beautiful collage incorporating various traditions and theories especially from linguistics, psychology, sociology and political science, but at the same time it has its own theoretical traditions that are rich, diverse and heuristic.

Course Objectives:

The objective of this course is:

1. To make students familiar with advanced concepts in mass communication theory.
2. To develop their analytical and critical understanding of use of theory in making sense of the professional media practices and in research. .
3. To share debates with reference to advancements in mass communication discipline and emergence of new theoretical approached will also be discussed.

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
- Evaluate and assess the role of paradigms in theory and research relationship.
- Describe the media effect approach with reference to professional media practices.
- Critically evaluate relationship between theoretical perspectives and various social and cultural conditions.
- Discuss various debates on representation of religion, race, and gender from theoretical perspectives.

- Explain theoretical perspective of in relation to digital revolution.

Course Contents:

- Perspectives on communication theory
- Post-positivist, interpretive, critical and postmodern paradigms on theory development
- Mass communication theory: an historical overview
- Mass society debate in theory.
- Normative tradition in mass communication theory.
- Theories of media effects.
- Critical-cultural theories in mass communication.
- Theories of message production and processing.
- Theories of discourse and interaction.
- Theories of communication contexts.
- Theories of political economy.
- New media and mass communication theory.

Suggested Readings:

- Baran, J. Stanley & Davis, K. Dennis. (2015). *Mass communication theory: Foundations, ferment, and future*. Delhi: Cengage Learning.
- Dainton, Marianne & Zelle, Elaine. D. (2011). *Applying communication theory to the professional life*. London: Sage.
- Griffin, Em. (2012). *A first look at communication theory*. New York: McGraw Hill.
- Leitch, Vincent B. (2003). *Theory matters*. New York: Routledge.
- Mattelart, A. & Mattelart, M. (1995). *Theories of communication: A short introduction*. London: Sage Publication.
- McQuail, Denis. (2011). *McQuail's mass communication theory*. New Delhi: SAGE.
- McQuail, Denis, Golding, Peter & Bens, de. Els. (2005). *Communication theory & research: An EJC anthology*. London: SAGE Publications.
- Miller, Katherine. (2005). *Communication theories: Perspectives, processes, and contexts*: New York: McGraw Hill.
- Moores, Shaun. (2005). *Media/Theory: Thinking about media and communications*. London: Routledge.
- Tankard, J. W., & Severin, W. J. (1992). *Communication theories: Origins, methods, and uses in the mass media*. New York & London: Longman.
- West, Richard & Turner, Lynn H. (2007). *Introducing communication theory: Analysis and application*. New York: McGraw Hill.
- Williams, Kevin. (2003). *Understanding media theory*. London: Arnold.

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-502: Research Methods

(3 Cr. Hrs)

Course Introduction:

This course is designed to offer students an opportunity to develop in-depth knowledge of the main quantitative research methods in mass communication. This course is an introduction to the research methodology appropriate to the professional media practices.

Course Objectives

The course aims to

1. Briefly examine the implications of social science methodology in order to conduct crisp comparisons and broaden critical insights in research.
2. Enlighten students with an array of specific skills, techniques and methods for quantitative analysis.
3. Provide hands-on experience in collecting, interpreting, evaluating, and reporting mass communication research in the relevant areas.

Learning Outcomes:

At the successful completion of the course students will be able to:

- Demonstrate an understanding of the reasons for conducting research in mass communication.
- Define the methods used to conduct research, and the application of research in mass communication.
- Apply quantitative research methods for mass communication research.
- Design their own research exhibiting a thorough understanding of sampling techniques, data collection methods, analysis of data and report writing.
- Apply research skills for advertising evaluation and media measurement, and critical analysis skills relating to advertising, public relations and media research.

Course Contents:

- Main approaches to social and cultural investigation that underpins contemporary research in mass communication.
- Dimensions of Research (Basic and Applied Research)
- Types of Applied Research (Evaluation research; Social impact assessment research and Action Research)
- Research approaches (Exploratory; Descriptive; Explanatory)
- Probability and Non-probability Sampling Techniques
- Quantitative research design and methods (Survey, Field Studies, Experimental, Content Analysis).
- Aims, motives, origin and growth of Advertising and Public relations research.
- Quantitative analysis techniques (use of various software including SPSS)
- Research ethics

Suggested Readings:

- Earl, Babbie. (2008). *The Practice of social research*. New York: Routledge.
- Yegidis, L. Bonie & Weinbach, W. Robert. (2006). *Research methods*. New York, Pearson Education.
- Bordens, S. Kenneth & Abbott, B. Bruce B. (2002). *Research design and methods*. New York, McGraw Hill.
- Bertrand, Ina & Hughes, Peter. (2005). *Media research methods*. New York, Palgrave.
- Kumar, Ranjit. (2005). *Research methodology*. New Delhi: Pearson Education.
- Rubin R.B., Rubin, A.M., & L.J. (2005). *Communication research: Strategies and sources*. New York: Thomas Wadsworth.
- Sarantakos, Sotirios. (2005). *Social research*. New York: Palgrave.

- Volkmer, Ingrid. (Ed.) (2015). *The handbook of global media research*. New York: Wiley Blackwell.
- Mytton, Graham, Peter Diem & Piet Hein Van Dam, - *Media Audience Research: A guide for professionals*, New Delhi, Sage Publications, 2016.
- Frey, R. Lawrence & Cissna, N. Kenneth. (Ed.) (2009). *Routledge handbook of applied communication Research*. New York: Routledge..
- Wimmer, Roger D., & Dominick, Joseph R. (2006). *Mass media research: An introduction*. Boston: Wadsworth.

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- 503: Media Ethics and Practices

(2 Cr. Hrs)

Course Introduction:

The course is designed to bring in a broad array of debates on media ethics in news media, public relations, advertising and new media with special reference to Pakistan.

Course Objectives:

The course aims to

1. Stimulate the moral imagination and critical thinking amongst students.
2. Encourage students to look into rational arguments from different perspectives and point of view.
3. Make students think about difficult choices of right versus wrong in the complex task of creating messages for public consumption.

Course Learning Outcomes:

- Will be able to appreciate different debates on media ethics in creating public messages
- With the help of case studies students will be able see for themselves how Code of ethics and justification models may be applied in journalism, new media, public relations, advertising and entertainment.
- Will be able to see the odds for ethical media practitioners, the commercial and other pressures that often complicate their decisions

Course Contents:

- Theoretical Foundations for Media ethics
- Journalistic code of ethics- an Islamic perspective
- Codes of Ethics for news media, public relations and advertising specific codes with reference to Pakistan
- Social, economic, media owners, government or adversaries pressures and individual values
- Cyber security and ethics: Challenges and solutions
- New Technologies and techniques: New ethics
- Digitally manipulated content
- Media ethics and the economic market place
- Private lives, public interests in digital world
- The ethics of persuasive communication
- The ethics of new advertising technologies and techniques

- Infotainment, sensationalism and reality
- Violence and sexuality
- Citizen journalism- and innovative way or a clever way of saving money

Suggested Readings:

- Bertrand, Claude Jean (2000): Media ethics and accountability Systems: transaction Publishers.
- Black, Jay, Steele, Bob and Barney, Ralph. (1999). Doing ethics in journalism: A handbook with case studies. New York: Allyn & Bacon.
- Christians, Clifford G. (2007). Utilitarianism in media ethics and its discontents. Journal of Mass Media Ethics 22 (2-3), pp. 113–131.
- Christians, Clifford G. and Fackler, P. Mark. (1993). Good news: Social ethics and the press. Oxford: 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%

PR-Ad -504: Persuasive Communication

(3 Cr. Hrs)

Course Introduction:

The course is designed to provide students an understanding of the basic and advanced concepts, techniques, and strategies related to persuasive communication in accomplishing various influence tasks for cognitive, attitudinal, and behavioral levels. The influence tasks can be for individuals and organizations, at micro or macro levels, in virtual or physical worlds, such as securing credibility, advocating change, demonstrating the severity of a problem, changing mindset, and mobilizing commitment.

Course Objectives:

The course aims to

1. Develop skills for argumentative and critical thinking.
2. Sharpen rhetoric and oral expression for improved persuasive communication.
3. Improve written communication skills based on expository and descriptive writing for better persuasion.
4. To produce and analyze persuasive messages and arguments.

Learning Outcomes:

At the successful completion of the course students will be able to:

- Develop, enhance, and demonstrate written, oral, and visual persuasive communication skills and apply them to address public relations and advertising issues and problems.

- Demonstrate their skills to identify persuasive techniques and strategies used in advertising, marketing, and public relations.
- Demonstrate their skills for critical analysis, discussion, and report writing.
- Develop and demonstrate their ability to read carefully and express why some communication fail and some work effectively.

Course Contents:

- Rhetoric and Persuasion
- Aristotle's Rhetoric
- Advocacy and Rhetorical Analysis/Criticism
 1. Neo-Aristotelian;
 2. Narrative;
 3. Metaphoric;
 4. Genre;
 5. Pentad;
 6. Cluster;
 7. Ideological
- Argumentation: Techniques and Strategies
- Persuasion in the Post-truth Era
- Theories of Persuasion:
 1. Inoculation Theory;
 2. ELM; Social Judgment Theory;
 3. Theory of Reasoned Action;
 4. Theory of Planned Behavior;
 5. Cognitive Dissonance Theory;
 6. Narrative Paradigm
- Art and Science of Visual Persuasion
- Persuasive Writing and Public Speaking
- Persuasive Dimensions of Nonverbal Communication
- Persuasion and Digital Media Platforms
- Persuasion through public diplomacy and strategic communication
- Persuasive Public Campaigns
- Public Opinion and Persuasion
- Persuasive Dimensions of Health Communication and Compliance Strategies
- Persuasive Dimensions of Political Communication, Activism, and Social Movements
- Cultural Dimensions of Persuasive Communication
- Religious Dimensions of Persuasive Communication
- Humor and Propaganda for Persuasion
- Persuasive Communication in Organizations:
 1. Horizontal and Vertical Approaches
- Persuasive Communication for Sustainable Development
- Data Visualization/Science and Persuasive Communication
- Infotainment, Factoid, and Propaganda
- Persuasive Presentations (Practice)
- Appraisal of Persuasive Messages

Suggested Readings

- Adorno, T. W., & Horkheimer, M. (2020). *The Culture Industry: Enlightenment as Mass Deception* (pp. 80-96). Columbia University Press.
- Bennett, P., & McDougall, J. (Eds.). (2013). *Barthes' Mythologies Today: Readings of Contemporary Culture*. Routledge.
- Berinato, S. (2019) Data science and the art of persuasion. <https://hbr.org/2019/01/data-science-and-the-art-of-persuasion>
- Bernays, E. L. (2008). *Propaganda*. España: Melusina.
- Clark, R. A. (1984). *Persuasive messages*. New York: Harper & Row.
- Carmen. O'Keefe, D.J. (2002). *Persuasion theory & research*, 2nd Ed. Thousand Oaks, CA: Sage Publications.
- Dainton, M., & Zelle, E. D. (2017). *Applying communication theory for professional life: A practical introduction*. Sage publications.
- Ellul, J. (2006). The characteristics of propaganda. *Readings in Propaganda and Persuasion: New and Classic Essays*. SAGE, 1-15.
- Foss, S. K. (2017). *Rhetorical criticism: Exploration and practice*. Waveland Press.
- Hart, R. P., & Daughton, S. (2005). *Modern rhetorical criticism*. Pearson/Allyn & Bacon.
- James, J. (2001). *Sourcebook on rhetoric: Key concepts in contemporary rhetorical studies*. Thousand Oaks, CA: Sage Publication, Inc.
- Kuypers, J. A. (Ed.). (2009). *Rhetorical criticism: Perspectives in action*. Lexington Books.
- Makino, K. (1999). A review of studies on effects of humor on persuasion and its mechanism. *The Japanese Journal of Experimental Social Psychology*, 39(1), 86-102.
- Mosco, V. (2008). Political economy of the media. *The international encyclopedia of communication*.
- Perloff, R. M. (2014). *The dynamics of persuasion: Communication and attitudes in the 21st century*. (5th Ed.). New York: Routledge.
- Perloff, R. M., (1993). *The dynamics of persuasion*. NJ: Lawrence Erlbaum.
- Warnick, B., & Inch, E.S. (1994). *Critical thinking and communication: The use of reason in argument*, 2nd Ed. New York: Macmillan.
- Wimberly, C. (2019). *How Propaganda Became Public Relations: Foucault and the Corporate Government of the Public*. Routledge.

TEACHING METHODOLOGY:

- Lectures
- Workshops
- In Class Activities
- Written Assignments

ASSESSMENT:

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

SEMESTER II

PR-Ad -505: Public Relations & Advertising Theories (3 Cr. Hrs)

Course Introduction:

This is a pro seminar course designed to explore and analyze intellectual bounds of Public Relations & Advertising in theoretical perspective. The course will develop and refine critical thinking among students in selecting and applying theories, principles, and techniques of public relations and advertising in different situations and in particular context of the fields. The course introduces advanced theories and concepts in public relations and advertising; provides an opportunity to explore the trends and challenges in the fields.

Course Objectives:

The course aims to:

1. Equip students with intellectual insights and reflect some of the major intellectual ideas upon which Public Relations and Advertising springs.
2. Broaden the theoretical vision of the students in the light of contemporary practices of Public Relations and Advertising domains.

Learning Outcomes:

- After the successful completion of the course, the students will acquire an understanding of some basic and advanced theoretical concepts of public relations and advertising.
- Students will be able to compare and contrast theories of advertising and public relations as both lie in the domain of persuasive communication.
- Students will be able to map the historical progression and advancement of theory building in the domains of public relations and advertising.

Course Contents:

1. Advertising: Core concepts, theoretical underpinnings, process models and practical implications
2. Public Relations: Core concepts, theoretical underpinnings, models
 - 2.1 Grunig and Hunt's theories of public relations
 - 2.2 Crisis Management Theories:
 - 2.3 Attribution Theory
 - 2.4 Situational Crisis Communication Theory
 - 2.5 Theory of Apology
 - 2.6 Image Restoration or Repair Theory
 - 2.7 Structural Functional Theory in Crisis Management
 - 2.8 Chaos Theory and the Butterfly Effect in Crisis Management
 - 2.9 Stakeholder Theory of Crisis Management
3. Theories of persuasive communication with reference to public relations
 - 3.1 Systems theory
 - 3.2 Symmetrical/Excellence Theory
 - 3.3 Theories of Persuasion and Social Influence
 - 3.4 Rhetorical Theory
 - 3.5 Critical Theories of Jurgen Habermas

- 3.6 Social Exchange Theory
- 3.7 Relationship Management Theory
- 3.8 Diffusion Theory
4. Theories and Principles of persuasive communication with reference to Marketing
 - 4.1 Maslow's Hierarchy of Needs
 - 4.2 Seven P's of the Marketing Mix
 - 4.3 SWOT Analysis
 - 4.4 Consumer Decision Making Process
 - 4.5 Porter's Five Forces
 - 4.6 Market Segmentation
 - 4.7 Brand Equity
5. Theories and models of Advertising:
 - 5.1 AIDA, DRIP, DAGMAR, Hierarchy of Effects; VIPS, FCB Grid,
 - 5.2 Think-Feel-Do Model
 - 5.3 The Mediation of Reality
 - 5.4 Shifting Loyalties
 - 5.5 The Magic of the Meaning
 - 5.6 The Hidden Message
 - 5.7 Imitative Desire
6. Persuasion from Single to Multiple to Meta cognitive Processes.
7. Public Relations and Corporate Social Responsibility.

Suggested Books

- Adrian R. M. (Ed.) (2005). *The Practice of Advertising*. Delhi: Elsevier Ltd.
- Arens, W. F. (2006). *Contemporary advertising*. New Delhi: Tata McGraw-Hill Publishing Company Ltd.
- Brown, W. (2010). *Public relations and the social web: How to use social media and web 2.0 in communications*. New Delhi: Kogan Page.
- Banik, G.C. (2005). *PR & Media Relations*. Mumbai: Jaico Publishing House.
- Belch, M. A. & Belch, G. E. (2012). *Advertising and promotion: An integrated marketing communications perspective*. Boston: McGraw-Hill.
- Bivins, T. H. (1999). *Public Relations Writing: The Essentials of Style and Format*. Illinois: National Textbook Company.
- Brierley, S. (2002). *The Advertising Handbook*. London: Routledge.
- Clow, Kenneth E. (2005). *Concise Encyclopedia of Advertising*. New York: Best Business Books.
- Cappel, Joe. (2003). *The Future of Advertising: New Media, New Clients, New Consumers in the Post-Television Age*. Chicago: McGraw-Hill.
- Chatterjee S. (Ed.) (2006). *Media and Advertising Management: New Trends*. Hyderabad: Icfai University Press.
- Clow, K. E. & Baack, D. (2007). *Integrated advertising, promotion and marketing communications*. New Delhi: Pearson Education Inc.
- Curtin, P. A. (2007). *International public relations*. California: Sage Publications.
- Duncan, R. (2005). *Principles of advertising and IMC*. Boston: McGraw-Hill
- Harris, T. L. (2006). *The marketer's guide to public relations in the 21st century*. Ohio: Thomson Higher Education.
- Hendrix, J. A. (2004). *Public relations cases*. Belmont: Wadsworth/Thomson Learning.
- Jefkins, F. (1994). *Advertising*. London: Pitman Publishing
- Katz, H. E. (2010). *The media handbook: a complete guide to advertising media selection, planning, research, and buying*. New York & London: Taylor & Francis.
- Lee, M. & Johnson, C. (2005). *Principles of Advertising: A global perspective*. New Delhi: The

Haworth Press.

- Marconi, J. (2004). *Public Relations: The Complete Guide*. Ohio: South Western Educational Publishing.
- Plessis, E. D. (2005). *The advertised mind: Groundbreaking insights into how our brains respond to advertising*. London: Kogan Page.
- Rodgers, S. & Thorson, E. (Ed.) (2012). *Advertising theory*. London: Routledge
- Sinclair, J. (2012). *Advertising, the media and globalization*. London: Routledge
- Singh, J. K. (2007). *Media and public relations*. New Delhi: A P H Publishing Corporation.
- Theaker, A. (2006). *The Public Relations Handbook*. London: Routledge
- Vachani, J. (2007). *Public relations management in media and journalism*. New Delhi: Kanishka Publishers.
- White, R. (2000). *Advertising*. London: McGraw Hill
- Whitaker, W. R. (2009). *Media writing: Print, broadcast, and public relations*. 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 -506 Case Studies: PR & Advertising

(3 Cr. Hrs)

Course Introduction:

The course is based on deliberations and discussions of prominent cases in the field of public relations and advertising 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. The students will analyze the content, message intent, audience, perceived demographics and the success of campaigns in a seminar environment. The course will be based on Case studies to help students 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 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 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.

4. To apply the framework of case study analysis on public relations, marketing, and advertising 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
- 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:

1. Introduction to the concept of PR case study
2. Approaching public relations case studies through publics
 - 2.1. Media publics
 - 2.2. Employee publics
 - 2.3. Member publics
 - 2.4. Consumer publics
 - 2.5. Government publics
 - 2.6. IMC publics
 - 2.7. Special publics
 - 2.8. Community publics
 - 2.9. Investor publics
 - 2.10. International publics
3. Situation Analysis
4. Research
 - 4.1. Client Research
 - 4.2. Opportunity or Problem Research
 - 4.3. Audience Research
5. Planning
 - 5.1. Objectives
 - 5.1.1. Impact Objectives
 - 5.1.2. Output Objectives
 - 5.2. Strategy
 - 5.3. Target Audience
 - 5.4. Materials
6. Programming/Execution
 - 6.1. Theme and Message
 - 6.2. Action(s) or Special Event(s)
 - 6.3. Uncontrolled and Controlled Media
 - 6.4. Communication
7. Evaluation
8. Reporting the Case Study
 - 8.1. Introduction to Advertising Case Study
 - 8.2. How to Select an Advertising Case Study
 - 8.3. Corporate Case Study
 - 8.4. Brand Case Study
 - 8.5. Brand Marketing Case Study
 - 8.6. Brand Advertising Case Study
 - 8.7. Marketing Services Case Study
 - 8.8. Co-op Advertising: Financial Services Case Study
 - 8.9. Staffing Service Case Study

- 8.10. IT Management Service Case Study
- 8.11. Energy Solutions Marketing Case Study
- 8.12. HR Services Case Study
9. How to do a Product Promotional Case Study: Five Steps Approach
 - 9.1. Determine the Customer
 - 9.2. Conduct the Interview
 - 9.3. Selecting Customer
 - 9.4. Writing Questions
10. Write your Case Study
 - 10.1. Writing style
 - 10.2. Narrative Arc: Exposition, Inciting incident, Obstacles to overcome, Climax, Denouement
 - 10.3. Quotes as Testimonials
 - 10.4. Layout
11. Video Case Studies
 - 11.1. Production Decisions: Outsource/self help
 - 11.2. Setting the Tone: Music, Fonts, and Color Grading
 - 11.3. Music
 - 11.4. Fonts
 - 11.5. Color Grading
12. Edits and Revisions
 - 12.1. Internal Feedback
 - 12.2. Customer Feedback
 - 12.3. Case Study Publication
 - 12.4. Design, Layout, Proofread
 - 12.5. Landing Platforms
13. Maximizing the impact of your case study
 - 13.1 Case Study Distribution
14. Branding & Brand Ambassadors as a Case Study
15. Case Study of Advertising Agencies
16. Market Case Studies
17. Policy Case Study
18. Report Writing

Suggested 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>

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 -507: Research Methods-II

(3 Cr. Hrs)

Course Introduction:

The course is designed to examine some of the epistemological foundations that motivate and inform the practices of qualitative inquiry. Different qualitative research methods will be explored with reference to communication studies. The central concepts, issues, and dilemmas associated with qualitative research will also be looked at. By using semiotic analysis along with critical discourse analysis the interaction between text and image will be explored.

Course Objectives:

The course aims to:

1. Share the practical dimensions of qualitative research, such as creating a research design, conducting interviews and observations, and analyzing qualitative data.
2. Enlighten students with an array of specific skills, techniques and methods for qualitative analysis.
3. Provide hands-on experience in collecting, interpreting, evaluating, and reporting qualitative research in public relations, marketing, and advertising.

Learning Outcomes:

- Students will become familiar with the principles and methodologies of a number of paradigms within qualitative research (e.g., ethnographies, symbolic interactionism, hermeneutics, Phenomenology, critical studies).
- They will be able to design a qualitative research design from initial design of the project to writing a final report.
- They will be able to develop the skill to critically look into media contents through semiotic and critical discourse analysis.
- Will be able to apply the tools of semiotics for the analysis of concrete texts, both visual and written.

- Be able to analyze the interaction between text and image.
- Understand a range of ethical considerations involved in conducting qualitative research.

Course Contents:

1. Sources of interpretive paradigm (Phenomenology, Ethno-methodology, Symbolic Interactionism, Ethnography of communication)
2. Qualitative research design and methods (FGD, Ethnography, Interview, Grounded Theory, Participant Observation)
3. Semiotic and Textual analysis (Image analysis, Image semiotics, Visual rhetoric, and Interaction between image and text)
 - 3.1. Critical Discourse Analysis
 - 3.2. Digital Media Data Collection and Analysis
 - 3.2.1. Primary and Secondary data
 - 3.2.2. Methods of data collection: Bulletin Board Focus Groups; Netnography; Content Analysis; Semiotic Analysis; online surveys
 - 3.2.3. Social networks analysis; Social Media Analytics; Trend Analysis; Understanding website analytics: SEO
4. The market research process; Concept testing; Test marketing; Tracking studies; Simulations and retail audits
5. Qualitative analysis techniques (use of various software including NVIVO)
6. Report writing.
7. Ethical Issues in Conducting Research
 - 7.1. Plagiarism and related issues
 - 7.2. HEC policy on plagiarism

Suggested Readings:

- Gillespie, Marie & Toynbee, Jason (Ed.). (2006). *Analyzing media texts*: London: Open University Press.
- Lindlof R. Thomas, & Taylor, C. Brayan. (2002). *Qualitative communication research methods*. London: Sage Publications.
- Conklin, James & Hayhoe, F. George. (2011). *Qualitative research in technical communication*. New York: Routledge.
- Lorenzo-Dus, Nauria. (2009). *Television discourse: Analysing language in the media.* , New York: Palgrave Macmillian.
- O’Keeffe, Anne. (2006). *Investigating media discourse*. London: Routledge.
- Dahlberg, Lincoln & Phelan, Sean. (2011). *Discourse theory and critical media politics*. New York, Palgrave.

TEACHING METHODOLOGY:

- Lectures
- Workshops
- In Class Activities
- Written Assignments

ASSESSMENT:

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

Course Introduction:

Before the penetration of social media and its acceptance as a communication channel there used to be only three ways of getting noticed: buy expensive advertising, beg mainstream media to tell your story for you or else hire a huge sales staff to praise your product at every doorstep. Now a better option is available i.e publishing interesting content over the web and social media. In this era, the web provides tremendous opportunities for brands/businesses and organizations to reach potential audiences directly. The tools of marketing and PR have changed. The skills that worked offline to help you buy or beg your way into opportunity are skills of interruption and coercion. Online success of a social media marketer comes from thinking persuasively and motivating as a leader. This course will equip the students with both the theory and practice for harnessing the power of social media for the purpose of marketing.

Course Objectives:

The course aims to:

1. Enable students to use all major social media platforms (as tools of marketing, PR and content sharing) persuasively
2. Develop strategic communication skills to achieve effective persuasion
3. Teach digital media dynamics for persuasive communication
4. Provide skills for a better command over social media communications

Learning Outcomes:

- To be able to use all major social media platforms (as tools of marketing, PR and content sharing)
- To be able to humanize the brand/business by producing right messages at the right time for the right audience and on the right social media platforms
- To raise online visibility and presence for different brands/businesses and organizations
- To be able to understand the evolution of social media platforms
- To be able to engage consumers with content that they are looking for and to produce that content as well.
- To prepare and execute actionable social media strategies for different organizations/businesses and brands.
- To have complete command over social media management and social media advertising tools.
- To be able to do audience research through social media

Course Contents:

- Foundations of social media platforms (Facebook, Twitter, LinkedIn, Instagram, Pinterest, YouTube, Google+, SnapChat).
- Basics of content marketing (this includes blogging as well)
- Difference between inbound and outbound marketing in terms of social media marketing
- Marketing public relations
- Marketing strategies leading to digital marketing:
 - Defining brand vision & mission
 - Market Situational Analysis (Covering: Market Potential, Competitors & TG)
 - Identification of brand role/ strategy (i.e. market penetration, market development, product development, diversification)
 - Communication & Media Strategy (Ad tonality, brand USP, product benefits & channel mix)
- Production of online content like blogs, videos, e-books, audios messages, slides, news releases that allow organizations to communicate directly with the buyers in a form that they appreciate

- Social media engagement and content categories
- Social media optimization (SMO) techniques
- Social media plans, strategies and editorial calendars
- Advanced features of the most populated (in terms of users) social media networks
- How to run Facebook Ads, Twitter ads, LinkedIn ads and YouTube ads
- social media automation and scheduling by using tools such as Buffer and Hootsuite
- Social media not just for marketing, but also for content sharing, PR and customer service
- How to sell on social media (social media ecommerce)
- Artificial intelligence for marketing and management
- Future of social media response management and “chat bots” to fulfill the buyer’s needs for instant 24/7 communication in an “always-on world”
- Case studies of social media usage by local and foreign brands/businesses and organizations

Suggested Readings:

- Macarthy, Andrew. (2017). 500 Social Media Marketing Tips: Essential Advice, Hints and Strategy for Business: Facebook, Twitter, Pinterest, Google+, YouTube, Instagram, LinkedIn, and More. New York: Create Space Independent Publishing Platform.
- Hyder, Shama. (2016). The Zen of Social Media Marketing: An Easier Way to Build Credibility, Generate Buzz, and Increase Revenue. Dallas: Ben Bella Books.
- Funk, Tom. (2016). Advanced social media marketing: How to lead, launch, and manage social media program. New York: Apress.

TEACHING METHODOLOGY:

- Lectures
- Workshops
- In Class Activities
- Written Assignments

ASSESSMENT:

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

PR-Ad -509: Media Production

(2 Cr. Hrs)

Course Introduction:

All components of pre-production, production and post-production will be taught comprehensively. Although, emphasis of the course will be on television and digital media production techniques, however, instructor will also teach and equip the students with radio production techniques. At the end of the course, students will produce a documentary/commercial/video as part of their assessment in this course.

Course Objectives:

Core objective of the course is to:

1. Teach all the three stages of video production.
2. Develop familiarity with using production tools and applying advance technologies
3. Develop skills to produce persuasive content for digital and traditional media

Learning Outcomes:

On successful completion of the course the students will be able to:

- Define and discuss various components of pre-production phase.
- Develop comprehension about different techniques of camera work, lighting and sound required for different genres of television programs production.
- Define and discuss post-production phase, particularly editing soft wares and techniques.
- Produce content for persuasive communication in the form of campaigns/TVCs/documentary film/short film/animated videos

Course Contents:

- **Components of Pre-production phase** (Development of idea; proposal/concept paper; research; budgeting; script writing; shooting ratio; script breakdown; story boarding; production schedule; set-designing etc.)
- **Production phase:** Camera shots, angles and movements; Lighting; studio-based production; Audio and video switchers/panels; Indoor and out-door productions; dramatic and non-dramatic productions; Live and recorded productions.
- **Post-production:** Editing (basic grammar and soft-wares); graphics and animation; sound and music.
- Animated videos: Production techniques
- Storyboarding, script writing, central theme, story, characters, dialogues, screen play.
 - Original vs. adapted productions

Suggested Readings:

- Boyd, Andrew. (2001). Broadcast Journalism: Techniques for Television and Radio News. Boston: Focal Press.
- Clark, Barbara. (2002). Guide to post production for TV and film: Managing the process. Boston: Focal Press.
- Cushion, Stephen. (2012). Television Journalism: Journalism studies, key texts. London: Sage.
- Defossard, Esta & Riber, John. (2005). Writing & Producing for television and Film. New Delhi: Sage Publications.
- Friedmann, Anthony. (2006). Writing for visual media. Boston: Focal Press.
- Lyver, Des & Swainson, Graham. (2009). Basics of video production. Boston: Focal Press.
- Millerson Gerald & Ownes, Jim. (2010). Video production handbook. Boston: Focal Press.
- Stewart, Peter & Alexander, Ray. (2016). Broadcast journalism. Techniques for radio and television news. Boston: Focal Press.
- Underwood, Rich. (2007). Roll! Shooting TV News: Views from behind the lens. Boston: Focal Press.
- Hogarth, David. (2006). Realer than reel: Global directions in documentary. Texas: University of Texas Press
- Musburger, B. Robert. (2010). Single camera video production. Oxford: Oxford University Press.
- Simon, Mark. (2007). Storyboard: motion in art. Oxford: OUP.

TEACHING METHODOLOGY:

- Lectures
- Workshops
- In Class Activities
- Written Assignments

ASSESSMENT:

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

Semester 3 & 4 PR-Ad -601

PR-Ad -601 Thesis or Project

(6 Cr. Hrs)

At the end of the second Semester students will be required to present their proposal for either research project or thesis in a seminar attended by students and faculty members not later than six weeks after the end of the second semester.

Before presenting their research/project proposal in the seminar, it will be mandatory for the students

- To attend any three workshops designed to meet the needs of the students project and thesis which will facilitate them in their productions and in compiling, interpreting, and writing their research document.
 - Data Analytics
 - Academic Writing
 - Writing Literature Review
 - Linking Hypothesis with Methodology
 - NLE
 - Adobe Premier
 - Media Productions
 - Photography

Final project

Final Project will consist of two parts- media production/s and written work.

Media production/s will be in the form of public relations/advertising project/documentary/short film. Written work will consist of minimum ten thousand (10000) words count based on research and project details.

Students can complete their final project on any one of the following areas:

1. Public Relations/Advertising project/ Documentary or short film

For PR/advertising project, production part will consist of three (3) TVCs and one documentary. Duration of TVCs should be under 120 seconds for each TVC and one corporate or public service documentary on the same topic with 5 to 10 minutes duration.

Written work for PR project will include PR research, PR campaign including various tools of Public relations and theoretical details relevant to the project. Written work for Advertising project will include advertising research, SWOT and PESTEL analysis, proposed strategy, promotional campaign including approaches to IMC and theoretical details relevant to the project.

OR

2. Final Thesis

Final thesis will be an original research work presented in written format of minimum 15000 (fifteen thousand) words count. It must be in a proper format and include chapters specific to the academic writing format including introduction, literature review, methodology, findings and analysis, conclusion and references.

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