



INDIAN INSTITUTE OF MASS COMMUNICATION
(Deemed to be University)

DEPARTMENT OF

ADVERTISING

&

PUBLIC RELATIONS

SYLLABUS
2026-27

INDIAN INSTITUTE OF MASS COMMUNICATION

Deemed to be University

Department of Advertising & Public Relations (ADPR)

PG Diploma in Advertising & Public Relations (ADPR) as per NEP, 2020

Programme Structure

(Effective from Academic Session: 2026-2027)

The Principal Objectives of the Institute

- To organize training and research in the use and development of media and mass communication, with special reference to the requirements of socio-economic growth in the country.
- To provide training to the Information and Publicity personnel of Central and State Governments; to make available facilities for training and research to meet the information and publicity needs of the public and private sector industries.
- To arrange lectures, seminars, and symposia on problems related to mass communication, information, and publicity in collaboration with universities, educational and research institutions, as well as trade and industry.
- To organize refresher courses and workshops, and invite mass communication experts and research scholars from within the country and abroad for delivering lectures.

Introduction

The Post Graduate Diploma in Advertising and Public Relations (ADPR) is a comprehensive, one-year program designed in accordance with the National Education Policy (NEP) 2020. The program structure carries a total of **44 credits** split into distinct Core, Skill Enhancement, and Ability Enhancement tracks to ensure holistic professional readiness.

Academic Calendar & Term Structuring

The academic year is structured into two academic semesters followed by a mandatory professional footprint:

- **First Semester (August 4, 2026 – December 24, 2026):** Focuses primarily on providing foundational conceptual inputs, exploring theoretical principles, and establishing baseline creative and analytic frameworks through coursework and continuous assessments.
- **Second Semester (January 4, 2027 – May 10, 2027):** Focuses heavily on advanced application, hands-on media production technologies, campaign development workflows, and agency simulations.
- **Compulsory Internship (May 2027):** Following the conclusion of the second-semester examinations, students must complete a **one-month compulsory internship** worth **4 credits** within professional ecosystems (such as advertising agencies, PR consultancies, corporate communication cells, government information wings, or NGOs). Certificates must be submitted by May 30, 2027, ahead of the final results in the first week of June 2027.

Practical Components

- **Research Project Study:** Tied directly to the *Advertising, Marketing and PR Research (PGDADPR005)* core paper, students acquire comprehensive training in qualitative and quantitative methodologies, statistical software packages (such as SPSS), and modern social listening tools. Individually, each student designs and executes a tailored Research Project Study on a curriculum-aligned topic of their choice. Final project submission is completed in the second semester, followed by an exhaustive evaluation and viva-voce by external experts.
- **Capstone Project:** Executed via the *360-Degree Campaign Architecture & Creative Strategy (PGDADPR006)* paper, the class is divided into small, collaborative agency-style teams to build a comprehensive integrated campaign from a live client brief. This capstone integrates core domains—consumer insight research, behavioural science, creative copywriting, media planning platforms, PR strategies, and budgeting. The project culminates in a formal **Boardroom Defence** before a professional jury comprising real brand clients, faculty members, and senior industry practitioners.
- **Social Relevance and Inclusivity:** The curriculum explicitly emphasizes the social and ethical relevance of mass communication. Beyond standalone campaigns mapped to social issues, dedicated modules addressing corporate social responsibility (CSR), sustainable development, and public service advertising (PSA) are embedded systematically across core marketing and PR papers. Throughout all creative and strategy workflows, special attention is focused on enforcing gender sensitivity in communication.

Infrastructure & Technical Requirements

The institute operates a fully Wi-Fi-enabled campus featuring a well-stocked specialized library carrying the latest international books and journals in the field of mass communication. While the institute provides robust computer laboratories alongside standard video and still cameras for student project execution, students are highly encouraged to bring their own personal laptops and professional digital cameras to ensure frictionless workflow integration across digital design, audio-visual editing, and analytics practicals.

Course Objectives

- **Enhance Strategic Decision-Making:** To provide students with an advanced, foundational grasp of core principles across marketing, communication theories, public relations, and advertising to drive sound, analytical corporate decisions.
- **Strategic Integration and Alignment:** To equip students with the cross-functional strategic vision required to seamlessly align traditional public relations, advertising frameworks, and multi-platform media buying with long-term organizational goals.
- **Social Responsibility and Ethical Sensitivity:** To contextualize communication strategies within current regulatory and social frameworks, sensitizing students to development communication challenges, gender sensitivity, ASCI guidelines, and ethical public service campaigns.
- **Technical and AI Software Proficiency:** To build specialized skill sets in utilizing industry-standard media technology platforms, programmatic advertising ecosystems, audience intelligence platforms, data visualization software, and generative AI content workflows.

Programme Learning Outcomes

Upon successful completion of the PGDADPR program, graduates will be able to:

- **Apply Communication and Media Theories:** Critically evaluate and apply classic and contemporary communication theories, models, and behavioral paradigms (such as the PESO model, network society, and Sadharanikaran) to dismantle barriers to effective outreach.
- **Formulate Integrated Marketing Strategies:** Demonstrate mastery of strategic marketing frameworks (SWOT, STP, and the 4/6/7P mix) and consumer psychology parameters to steer product portfolios, customer lifetime value, and D2C business model scaling.
- **Architect 360-Degree Advertising & PR Campaigns:** Design, deploy, and evaluate multi-channel corporate and public campaigns, orchestrating message architecture cleanly across paid, earned, shared, and owned ecosystems.
- **Drive Development & Public Service Communication:** Evaluate public service advertising (PSA) strategies and employ traditional folk media or localized development communication frameworks to engage citizens on socio-economic growth and national development challenges.
- **Navigate Advanced Media Tech and Analytics:** Demonstrate a working familiarity with programmatic ecosystems (DSPs, SSPs, RTB), audience intelligence tools (Google Analytics 4, GWI, Comscore), data analytics (Tableau, Looker Studio), and performance marketing metrics (ROAS, CTR, CPM).
- **Conduct Advanced Multi-Method Research:** Formulate valid research designs, apply sampling techniques, perform data analysis using tools like SPSS, and extract deep data-driven consumer insights from social listening setups.
- **Execute Multi-Platform Production Workflows:** Author professional copy and compile layouts across diverse formats, demonstrating technical proficiency in Adobe Creative Suite applications, Content Management Systems (CMS), digital storytelling, podcasting, and audio-visual production.
- **Lead Teams with Professional Ethics:** Navigate high-pressure corporate environments by modeling strong collaboration skills in agency-style environments, executing corporate governance, managing stakeholder relationships through crises, and enforcing high ethical standards, gender sensitivity, and legal compliance.

Indian Institute of Mass Communication
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Aruna Asaf Ali Marg, JNU New Campus, New Delhi-110067

Academic Calendar for PG Diploma Programmes-2026-27

Commencement of first semester classes	4 th August 2026
Last Day of first Semester Regular Class	27 th November 2026
Practical Examination and Preparation Leave	28 th November to 13 th December 2026
First semester examinations	14 th December 2026
Semester end break	25 th December 2026 to 3 rd January 2027
Winter Recess	25 th December 2026 to 3 rd January 2027
Commencement of second semester classes	4 th January 2027
Last Day of Second Semester Regular Class	23 rd April 2027
Internal assignments etc.	24 th April to 09 th May 2027
Second semester examinations	10 th May 2027
One month compulsory Internship	May 2027
Submission of internship certificates	30th May 2027
Announcement of final result	First week of June 2027

*Attendance for the First semester will be counted up to 27th November 2026

*Attendance for the Second semester will be counted up to 23rd April 2027

PG DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS

Course Outline

	Sl. No.	Course Code	Course Title	*L	*T	*P	Total Credits	EOSE (Theory & Practical)	Continuous Assessment
Semester-1	I	PGDADPR001	Communication Theories Concepts and Process	3	1	0	4	70	30
	II	PGDADPR002	Marketing	2	0	2	4	70	30
	III	PGDADPR003	Advertising Strategy, Brand Building & Media Planning	3	0	1	5	70	30
	IV	PGDADPR004	Public Relations & Corporate Communication: Principles, Tools & Techniques	3	0	1	4	70	30
	V	PGDADPR005	Advertising, Marketing and PR Research	2	2	0	4	70	30
Semester-2	VI	PGDADPR006	360-Degree Campaign Architecture & Creative Strategy	2	1	1	4	70	30
	VII	PGDADPR007	Government and Public Service Communication	3	0	1	4	70	30
	VIII	PGDADPR008	Event Management	3	0	1	3	70	30
	IX	PGDADPR009	New Media: Concepts and Applications	2	0	2	4	70	30
	X	PGDADPR010	Production Techniques & Methods	2	0	2	4	70	30
			Internship				4		
		Total					44		

*L-Lecture,*T-Tutorial,*P-Practical

PROGRAMME SUMMARY

Category	Papers	Credits
Core Course (CC)	PGDADPR001, PGDADPR002, PGDADPR003, PGDADPR004, PGDADPR005, PGDADPR006	25
Skill Enhancement Courses (SEC)	PGDADPR009, PGDADPR010	8
Ability Enhancement Course (AEC)	PGDADPR007, PGDADPR008	7
Internship	-----	4
Total		44

**Semester-I
PGD ADPR 001**

Communication Theories, Concepts and Process

End of Semester Evaluation (EOSE):70
Continuous Assessments: 30

Credit: 4
L: 3, T: 1, P: 0

Course Objectives

- To introduce students to various path-breaking theories of communication, media and development communication.
- To introduce the students to the evolution of development debate – Global and Indian -and sensitize them on development issues, the ‘rights’ approach to development and to enable them to work on strategies on development communication issues and campaigns.

Learning Outcomes

- Understand and explain the various aspects and levels of communication.
- Identify and address barriers to effective communication.
- Develop media and information literacy skills to navigate and evaluate media content.
- Recognize different communication models and theories.
- Apply these models and theories to analyze how communication functions and influences society.
- Introduction to key concepts in development communication.
- Assess the role of development communication in promoting social progress and addressing challenges.
- Analyze the impact of visual communication in media.
- Investigate the application of these traditional forms in modern media and advertising.

Unit I: Understanding Communication

- Defining Communication, Scope, Importance, Need, Functions, Elements and Process of Communication
- Levels of Communication: Intrapersonal, Interpersonal and Group Communication, Mass Communication, Online Communication
- Verbal and Non-verbal Communication: Types and Importance
- Barriers to Communication
- Media and Information Literacy

Gerbner’s Model

- Wilbur Schramm’s Interactive Model
- Dance’s Helical Spiral Model
- Attention Economy, Behavioural Science, Community Theory
- Indian Communication Theories: Concept & Process (Sahridaya and Sadharanikaran, Natya Shastra)
- New Media Theories: Online Disinhibition, Network Society, PESO Model, Digital Persuasion, Meme Culture

Unit II: Models and Theories of Communication

- Aristotle’s definition of Rhetoric, Lasswell’s Model, Berlo’s SMCR Model, Charles Osgood Model
- Shannon-Weaver Mathematical Model, Westley and MacLean’s Conceptual Model
- Newcomb’s Model of Communication, George

Unit III: Development Communication: Concepts and Process

- Understanding Development: Theories, Concepts, Practices
- Development Communication and Development Organizations: International, National, Governmental and others
- Development Communication: New Trends

- and Tools
- Development, State and Government: Indian Experiences and Challenges
- International Communication, Geopolitical Communication

Unit IV: Visual Communication & Traditional Media

- Visual Literacy, Perception and Persuasion
- Psychological and Emotional Aspects of Colour, Shapes and Forms
- Use of Visuals Across Media, Visual Manipulation and Ethics
- Design Elements and Principles

- Folk Media: Concepts, Definitions, Types, Functions and Significance
- Elements, Various Forms and Process
- Application of Folk Media in Product, Services and Social Communication
- Case Studies (Successful Advertising Campaigns which have used Folk Media)
- Folk Theatre Forms: Tamasha, Yakshagana, Bhavai, Therukoothu, Jatra, Ram Lila, Rasa Lila, The Art of Puppetry, Street Theatre etc.

Practical Exercises

- Communication/Presentation Skills
- Group Presentation

Continuous Assessments: Group Presentation/Individual assignments: 30Marks

Suggested Readings:

- Aggarwal, V. B., & Gupta, V. S. (2001). Handbook of journalism and mass communication. Concept Publishing Co.
- Alison, A., & Potter, W. J. (Eds.). (2001). Communication research. SAGE Publications.
- Baran, S. J., & Davis, D. K. (2020). Mass communication theory: Foundations, ferment, and future (8th ed.). Oxford University Press.
- Bhargava, A. (2022). Sadharanikaran: The Indian theory of communication. National Publishing House.
- Bryant, J., & Zillmann, D. (Eds.). (2002). Media effects: Advances in theory and research (2nd ed.). Lawrence Erlbaum Associates.
- Castells, M. (2010). The rise of the network society (2nd ed.). Wiley-Blackwell.
- Chawla, A. (2021). Introduction to mass communication. Pearson.
- Choudhary, R. K. (2007). Research methods in mass communication. Pearl Books.
- Cox, R. (2010). Environmental communication and the public sphere (2nd ed.). SAGE Publications.
- DeVito, J. A. (1999). Essentials of oral communication. Pearson Custom Publishing.
- Dharmarajan, S. (2001). NGOs as prime movers. Kanishka Publishing House.
- Dietrich, G. (2014). Spin sucks: Communication and reputation management in the digital age. Que Publishing.
- Fiske, J. (1982). Introduction to communication studies. Routledge.
- Flew, T. (2002). New media: An introduction. Oxford University Press.
- Ghosh, R., & Pramanik, A. K. (1999). Panchayat system in India. Kanishka Publishers.
- Hansen, A., Cottle, S., Negrine, R., & Newbold, C. (2004). Mass communication research methods. Palgrave Macmillan.
- Harris, C. R., & Lester, P. M. (2002). Visual journalism: A guide for new media professionals. Allyn and Bacon.
- Jackson, S. L. (2011). Research methods: A modular approach (2nd ed.). Cengage Learning.
- Jenkins, H., Shresthova, S., Gamber-Thompson, L., Kligler-Vilenchik, N., & Zimmerman, A. M. (2016). By any media necessary: The new activism of youth. NYU Press.
- Kumar, K. J. (1994). Mass communication in India. Jaico Publishing House.

- Lasswell, H. D. (1995). The structure and function of communication in society. In O. Boyd-Barrett & C. Newbold (Eds.), *Approaches to media: A reader* (pp. 93–101). Arnold.
- Lester, P. M. (2006). *Visual communication: Images with messages* (4th ed.). Thomson Wadsworth.
- Lister, M., Dovey, J., Giddings, S., Kelly, K., & Grant, I. (2003). *New media: A critical introduction*. Routledge.
- Littlejohn, S. W., & Foss, K. A. (2008). *Theories of human communication* (9th ed.). Thomson Wadsworth.
- Manyozo, L. (2012). *Media, communication and development: Three approaches*. SAGE Publications.
- McQuail, D. (2012). *McQuail's mass communication theory* (6th South Asian ed.). SAGE Publications.
- Messaris, P. (1997). *Visual persuasion: The role of images in advertising*. SAGE Publications.
- Mody, B. (Ed.). (2003). *International and development communication: A 21st-century perspective*. SAGE Publications.
- Narula, U. (1999). *Development communication: Theory and practice*. Har-Anand Publications.
- Narula, U. (2006). *Handbook of communication: Models, perspectives and strategies*. Atlantic Publishers & Distributors.
- Parmar, S. (1994). *Traditional folk media in India*. Routledge.
- Prasad, K. (2018). *Communication for development: Reinventing theory and action* (2 vols.). B.R. Publishing Corporation.
- Rogers, E. M. (2000). *Communication and development: Critical perspectives*. SAGE Publications.
- Ruffner, M., & Burgoon, M. (1981). *Interpersonal communication process*. Holt, Rinehart & Winston.
- Schramm, W., & Roberts, D. F. (1971). *The process and effects of mass communication* (Rev. ed.). University of Illinois Press.
- Sen, A. (1999). *Development as freedom*. Alfred A. Knopf.
- Silverblatt, A., Yadav, A., & Kundu, V. (2019). *Media literacy: Keys to interpreting media messages*. Kanishka Publishers.
- Srinivas, R. M., & Steeves, H. L. (2021). *Communication for development in the Third World: Theory and practice for empowerment* (2nd ed.). SAGE Publications.
- Sumser, J. (2000). *A guide to empirical research in communication*. SAGE Publications.
- Thussu, D. K. (2018). *International communication: Continuity and change* (3rd ed.). Bloomsbury Academic.
- Vince, J., & Earnshaw, R. (Eds.). (1999). *Digital convergence: The information revolution*. Springer.
- Vivian, J. (2011). *The media of mass communication* (10th ed.). Pearson.
- Williams, K. (2003). *Understanding media theory*. Bloomsbury Academic.
- Wimmer, R. D., & Dominick, J. R. (2005). *Mass media research: An introduction* (8th ed.). Wadsworth Publishing.
- Yadava, J. S. (1998). *Communication research: Some reflections*. Indian Institute of Mass Communication.
- धूलिया, स. (2001). सूचना क्रांति की राजनीति व विचारधारा. ग्रंथ शिल्पी.
- पारख, ज. (2010). जनसंचार माध्यम और सांस्कृतिक विमर्श. ग्रंथ शिल्पी.
- मैतलार्त, आ., & मैतलार्त, मि. (n.d.). संचार के सिद्धांत (अनुवादक). ग्रंथ शिल्पी.
- Magazines/Journals
- Communicator
- Communication Research Trends
- Australian Journal of Communication
- संचार माध्यम

Semester-I PGD ADPR 002	Marketing
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End of Semester Evaluation (EOSE):70 (Theory 30, Practical 40)
Continuous Assessment: 30

Credit: 4
L: 2, T: 0, P: 2

Course Objective

- To take the students through various concepts of Marketing, the ever changing dynamics, especially in view of seamless markets, changing consumer behaviour and the emergence of the new age media.

Learning Outcomes

- Develop an understanding of basic economic concepts, including key theories and the fundamentals of demand and supply.
- Learn about the marketing principles, various marketing formats, and the components of Integrated Marketing Communication (IMC).
- Understand how to create marketing strategies and plans using frameworks like SWOT, STP, and the 4/6/7P marketing mix.
- Able to analyse consumer behaviour, including segmentation, decision-making processes, and the impact of digital marketing.
- Introduced to product management, including product classification, brand synergy, and lifecycle management.
- Made aware about the legal and ethical aspects of marketing, including consumer rights, intellectual property, and competition laws.
- Introduced to them about the practical skills in creating brand identities, performing market segmentation, conducting SWOT analysis, and developing marketing plans.

Unit I (Part-A): Understanding Marketing

- Introduction to Marketing: Concepts, Principles and Process
- Purpose and scope of marketing,
- Marketing Orientation – Production & Product Concept, the Selling Concept, and the Customer Concept.
- Types or formats of Marketing- Service, Retail, Direct, Digital, Network, Social, Influencer etc.
- Understanding Market Characteristics: Market Size, spread, Dynamics, Stage of Need Evolution, Market Development
- Some Key Characteristics of India Market

Part-B: Integrated Marketing Communication

- The Intrinsic Linkages and Evolution of the Concept of 'Marcom'
- Role of Marketing Communication– Connecting with the Needs and Wants of Consumers
- Integrated Marketing Communication- Concept, Definitions
- Creating an Integrated Marketing Communication Plan, IMC Case Study
- IMC: Blurring the Traditional Difference Between ATL and BTL
- IMC Components: Advertising Tools, Promotional Tools, Integration Tools, Activation Tools

Part-C: Developing Marketing Strategy & Plan

- Understanding the Strategic Planning Process
- Scanning and Analysis of the Market Environment– The 3 C (Consumer, Competition & Company) and PESTLE Frameworks
- SWOT Analysis and Identifying the Marketing Challenges & Opportunities, Competitive Advantage and core Competency
- Defining Marketing Objectives and Goals
- Marketing Planning
- Marketing Strategy– The STP (Segmentation, Targeting, Positioning) Framework
- Defining the Marketing Mix – The 4/6/7P Framework
- Marketing Strategy Case Studies

Unit II: Understanding Consumer Behaviour

- Consumer Marketing– Models and applications
- Market Segmentation and Market Targeting– Consumer Segmentation and its Importance in Marketing Strategy, Segmentation Parameters and Selection Criteria
- The Consumer Behaviour Mapping and the Consumption Decision Making Process, Need for Pre and Post Consumption Behaviour Mapping
- Understanding Consumer Lifestyles, Culture, Spotting Challenges and Opportunities
- The Indian Consumer: Psychology and Buying Behaviour
- Consumer Behaviour Research: Deriving Consumer Insights and Commonly Used Research Techniques to do so
- Understanding Online Consumer Behaviour and Role of Digital Marketing Analytics.

- Customer Acquisition
- Customer Lifetime Value

Unit III: Managing the Product

- Defining Product, Product Personality and its Components
- Classification of Products
- Building Product-Brand Synergy – Using the Benefit Laddering technique
- Structuring and Managing Product Portfolio
- Product Differentiation and Positioning
- Product Hierarchy–Product Line and Product Mix
- Product Lifecycle and Managing PLC
- New Product Decisions
- Product and Pricing

Unit-IV: Digital Transformation in Marketing

- Growth Marketing
- Subscription Economy
- D2C Business Models
- Networks Effects
- Platform Economics
- Martech Stack

Practical Exercise:

- Consumer Archetypes
- Creating Brand Identity & Positioning
- Building Product-Brand Synergy using Benefit Laddering Technique
- Market / Consumer Segmentation
- SWOT Analysis
- Market Overview Analysis
- Brand Launch Marketing Plan
- Perceptual Mapping

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 40 Marks

Suggested Readings:

- Acevedo, C. (2020). Consumer behaviour and advertising management. Ed-Tech Press.
- Bird, D. (2008). Common sense direct & digital marketing. Kogan Page India.
- Brinker, S. (2016). Hacking marketing: Agile practices to make marketing smarter, faster, and more innovative. Wiley.
- Chaurasia, H. (2020). Online marketing practices. Rajat Publication.

- Chen, A. (2021). The cold start problem: How to start and scale network effects. Harper Business.
- Donovan, R., & Henley, N. (2010). Social marketing: An international perspective. Cambridge University Press.
- Ellis, S., & Brown, Morgan. (2017). Hacking growth: How today's fastest-growing companies drive breakout success. Currency.
- Encyclopaedia of strategic marketing management. (2005). Jaico Publishing House.
- Evans, J. R., & Berman, B. (1985). Marketing. Collier Macmillan.
- Hartley, K. (2019). Communicate in a crisis: Understand, engage and influence consumer behavior to maximize brand trust. Kogan Page.
- Kerin, R. A., & Peterson, R. A. (2013). Strategic marketing problems: Cases and comments (13th ed.). Pearson.
- Kotler, P., & Roberto, E. L. (1989). Social marketing: Strategies for changing public behavior. The Free Press.
- Kumar, P. (2017). Marketing for hospitality and tourism. Oxford Focal Press.
- Parker, G. G., Van Alstyne, M. W., & Choudary, S. P. (2016). Platform revolution: How networked markets are transforming the economy. W. W. Norton & Company.
- Peter, J. P., & Olson, J. C. (2010). Consumer behaviour & marketing strategy. McGraw-Hill Irwin.
- Porter, M. E., Kim, W. C., & Mauborgne, R. (2011). HBR's 10 must reads on strategy. Harvard Business Review Press.
- Rossiter, J. R. (2018). Marketing communications: Objectives, strategy, tactics. SAGE Publications.
- Rowles, D., & Rogers, C. (2019). Podcasting marketing strategy: A complete guide to creating, publishing and monetizing a successful podcast. Kogan Page.
- Ryan, D. (2012). Understanding digital marketing: Marketing strategies for engaging the digital generation. Replica Press.
- Shahjahan, S. (2010). Strategic marketing: Text and cases. Viva Books.
- Sheehan, B. (2010). Basics marketing 02: Online marketing. AVA Publishing.
- Sinha, P. K., & Banerjee, A. (2021). Understanding Indian consumers. Oxford University Press.
- Stanton, W. J. (1989). Marketing management. McGraw-Hill Book Co.
- Stephan, L. (2022). The direct-to-consumer (D2C) playbook: How to build a brand consumers love. Kogan Page.
- Thomas, E. C. (2018). Business and financial journalism. Department of Publications, Indian Institute of Mass Communication (IIMC).
- Tzuo, T., & Weisert, G. (2018). Subscribed: Why the subscription model will be your company's future - and what to do about it. Portfolio.

Magazines/Journals:

- Business India
- Business Today
- Business World
- Harvard Business Review
- Journal of Consumer Research
- Journal of Marketing

**Semester-I
PGD ADPR 003**

Advertising Strategy, Brand Building & Media Planning

End of Semester Evaluation (EOSE):70 (Theory 50, Practical 20)
Continuous Assessment: 30

Credit: 5
L: 3, T: 0, P: 1

Course Objective

- To understand the strategic role of advertising in building brands and influencing consumer behaviour.
- To examine contemporary advertising theories, models, and practices.
- To develop understanding of brand identity, positioning, and equity creation.
- To introduce students to audience architecture and media planning principles.
- To equip students with practical understanding of media technologies, platform ecosystems, AI-enabled planning systems, and campaign analytics.
- To foster strategic thinking for integrated advertising decision-making.
- Learning outcomes: Learning outcomes: After finishing this paper students will be able to understand the following:

Learning Outcomes

- Upon successful completion of the course, students will be able to:
- Explain the role of advertising in contemporary communication and society.
- Apply advertising and brand-building principles to communication challenges.
- Develop audience-centric media strategies using Indian and global planning frameworks.
- Design integrated media plans across traditional and digital environments.
- Interpret audience measurement and media performance data.
- Understand contemporary media technologies and advertising ecosystems.
- Evaluate advertising effectiveness and media performance using analytical frameworks.
- Demonstrate familiarity with industry-standard media planning, audience intelligence, and campaign analytics platforms.

Unit I: Advertising Strategy and Contemporary Advertising Practice

- Evolution and role of advertising in society
- Functions and objectives of advertising
- Advertising as strategic communication
- Contemporary advertising ecosystem
- Historical and contemporary advertising models: AIDA, DAGMAR, Hierarchy of Effects, Modern Consumer Journey Frameworks
- Advertising psychology: Attention, Perception, Memory, Recall, Persuasion
- Advertising appeals: Rational appeals, Emotional appeals, Humour appeals, Fear

appeals, Social appeals, Aspirational appeals

- The 5 Ms of Advertising: Mission, Money, Message, Media, Measurement
- Brand building through advertising
- Brand salience and mental availability
- Distinctive brand assets
- Brand building versus performance marketing
- Advertising effectiveness
- Ethics and social responsibility in advertising
- ASCI guidelines and advertising regulation in India
- Consumer protection and digital advertising regulations

Unit II: Brand Building, Consumer Psychology and Audience Understanding

- Fundamentals of brand building
- Brand identity and brand positioning
- Brand meaning and culture branding
- Brand equity and long-term brand growth
- Kapferer's Brand Identity Prism
- Keller's Brand Resonance Model
- Consumer psychology and behavioural science
- Consumer decision-making processes
- Habit formation and behavioural triggers
- Audience segmentation and targeting
- Consumer personas and archetypes
- Customer journey mapping
- Design Thinking for communication planning
- Strategic brief development
- Competitive analysis
- Perceptual mapping
- Neuromarketing applications in advertising

Unit III: Media Planning and Audience Architecture

- Principles and process of media planning
- Media planning versus media buying
- Audience architecture and communication planning
- Indian audience classification systems: NCCS, Chief Wage Earner (CWE), Town Class Classification, Socio-Cultural Regions (SCR),
 - Media consumption behaviour in India,
- Audience measurement systems: BARC, IRS, ABC, Digital audience measurement systems
- Media planning metrics: Reach, Frequency, Average OTS, GRPs, CPRP, Share of Voice, Share of Search, Viewability
- Media selection strategies: Television, Print, Radio, Cinema, Outdoor, Digital, OTT, Retail Media
- Media scheduling: Continuity, Flighting, Pulsing
- Budget allocation methods
- Media buying fundamentals
- Creator and influencer media planning
- Integrated media planning

Unit IV: Media Technology, AI Systems and Campaign Analytics

- Media technology ecosystems
- Audience intelligence systems and consumer data platforms
- Industry media planning and audience intelligence software
- Programmatic advertising ecosystems: Demand Side Platforms (DSPs), Supply Side Platforms (SSPs), Ad Exchanges, Real-Time Bidding (RTB), Private Marketplaces (PMPs)
- Retail media networks and commerce media ecosystems
- AI-assisted audience planning and segmentation
- AI-assisted forecasting and media optimization
- AI-enabled campaign intelligence systems
- Campaign deployment workflows
- Campaign monitoring systems
- Media dashboards and reporting environments
- Performance analytics: CPM, CPC, CTR, CAC, CLV, ROAS
- Attribution models
- Marketing Mix Modelling (MMM)
- Budget optimization
- Audience optimization
- Frequency optimization
- Media effectiveness measurement
- Campaign reporting and interpretation

Recommended Software:

- Illustrative platforms may include: Audience Intelligence & Consumer Research - YouGov Profiles, GWI (Global Web Index), Similarweb, Comscore
- Media Research & Measurement- BARC Analytics, Nielsen Ad Intel, Kantar Media, IRS / MRUC Data Systems
- Programmatic & Media Buying Platforms- Google Display & Video 360 (DV360), The Trade Desk, Amazon DSP
- Advertising Delivery Platforms: Google Ads, Meta Ads Manager, LinkedIn Campaign Manager, Amazon Advertising, YouTube Advertising

- Retail Media Networks: Amazon Ads, Flipkart Ads, Blinkit Ads, Instamart Ads
 - Analytics & Reporting Platforms: Google Analytics 4, Looker Studio, Tableau, Power BI
 - Social Listening & Consumer Intelligence Platforms: Brandwatch, Talkwalker, Meltwater, Sprinklr, Industry Planning Systems
 - Audience segmentation
 - Strategic brief development
 - Media planning exercises
 - Budget allocation simulations
 - Audience architecture development
 - Media platform analysis
 - Campaign analytics exercises
 - Media software familiarization
 - AI-assisted planning demonstrations
 - Media effectiveness evaluation
- Practical Component**
- Brand analysis

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 20 Marks

Suggested Readings:

- Aaker, D. (2015). Aaker on branding: 20 principles that drive success. SAGE Publications.
- Aaker, D. (2018). Creating signature stories: Strategic messaging that persuades, energizes and inspires. Morgan James Publishing.
- Aaker, D. (2020). Owning game-changing subcategories: Uncommon growth in the digital age. Morgan James Publishing.
- Bahr, M. (2024). The programmatic advertising playbook: Demystifying DSPs, SSPs, and real-time bidding algorithmic loops. Wiley.
- Barton, R., & Sissors, J. Z. (1993). Essentials of media planning. NTC Business Books.
- Belch, G. E., & Belch, M. A. (2020). Advertising and promotion: An integrated marketing communications perspective (12th ed.). McGraw-Hill Education.
- Bhatia, K. T. (2007). Advertising and marketing in rural India. Macmillan India.
- Bovée, C. L., Thill, J. V., Dovel, G. P., & Wood, M. B. (1994). Advertising excellence. McGraw-Hill.
- Chaturvedi, B. K. (2018). Media management. Global Vision Publishing.
- Chaudhuri, A. (2014). Indian advertising: Laughter & tears. Niyogi Books.
- Clifton, R., & Simmons, J. (Eds.). (2011). Brands and branding. Profile Books.
- Cohen, D. (1988). Advertising. Scott, Foresman and Co.
- Cutler, J. (2023). Data-driven media planning: Harnessing audience intelligence systems, GA4, and predictive analytics. Kogan Page.
- Dahiya, S. (2022). Indian media giants: Unveiling the business dynamics of print legacies. Oxford University Press.
- Davis, M. (2009). The fundamentals of branding. AVA Publishing.
- Dayal, S. (2021). Right between the ears: How to use brain science to build epic brands. Portfolio/Penguin.
- De Mooij, M. (2011). Consumer behavior and culture: Consequences for global marketing and advertising (2nd ed.). SAGE Publications.
- Dominick, J. R. (2001). The dynamics of mass communication: Media in the digital age. McGraw-Hill.
- du Plessis, E. (2011). The branded mind: What neuroscience really tells us about the puzzle of the brain and the brand. Kogan Page.
- Elliott, R., & Percy, L. (2009). Strategic advertising management (3rd ed.). Oxford University Press.

- Gazzola, P. (2025). AI-powered advertising: Predictive modeling, frequency optimization, and automated campaign intelligence systems. Routledge.
- Ghosal, S. (2002). Making of advertising. Macmillan.
- Hackley, C., & Hackley, R. A. (2021). Advertising and promotion (5th ed.). SAGE Publications.
- Haig, M. (2008). Brand failures: The truth about the 100 biggest branding mistakes of all time. Kogan Page.
- Halve, A. (2005). Planning for power advertising: A user's manual for students and practitioners. SAGE Publications.
- Halve, A. (2012). Darwin's brands: Adapting for success. SAGE Publications.
- Isaac, C., Jacob, K., Keller, K. L., Swaminathan, V., & Parameswaran, M. G. (2020). Strategic brand management. Pearson Education.
- Jethwaney, J., & Jain, S. (2011). Advertising management (2nd ed.). Oxford University Press.
- Kapferer, J. N. (2009). Strategic brand management: Creating & sustaining brand equity. Kogan Page.
- Kapferer, J. N. (2012). The new strategic brand management: Advanced insights and strategic thinking (5th ed.). Kogan Page.
- Kapferer, J. N., & Bastien, V. (2012). The luxury strategy: Break the rules of marketing to build luxury brands (2nd ed.). Kogan Page.
- Keller, K. L. (2008). Strategic brand management (3rd ed.). Prentice Hall.
- Klein, N. (2009). No logo. Macmillan.
- Kumar, D. (2021). Advertising and public relations. D.P.S. Publishing House.
- Kumar, N. (2009). India's global powerhouses. Harvard Business Press.
- Kumar, S. R., & Krishnamurthy, A. (2020). Advertising, brands and consumer behaviour: The Indian context. SAGE Publications.
- LePla, F. J., & Parker, L. M. (2002). Integrated branding. Kogan Page.
- Lindstrom, M. (2005). Brand sense: Build powerful brands through touch, taste, smell, sight, and sound. Kogan Page.
- Loken, B., Ahluwalia, R., & Houston, M. J. (Eds.). (2010). Brands and brand management: Contemporary research perspectives. Psychology Press.
- Manukonda, R. (2012). Advertising at a glance. D.P.S. Publishing House.
- Manukonda, R. (2013). Advertising promotions and news media. D.P.S. Publishing House.
- Martin, B. (2020). Strategic brand management. Ed-Tech Press.
- Miles, Y. (2018). Ogilvy on advertising in the digital age. Carlton Books.
- Monle, L., & Johnson, C. (2003). Principles of advertising: A global perspective. Viva Books.
- Mueller, B. (2006). Dynamics of international advertising: Theoretical and practical perspectives. Peter Lang.
- Ogilvy, D. (1997). Ogilvy on advertising. Prion Books.
- Prasad, R. R. (2009). Advertising: The social aid challenge. Swastik Publications.
- Richard, C. (2010). Turning of place: Sociable space and perspective digital media. MIT Press.
- Robert, W. H. (1995). Media math: Basic techniques of media evaluation. NTC Business Books.
- Rodgers, S., & Thorson, E. (Eds.). (2017). Digital advertising: Theory and research (3rd ed.). Routledge.
- Rodgers, S., & Thorson, E. (Eds.). (2019). Advertising theory (2nd ed.). Routledge.
- Russell, T., & Lane, R. (2002). Kleppner's advertising procedure (15th ed.). Prentice Hall.
- Schroeder, J. E., & Salzer-Mörling, M. (Eds.). (2010). Brand culture. Routledge.
- Schudson, M. (1993). Advertising, the uneasy persuasion: Its dubious impact on American society.

Routledge.

- Sharp, B. (2020). How brands grow: What marketers don't know (Revised ed.). Oxford University Press.
- Shekhar, R. (2010). Advertising production and operations management. Swastik Publications.
- Shitole, G.Y., & Bageshree, P. B. B. (2011). Social advertising and youth. Adhyayan Publications and Distributions.
- Sinha, S. (2009). Advertising marketing and sales management. Swastik Publications.
- Sistors, J. Z., & Bumba, L. (1966). Advertising media planning. NTC Business Books.
- Sluis, S. (2022). The retail media revolution: How commerce networks are transforming digital advertising. AdExchanger Books.
- Staiger, J., & Hake, S. (Eds.). (2009). Convergence media history. Routledge.
- Steel, J. (2009). Truth, lies, and advertising: The art of account planning. Wiley.
- Surmanek, J. (1997a). Introduction to advertising media. NTC Business Books.
- Surmanek, J. (1997b). Media planning: A practical guide (3rd ed.). NTC Business Books.
- Turk, P. B. (1997). Advertising media source book. NTC Business Books.
- Valladares, J. (2005). The craft of copywriting. SAGE Publications.
- Van Gelder, S. (2004). Global brand strategy. Kogan Page.
- Vilanilam, J. V., & Varghese, A. K. (2012). Advertising basics: A resource guide for beginners. SAGE Publications.
- Wedel, M., & Kannan, P. K. (2023). Marketing analytics: Models, attribution, and marketing mix modeling frameworks. Dynamic Press.
- खान, एस. (2011). विज्ञापन एवं मीडिया में नारी की छवि. राज पब्लिशिंग हाऊस.
- दोरियाल, के. एस. (2020). आधुनिक विज्ञापन का इतिहास. सुनील बुक्स.
- पंत, एन. सी., & सिंह, इ. (2018). विज्ञापन पत्रकारिता: वर्तमान तकनीक एवं अवधारणा. कनिष्का प्रकाशन.
- भाटिया, टी. (2000). विज्ञापन डॉटकॉम. वाणी प्रकाशन.
- सेठी, आर. (2012). विज्ञापन डॉटकॉम. वाणी प्रकाशन.
- सिंह, एन. (2010). विज्ञापन प्रबंधन. ओमेगा प्रकाशन.

Industry Reports:

- Federation of Indian Chambers of Commerce and Industry (FICCI) & KPMG. (n.d.). FICCI-KPMG Indian media and entertainment industry report (Annual).

Magazines & Periodicals:

- AdAge
- Adweek
- Brand Equity (The Economic Times)
- Brand Reporter
- Campaign
- Journal of Advertising
- PITCH

**Semester-I
PGD ADPR 004**

**Public Relations & Corporate Communication: Principles,
Tools & Techniques**

**End of Semester Evaluation (EOSE): 70 (Theory 50, Practical 20)
Continuous Assessment: 30**

**Credit: 4
L: 3, T: 0, P: 1**

Course Objectives:

- To take the students through the role and scope of PR in management, its various tools and the emerging importance of the discipline in varying areas.
- To look at the evolution of corporate communication and its expanded role in organizational and marketing Communication

Learning outcomes

- The students will be able to understand the fundamental concepts, historical development, and theoretical models of Public Relations (PR) and Corporate Communication.
- They will explore the roles and responsibilities of PR professionals, along with ethical considerations in the field.
- Compare the functions and structure of in-house PR departments and PR consultancies.
- Master the PR campaign process, from initial research to final evaluation.
- Recognize the importance of media relations in PR.
- Develop skills in content writing for diverse media platforms.
- Utilize the tools for effective media relations and tracking.
- Explore current trends in PR, including measurement techniques, global to communication strategies, influencer relations, and PR awards.
- Understand the principles, scope, and functions of Corporate Communication.
- Learn how to segment stakeholders and devise effective corporate communication strategies.
- Study various corporate communication strategies, including governance, crisis management, reputation management, and internal communication.
- Gain insights into crisis communication theories and media handling during crises.
- Understand the phases of crisis management through practical case studies.

Unit I: Understanding PR: Practice & Process

- PR –Concepts, Definitions, Role, Scope, Functions, New emerging trends
- Brief History of Public Relations and emergence of Corporate Communication- The historical links.
- The Pioneers of PR and their works -Ivy Lee and Edward Bernays
- Theories and Models in PR - JM Grunig's Model of Symmetrical PR, Asymmetrical PR, Organizational Theories, Conflict Theory,

Structural-Functional Theory, the Excellence Theory, Personal Influence Model Difference and Similarities between PR, Marketing and Advertising and how they are relevant to each other

- Understanding various concepts, viz., PR, press agency, publicity, propaganda and advertising
- Personal Branding for PR Professionals
- Social Influence, The Power of public opinion and persuasion
- Defining publics/stakeholders

- Government PR, Lobbying, Public affairs
- Political Communication & Emerging Area of Political Public Relation
- Difference between In-house PR and a PR Consultancy

Unit II: PR and Media

- The Role and Importance of Media Relations in PR
- Types of Media
- Part-A: Content Writing Style for Different Media
- Print Media News writing, Broadcast Media News writing, Digital News writing & Writing for Social Media Platforms.
- Tools of Media Relations: Press Conferences, Press Meet/Tours, Press Releases
- Feature Writing
- Video News Releases
- Podcast
- Blog Writing
- Part-B: PR's Evolving Role-Changing Trends
- PR Measurement and Evaluation
- PR in Global Setting, Cross Cultural, & Intercultural Communication
- Entertainment and Celebrity Management
- Influencer Relations
- Introduction to PR awards
- Media Tracking, PR Angle & Response

Unit III (Part-A): Introduction to Corporate Communication

- Definition, Role, Scope, Functions & Relevance of Corporate Communication
- Defining and Segmenting Stakeholders in Corporate Communication
- Internal and External Communications
- Elements of a Corporate Communication Plan

Part-B: Corporate Communication Strategies and Tools: Applications

- Corporate Governance
- Corporate Reputation management
- Corporate Identity
- Corporate Advertising
- CC/PR in Brand Building
- Corporate Social Responsibility & Sustainable Development
- Financial Markets and Communication
- Investor Relations
- Analyst Relations

Part-C: Contemporary Trends in Corporate Communication

- CEO Branding
- Founder-led Communication
- Employee Advocacy
- Social Listening
- Digital Reputation
- ESG Communication

Unit IV: Crisis Communication

- Defining Crisis and Crisis Communication
- Crisis Communication Theories
- Media Handling in Times of Crisis
- Various Types of Crises
- Phases of crisis management, crisis planning and reputation management
- Case Studies

Practical Exercise

- Presentations on Perception Management
- Case Studies of Indian Media organisations
- CSR Presentations
- Case Studies of Advertising and PR Agencies in India
- Crisis Communication Presentations
- Media Tracking of Current Corporate Issues/ Crises

Continuous Assessments: Group Presentation/Individual assignments: 30Marks

Practical Evaluation: 20 Marks

Suggested Readings:

- Argenti, P. A. (2023). Corporate communication (9th ed.). McGraw-Hill Education.
- Coombs, W. T. (2022). Ongoing crisis communication: Planning, managing, and responding (6th ed.). SAGE Publications.
- Coombs, W. T., & Holladay, S. J. (2014). It's not just PR: Public Relations in society (2nd ed.). Atlantic Publishers.
- Franzen, J. (2025). ESG communication handbook: Strategic messaging for sustainability, corporate governance, and ethical stakeholders. Routledge.
- Gillin, P., & Violino, B. (2024). The social listening playbook: Digital reputation, employee advocacy, and sentiment tracking in the AI era. Wiley.
- Gregory, A. (2008). Public relations in practice (2nd ed.). Kogan Page India.
- Jethwaney, J., & Sarkar, N. N. (2015). Public relations management. Sterling Publishers.
- Jugenheimer, D. W., Bradley, S. D., Kelley, L. D., & Hudson, J. C. (2014). Advertising and public relations (2nd ed.). Routledge.
- Kaul, A., & Chaudhri, V. (2017). Corporate communication through social media. SAGE Publications.
- L'Etang, J. (2008). Public relations: Concepts, practice and critique. SAGE Publications.
- Lipschultz, J. H. (2020). Social media measurement and management: Entrepreneurial approaches. Routledge.
- Moloney, K., & McGrath, C. (2020). Rethinking public relations: Persuasion, democracy and society (3rd ed.). Routledge.
- Moss, D., & DeSanto, B. (Eds.). (2011). Public relations: A managerial perspective. SAGE Publications.
- Murugan, A. (2018). Event management. Avon Publication.
- Parsons, P. J. (2005). Ethics in public relations: A guide to best practice. Kogan Page.
- Prabhakar, N., & Basu, N. (2021). Public relations strategies and concepts. Commonwealth Publishers.
- Public Relations Society of America. (n.d.). APR study guide. PRSA.
- Puthenthara, M. (2012). Perspectives of public relations. DC Books.
- Rath, A., & Chand, M. (2020). A question of trust. Pan Macmillan India.
- Singh, C. L., & Gupta, M. (2023). Introduction to corporate communication. Routledge.
- Singh, P. P., & Sameer. (2022). Public relations management. Jnanada Prakashan.
- Smith, D. R. (2012). Becoming a public relations writer: A writing process workbook for the digital age (4th ed.). Routledge.
- Suits, M. (2023). Founder brand: How entrepreneurs can turn narrative into an authentic corporate identity. Morgan James Publishing.
- Theaker, A. (2012). The public relations handbook (4th ed.). Routledge.
- Theaker, A., & Yaxley, H. (2013). The public relations strategic toolkit: An essential guide to successful public relations practice. Routledge.
- जेठवानी, जे., रविशंकर, & सरकार, एन. एन. (2000). विज्ञापन और जनसंपर्क. सागर प्रकाशन.
- पंत, एन. सी. (2004). जनसंपर्क, विज्ञापन एवं प्रसार माध्यम. तक्षशिला प्रकाशन.

Journals:

- Journal of Public Relations Research
- Public Relations Quarterly
- Public Relations Review
- The Communicator (IIMC)

Magazines/Newspapers:

- Business India
- Business Standard
- Business Today
- Business World
- Pitch
- The Business Standard
- The Economic Times
- The Economist
- The Financial Express
- USP Age

Podcasts & Websites:

- AMEC: International Association for Measurement and Evaluation of Communication. <https://amecorg.com/>
- Public Relations Consultants Association of India (PRCAI). <http://www.prcai.org/>
- Think Fast, Talk Smart (Stanford Graduate School of Business Podcast)

**Semester-I
PGD ADPR 005**

Advertising, Marketing and PR Research

**End of Semester Evaluation (EOSE): 70 (Theory 20, Practical 50)
Continuous Assessment: 30**

**Credit: 4
L: 2, T: 2, P: 0**

Course Objective:

- Research being an important decision-making tool, the course would take the students through principles and various methodologies of research in Marketing, Advertising, PR & Corporate Communications.

Learning Outcomes

- Understand the purpose, scope, and methodologies of marketing research.
- Explore data collection methods, types of research, and industry challenges.
- Learn about the role and scope of advertising research.
- Study techniques for measuring ad effectiveness, media research, and brand management, with a focus on digital analytics.
- Acquire skills in research design, sampling techniques, data collection, and report writing.
- Use these skills to formulate effective strategies.
- Explore research methodologies and techniques specific to public relations, including opinion surveys and communication audits. Gain proficiency in software tools such as SPSS for analyzing data.

Unit I: Marketing Research: Introduction & Overview

- Purpose and Scope of Marketing Research
- The Research Process (Research Design, Data Collection Methods, Data Analysis)
- Types of Research & Data Sources- Primary, Secondary and Tertiary Research, Syndicated and Customized Research, Qualitative & Quantitative Research Methodologies

Unit II: Advertising Research: Role, Scope and Use

- Nature & Scope of Advertising Research, Contribution of Research to Communication Planning (Creative and Media Strategy Formulation)
- Various Kinds of Advertising Research, Positioning Research, Audience Research, Ad Effectiveness Studies: Recall, Awareness, Comprehension, Likeability and Empathy, Ad-Tests (Print/Audio-Visual): Concept Testing/ Story Board Tests/Copy Testing/ TVC Testing,

Advertising Content Analysis, Share of Mind & Share of Market Analysis

- Scope of Media Research- Media Monitoring, Media Habit Studies, Media Audience & Ad-Spend Tracking, Media Effectiveness Studies: Reach, Visibility, Noticeability, Share of Spend & Share of Voice Analysis
- Digital Marketing Research & Analytics– Ad Analytics, Web Analytics, Social Media Analytics, Performance Analytics - familiarity with concepts like CPM, CTR, CPC, CPL, CPA, CLV, ROI, etc.

Unit III (Part-A): Use of Research in Formulating Strategy

- Introduction to Research
- Preparation of Research Design, Sequential Stages of a Research Project.
- Universe, Representative Sample, Projection, Significance, Test of Significance, Variance, Co Variance
- Sampling Techniques

- Data Collection Methods & Tools
- Research Report Writing

Part-B: PR Research and Evaluation

Research Methodology and Techniques:

- Various Areas of Research In PR (Opinion Surveys, Benchmark Research Communication Audits Etc.)
- Attitude Research/ Usage Research
- Software Learning
- SPSS Software Learning
- Social Listening
- Consumer Intelligence
- Trend Forecasting
- AI Research Tools

- Audience Analytics
- Google Trends
- Brandwatch
- Meltwater
- Talkwalker
- Search Behaviour Analysis

Unit IV: Research Project Study

It is an individual exercise. Each student will be working on a Research Project Study based on the topics related to subject mentioned in the Syllabus. The submission of the Research Project Study will be in the second semester followed by evaluation and viva by external experts.

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 50 Marks (Dissertation + Viva)

Suggested Readings

- Allen, M., Titsworth, S., & Hunt, S. K. (2008). Quantitative research in communication. SAGE Publications.
- Altheide, D. L. (2013). Qualitative media analysis (2nd ed.). SAGE Publications.
- Bagozzi, R. P. (1994). Advanced methods of marketing research. Blackwell.
- Berger, A. A. (2000). Media and communication research methods: An introduction to qualitative and quantitative approaches. SAGE Publications.
- Berger, A. A. (2019). Media analysis techniques (6th ed.). SAGE Publications.
- Blankenship, A. B., & Breen, G. E. (1993). State of the art marketing research. American Marketing Association.
- Breslin, R. W., & Brislin, R. W. (Eds.). (1985). Collecting evaluation data: Problems and solutions. SAGE Publications.
- Cooper, D. R., & Schindler, P. S. (2004). Business research methods (8th ed.). Tata McGraw-Hill.
- Field, A. (2024). Discovering statistics using IBM SPSS statistics (6th ed.). SAGE Publications.
- Fletcher, A. D., & Bowers, T. A. (1991). Fundamentals of advertising research (4th ed.). Wadsworth Publishing.
- Hamilton, J. (2020). Advertising and media research. Ed-Tech Press.
- Hemann, C., & Burbary, K. (2023). Digital marketing analytics: Making sense of consumer data in a digital world (3rd ed.). Que Publishing.
- Janes, F. (1991). Survey research by telephone (2nd ed.). SAGE Publications.
- Jensen, K. B. (Ed.). (2002). A handbook of media and communication research: Qualitative and quantitative methodologies. Routledge.
- Jugenheimer, D. W., Kelley, L. D., Hudson, J. C., & Bradley, S. D. (2010). Advertising and public relations research. PHI Learning.
- Kothari, C. R. (2014). Research methodology: Methods and techniques (3rd ed.). New Age International.

- Luck, D. J., & Rubin, R. S. (2001). Marketing research (7th ed.). Prentice Hall of India.
- Mollett, A., Brumley, C., Gilson, C., & Williams, S. (2017). Communicating your research with social media: A practical guide to using blogs, podcasts, data visualisations and video. SAGE Publications.
- Monippally, M. M., & Pawar, B. S. (2010). Academic writing: A guide for management students and researchers. Responsive Books.
- Morrison, M. A., Haley, E., Sheehan, K. B., & Taylor, R. E. (2012). Using qualitative research in advertising: Strategies, techniques, and applications (2nd ed.). SAGE Publications.
- Sponder, M., & Khan-Amari, G. (2022). Digital analytics for marketing: Strategy, metrics, and data selection. Routledge.
- Stander, J. (2025). AI-powered audience intelligence: Social listening, search behaviour analysis, and predictive trend forecasting. Wiley.
- Sweetwood, A. (2024). The data-driven marketing research manual: Harnessing consumer intelligence and modern syndicated data. Harvard Business Review Press.
- Van Maanen, J. (ed.). (1985). Qualitative methodology. SAGE Publications.
- ओ'लीरी, ज़ी. (2017). रिसर्च प्रोजेक्ट करने के लिए आवश्यक मार्गदर्शन. सेज पब्लिकेशन.
- कुमार, आर. (2017). शोध कार्यप्रणाली. सेज पब्लिकेशन.
- डेनिकोलो, पी. (2017). शोध प्रस्ताव कैसे करें तैयार. सेज पब्लिकेशन.
- ब्रौन, वी. (2018). सफल गुणात्मक अनुसंधान. सेज पब्लिकेशन.
- सिल्वरमैन, डी. (2018). गुणात्मक अनुसंधान. सेज पब्लिकेशन.

Web sites:

- Advertising Standards Council of India (ASCI). <https://www.asci.co.in>
- afaqs! <https://www.afaqs.com>
- Ads of the World. <https://www.adsoftheworld.com>
- Brand Republic. <https://www.brandrepublic.com>
- Brandchannel. <https://www.brandchannel.com>
- Campaign India. <https://www.campaignindia.in>
- Exchange4media. <https://www.exchange4media.com>
- Indian Television. <https://www.indiantelevision.com>
- Media Newslane. <https://www.medianewslane.com>
- New Media Studies. <https://www.newmediastudies.com>
- Ofcom Watch. <https://www.ofcomwatch.co.uk>
- Pitchonnet. <https://www.pitchonnet.com>

**Semester-II
PGD ADPR 006**

360-Degree Campaign Architecture & Creative Strategy

End of Semester Evaluation (EOSE): 70 (Theory 20, Practical 50)
Continuous Assessment: 30

Credit: 4
L: 2, T: 1, P: 1

Course Objectives:

- To develop strategic and creative thinking skills for integrated communication campaigns.
- To understand the role of consumer insights, behavioral science, and cultural context in creative development.
- To equip students with contemporary creative tools, including AI-assisted ideation and content development workflows.
- To enable students to design and execute integrated 360-degree communication campaigns.
- To develop practical skills in storytelling, campaign architecture, audience engagement, and communication strategy.
- To build professional competencies in campaign presentation, collaboration, and client-facing communication.

Learning outcomes:

- Upon successful completion of the course, students will be able to:
- Identify and develop actionable consumer and stakeholder insights.
- Apply behavioural science principles to communication strategy and persuasion.
- Develop integrated creative concepts for brands, institutions, public initiatives, and social causes.
- Create communication content across multiple platforms, formats, and audience contexts.
- Design and execute 360-degree communication campaigns.
- Evaluate campaign effectiveness using qualitative and quantitative frameworks.
- Collaborate effectively in agency-style teams and defend strategic decisions before professional audiences.

Unit I: Creative Strategy, Consumer Insight & Behavioural Science

- Creativity as strategic problem solving
- Consumer insight versus observation versus data
- Understanding human motivations and behavioural drivers
- Behavioural science in communication
- Decision-making, attention, memory, and persuasion
- Social proof, scarcity, habit formation, and behavioural triggers
- Design Thinking for communication challenges
- Lateral thinking frameworks and structured ideation methods
- Attention, Virality and Brand Impact: Attention as a scarce resource in digital environments, Virality, social diffusion, and sharing behaviour, Distinguishing content performance from advertising effectiveness, Distinguishing platform metrics from brand metrics, Community building and brand advocacy, Short-term visibility versus long-term brand equity
- AI-assisted creative development and responsible generative workflows
- Building and evaluating the Big Idea
- Rational, emotional, social, and cultural appeals in communication

Unit II: Narrative Development & Multi-Platform Content Creation

- Principles of integrated storytelling
- Copywriting across platforms and audience contexts
- Long-form and short-form storytelling
- Video scripting and visual storytelling
- UX writing and conversational interfaces
- Writing for social media ecosystems
- Regional language communication and transcreation
- Cultural adaptation and contextual storytelling
- Semiotics, symbolism, and meaning systems in communication
- Colour psychology and visual persuasion
- Sonic branding and audio storytelling
- Podcast communication and voice interfaces
- Writing for creator-led and community-led communication
- Ethical considerations in creative communication

UNIT III: 360-Degree Campaign Architecture

- Principles of 360-degree communication planning
- Campaign planning process and strategic framework
- Problem definition and communication objectives
- Audience identification, segmentation, and behavioural mapping
- Customer journeys and experience design
- Positioning and message architecture
- Paid, Earned, Shared, and Owned (PESO) communication ecosystems
- Integrating advertising, public relations, digital communication, creator ecosystems, experiential communication, and stakeholder engagement
- Creator economy and influencer-led communication
- Community building and user-generated content strategies
- Experience design and participatory communication

- Cross-functional collaboration between strategy, creative, media, PR, research, production, and client teams
- Channel orchestration and communication integration
- Budget planning and resource allocation
- Campaign implementation and workflow management

UNIT IV: Campaign Effectiveness, Optimization & Professional Practice

- Communication effectiveness and campaign evaluation
- Measuring attention, memory, and behavioural response
- Brand awareness and perception metrics
- Engagement and conversion metrics
- Brand-building metrics versus platform metrics
- Pre-testing and post-testing techniques
- Focus groups and qualitative evaluation
- A/B testing and creative optimization
- Social listening and audience feedback analysis
- Campaign dashboards and reporting frameworks
- Communication measurement and evaluation models
- Client management and presentation skills
- Agency workflows and interdisciplinary collaboration
- Creative review processes and feedback integration

Practical Exercise:

- Insight mining and audience research
- Consumer journey mapping
- Strategic brief development
- Campaign architecture workshops
- Content production exercises
- Creator collaboration planning
- Community engagement planning
- Communication strategy development
- Campaign measurement and reporting
- Presentation and pitching workshops

Capstone Project

360-Degree Integrated Communication Challenge

Mandatory Deliverables

- Strategic Communication Plan
- Audience and Insight Report
- Hero Creative Asset
- Social Media Communication Kit
- Public Relations and Stakeholder Engagement Plan
- Creator and Community Engagement Strategy
- Experiential Activation Concept
- Media Deployment Strategy

- Budget and Resource Framework
- Campaign Measurement and Evaluation Framework

Boardroom Defence: (The project shall culminate in a formal Boardroom Defence before a jury comprising real brand clients, faculty members, industry experts, and communication practitioners wherever feasible. Teams shall demonstrate how strategy, research, creative development, media planning, public relations, community engagement, and audience experience design have been integrated into a cohesive 360-degree communication campaign.)

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks Practical Evaluation (Campaign Production and presentation): 50 Marks

Suggested Readings

- Agrawal, A., Gans, J., & Goldfarb, A. (2022). Power and prediction: The disruptive economics of artificial intelligence. Harvard Business Review Press.
- Aitchison, J., & French, N. (2004). Cutting edge advertising: How to create the world's best brands in the 21st century (2nd ed.). Pearson Prentice Hall.
- Berger, J. (2013). Contagious: Why things catch on. Simon & Schuster.
- Berman, M. (2012). The copywriter's toolkit: The craft of copywriting for successful advertising campaigns. Wiley-Blackwell.
- Bernbach, B. (1987). Bill Bernbach's book: A history of the advertising that changed the history of advertising. Villard Books.
- Burtenshaw, K., Mahon, N., & Barfoot, C. (2006). The fundamentals of creative advertising. AVA Publishing.
- Drewniany, B. L., & Jewler, A. J. (2011). Creative strategy in advertising (10th ed.). Wadsworth Cengage Learning.
- Felton, G. (1994). Advertising: Concept and copy. Prentice Hall.
- Fennis, B. M., & Stroebe, W. (2010). The psychology of advertising. Psychology Press.
- Ind, N. (1993). Great advertising campaigns: Goals and strategies. Kogan Page.
- Munden, C. (2024). UX writing and conversational interfaces: Crafting microcopy for the multi-platform user journey. O'Reilly Media.
- Podolny, S. (2025). The sonic brand playbook: Audio storytelling, voice interfaces, and acoustic persuasion in modern campaigns. Routledge.
- Prahalad, C. K., & Krishnan, M. S. (2008). The new age of innovation: Driving cocreated value through global networks. Tata McGraw-Hill.
- Rice, R. E., & Atkin, C. K. (Eds.). (2013). Public communication campaigns (4th ed.). SAGE Publications.
- Rose, C. (2007). How to win campaigns: 100 steps to success. Earthscan.
- Schultz, D. E. (1996). Strategic advertising campaigns (5th ed.). NTC Business Books.

- Sengupta, S. (1990). Brand positioning: Strategies for competitive advantage. Tata McGraw-Hill.
- Shotton, R. (2023). Illusion of choice: 161/2 behavioural biases that influence what we buy. Harriman House.
- Stobart, P. (Ed.). (1994). Brand power. Macmillan Press.
- Suggested Readings:
- Sullivan, L. (2008). Hey, Whipple, squeeze this: A guide to creating great advertising (3rd ed.). John Wiley & Sons.
- Tagg, P. (2012). Ad critique: A practical guide to submitting a strategic creative portfolio. SAGE Publications.
- Valladares, J. (2000). The craft of copywriting. SAGE Publications.
- Vaynerchuk, G. (2024). Day trading attention: How to build brand relevance in the modern platform ecosystem. Harper Business.
- कुमार, आर. (2021). पटकथा लेखन और मीडिया सामग्री निर्माण कनिष्का प्रकाशन.
- तिवारी, ए. (2023). सृजनात्मक विज्ञापन और कॉपीराइटिंग. नमन प्रकाशन.
- मिश्र, एस. (2022). डिजिटल माध्यम और जनसंचार: नए आयाम. वाणी प्रकाशन.

Magazines/Journals:

- Advertising Age
- Campaign
- Journal of Current Issues & Research in Advertising
- Pitch
- USP Age

**Semester-II
PGD ADPR 007**

Government and Public Service Communication

**End of Semester Evaluation (EOSE):70 (Theory 40, Practical 30)
Continuous Assessment: 30**

**Credit: 4
L: 3, T: 0, P: 1**

Course Objectives:

- To make the students understand the role, scope and relevance of the Government Information system in the process of nation building.
- To make the students understand various tools of the Government information dissemination system and their role and functioning.

Learning Outcomes:

- Understand the evolution, principles, and significance of government communication systems.
- Explore the growth of these systems and key constitutional aspects related to freedom of speech and expression.
- Learn about the roles and functions of various governments information and broadcasting entities, including the Press Information Bureau, Prasar Bharati, and film-related agencies.
- Gain insights into building effective media relations and the role of Press Information Officers.
- Explore the impact of the Right to Information (RTI) Act on government-media interactions.

**Unit I: Government Communication System
From the Colonial Era till the Present**

- History, Evolution and the Necessity of the Government Communication System
- Basic Principles of Government Communication System
- Overview, Functioning, Scope and Significance
- Growth and Development of Government's Information Machinery Both at the Centre and the State Level
- Key Points of the Indian Constitution
- Fundamental Rights & Duties and Directive Principles of State Policy: Overview, Debates, & Issues
- Article 19 (1)(a) of the Indian Constitution: Freedom of Speech & Expression - Overview, Debates, & Issues

Unit II: Government Information System

Part-A: Role and functions of Information Wing

- Press Information Bureau

- Bureau of Outreach Communication
- Publication Division
- Photo Division
- Registrar of Newspapers for India
- New Media Wing
- Research Wing
- Press Council of India

Part-B: Broadcasting Wing

- Prasar Bharati
- AIR
- Doordarshan
- Electronic Media Monitoring Centre
- Community Radio Stations
- Broadcasting Acts and Rules
- Broadcasting codes, Guidelines and Policy

Part-C: Films Wing

- Directorate of Film Festivals
- Central Board of Film Certification
- Films Division
- Films Codes, Guidelines and Policy

Unit III: Media Relations & Understanding Public Service Advertising

Part – A: Role and Scope of Media Relation

- Building Relations with Private Media and Other
- Information Sources
- The Press Information Officers in the Ministry and
- Government Departments.
- The RTI Act

Part-B: Understanding Public Service Advertising

- Emergence of PSA
- Concept, Nature, Role, Objectives, Function
- The Uses & Effects of PSA
- PSA's as Change Agents
- PSA vs Commercial Advertising
- PSA vs Propaganda

Part-C: How PSA Works

- Situation Analysis

- Aims and Objectives Creating PSA Messages PSA and Media Partnership
- Government Policies Related to Various Campaigns
- Campaign Planning : Process, Message Strategy, Selection Of Media, Budget, Measurement of Results, Case Studies

Unit IV: Crisis Communication

Part-A: Role of Government

- Prevention and Preparation
- Role of Government Agencies in Handling of Crisis
- Preparing the Communication Plan
- Communicating with the Stakeholders
- Handling of Media
- Lessons Learnt

Part-B: Social Media for Governance

- MyGov: Citizen Engagement Programme
- Social Media Framework
- E - Governance initiatives

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 30 Marks

Suggested Readings:

- Austin, G. (2010). The Indian Constitution: Cornerstone of a nation. Oxford University Press.
- Basu, D. D. (2020). Introduction to the Constitution of India (25th ed.). LexisNexis.
- Bhargava, R. (2022). Digital governance in India: E-governance initiatives, social media, and citizen engagement. SAGE Publications.
- Dhar, M. (2023). Public service advertising and social change: Designing campaigns that work. Oxford University Press.
- Narayana, U. (2021). Government communication systems in India: Evolution, practices and structures. Allied Publishers.
- Srinivas, M. (2024). The Right to Information Act in practice: Media relations, policy, and public affairs. Routledge.
- द्विवेदी, एस. (2021). भारत में ई-गवर्नेंस और डिजिटल मीडिया. वाणी प्रकाशन.
- पंत, एन. सी. (2018). सरकारी सूचना प्रणाली और लोक सेवा संचार. तक्षशिला प्रकाशन.
- मिश्र, वी. (2023). भारतीय संविधान, प्रेस और वाक-स्वतंत्रता. कनिष्का प्रकाशन.
- शर्मा, आर. (2022). जनहित विज्ञापन एवं सामाजिक बदलाव. नमन प्रकाशन.

Suggested Web Resources:

- All India Radio. (n.d.). Homepage. Akashvani. All India Radio. <https://prasarbharati.gov.in/index.php/akashvani/>

- Central Bureau of Communication. (n.d.). Welcome to Central Bureau of Communication (Formerly DAVP & DFP). Ministry of Information and Broadcasting, Government of India. <https://cbc.gov.in/>
- Doordarshan. (n.d.). Welcome to Doordarshan. Prasar Bharati. <https://prasarbharati.gov.in/index.php/doordarshan/>
- Electronic Media Monitoring Centre. (n.d.). Electronic Media Monitoring Centre (EMMC). Ministry of Information and Broadcasting, Government of India. <https://emmc.gov.in/>
- Kurukshetra: A Journal on Rural Development. (n.d.). Publications Division, Ministry of Information and Broadcasting, Government of India. <https://publicationsdivision.nic.in/>
- New Media Wing. (n.d.). New Media Wing functions. Ministry of Information and Broadcasting, Government of India. <https://mib.gov.in/>
- Prasar Bharati. (n.d.). Prasar Bharati: India's public service broadcaster. <https://prasarbharati.gov.in/>
- Press Council of India. (n.d.). Press Council of India portal. <https://presscouncil.nic.in/>
- Press Information Bureau. (n.d.). Press Information Bureau digital portal. Ministry of Information and Broadcasting, Government of India. <https://pib.gov.in/>
- Registrar of Newspapers for India. (n.d.). Office of the Registrar of Newspapers for India. Ministry of Information and Broadcasting, Government of India. <https://rni.nic.in/>
- Yojana: A Development Monthly. (n.d.). Publications Division, Ministry of Information and Broadcasting, Government of India. <https://yojana.gov.in/>

**Semester-II
PGD ADPR 008**

Event Management

End of Semester Evaluation (EOSE): 70 (Theory 30, Practical 40)
Continuous Assessment: 30

Credit: 3
L: 3, T: 0, P: 1

Course Objective:

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

- Understand the fundamentals of event management and internal communication in corporate and PR settings.
- Develop and execute strategic communication plans for internal stakeholders and corporate events.
- Learn budgeting, vendor negotiation, crisis management, and media coordination for events.
- Utilize digital tools and social media strategies to enhance event impact and employee engagement.
- Measure and analyze event success and internal communication effectiveness using key performance indicators (KPIs).

Learning outcomes:

- After completing this course, students will be able to:
- Plan, budget, and execute corporate events and internal communication strategies.
- Apply best practices in employee engagement and organizational messaging.
- Manage crisis situations and stakeholder communication during corporate events.
- Use digital tools for event promotion and internal communication effectiveness.
- Assess and improve event and internal communication impact using measurement tools.

Unit I: Fundamentals of Event Management and Internal Communication

- Importance of Event Management and Internal Communication in Organizations
- Key Elements of Successful Corporate Events
- Communication Channels and Tools for Internal Engagement
- Understanding Employee Communication Needs and Expectations
- Barriers and Challenges in Event Planning and Internal Communication

Unit II: Event Planning, Budgeting, and Execution

- Creating an Event Concept: Setting Objectives and Identifying Target Audience
- Event Budgeting: Cost Estimation, Vendor Negotiation, and Financial Planning

- Venue Selection, Logistics, and Branding Essentials
- Event Timeline and Task Management: Using Trello, Asana, or Eventbrite
- Managing On-Site Execution: Team Coordination and Crisis Preparedness

Unit III (Part-A): Employee Engagement and Internal Communication Strategies

- Theories and Models of Employee Engagement
- Leadership and Internal Communication: Building Trust and Transparency
- Best Practices in Employee Communication and Motivation
- Designing Internal Campaigns for Employee Well-Being and Productivity
- Case Studies of Successful Internal Communication Strategies

Part-B: Crisis Management and Digital Tools in Event and Internal Communication

- Identifying Risks in Event Management: Contingency Planning
- Managing Last-Minute Changes and Handling Difficult Stakeholders
- Crisis Communication Strategies for Internal and External Stakeholders
- Leveraging Social Media and Digital Tools for Event Promotion and Internal Messaging
- Case Studies: How Digital Innovation is Transforming Corporate Events and Communication
- Risk and crisis management during events

Unit IV: Measuring Success and Post-Event/Internal Communication Evaluation

- Measuring Event Success: Attendance, Engagement, and Return on Investment (ROI)
- Conducting Employee Feedback Surveys and Internal Communication Audits

- Analyzing Media Coverage and Public Relations Impact Post-Event
- Creating Visually Engaging Event Reports with Infographics and Data Visualization
- Future Trends in Event Management and Internal Communication

Practical Exercise:

- Analyze an internal corporate event and evaluate the effectiveness of its communication strategies, channels, and employee participation outcomes.
- Design and develop an internal communication campaign for a hypothetical organization aimed at enhancing employee engagement and organizational culture.
- Review and analyze real-world corporate event reports, interpret key data insights, and recommend strategies for improving event performance and stakeholder engagement.

Suggested Readings:

- Allen, J. (2010). Event planning: The ultimate guide to successful meetings, corporate events, fundraising galas, conferences, conventions, incentives, and other special events (2nd ed.). Wiley.
- Bawden, D., & Robinson, L. (2012). Introduction to information science. Facet Publishing.
- Bowdin, G. A. J., Allen, J., O'Toole, W., Harris, R., & McDonnell, I. (2012). Events management (3rd ed.). Routledge.
- Burgoon, J. K., Guerrero, L. K., & Floyd, K. (2016). Nonverbal communication (2nd ed.). Routledge.
- Coombs, W. T. (2019). Ongoing crisis communication: Planning, managing, and responding (5th ed.). SAGE Publications.
- Cornelissen, J. (2020). Corporate communication: A guide to theory and practice (6th ed.). SAGE Publications.
- Fitzpatrick, L., & Valskov, K. (2021). Internal communication in the digital age: Strategic frameworks for employee engagement. Kogan Page.
- Gregory, A. (2020). Planning and managing public relations campaigns: A strategic approach (5th ed.). Kogan Page.
- Heath, R. L., & O'Hair, H. D. (Eds.). (2010). Handbook of risk and crisis communication. Routledge.
- Hoyle, L. H., & Preston, H. (2023). Event marketing: How to successfully promote and manage events using digital software and Eventbrite apps (3rd ed.). Wiley.
- Kiplinger, C. (2024). Agile event management: Mastering logistics, budgets, and project timelines using Asana and Trello tracking tools. Routledge.
- Mishra, S. (2023). Corporate culture and employee well-being: Designing impactful internal communication campaigns. Oxford University Press.

- Wilcox, D. L., Cameron, G. T., & Reber, B. H. (2021). Public relations: Strategies and tactics (12th ed.). Pearson.
- Young, G. (2019). Corporate meetings, incentives, and social events: A guide to successful planning and execution. Wiley.
- उपाध्याय, ए. (2022). इवेंट मैनेजमेंट एवं जनसंपर्क: सिद्धांत और व्यवहार. वाणी प्रकाशन.
- तिवारी, एस. (2023). आंतरिक संचार एवं कॉर्पोरेट संस्कृति. कनिष्का प्रकाशन.
- शर्मा, के. (2024). डिजिटल इवेंट प्लानिंग और संकट प्रबंधन. नमन प्रकाशन.

**Semester-II
PGD ADPR 009**

New Media: Concepts and Applications

End of Semester Evaluation (EOSE):70 (Theory 20, Practical 50)
Continuous Assessment: 30

Credit: 4
L: 2, T: 0, P: 2

Course Objectives:

- To study the growth, impact and implications of the New Media in the context of Advertising, Public Relations/corporate Communication.
- To give hands-on-training to the students on digital tools.

Learning out comes:

- Examine the evolution, significance, and characteristics of new media.
- Understand digital security issues, the political economy of new media, and the societal impact of social media.
- Explore how digital media transforms public relations (PR) and corporate communication.
- Address challenges and opportunities in online reputation management, employee communication, and crisis management.
- Learn about the evolution of digital advertising, including search marketing, social media marketing, and mobile advertising.
- Understand how traditional advertising agencies are adapting to digital trends.
- Develop skills in managing and analyzing social media data.
- Understand the role of social media in research and how it affects the production and
- Master the creation of various types of digital content, including infographics, videos, and interactive media.
- Gain practical skills in using tools like Google Analytics, AdWords, and handling misinformation.
- Apply knowledge through hands-on workshops to create digital content, manage social media data, and utilize tools for effective online communication and marketing.

Unit I: New Media- Introduction

- New Media- Evolution, Definitions, Concept and Scope
- The New Media Landscape
- The Characteristics of New Media and Significance
- Digital Security: Identity, Malware and Phishing
- Political Economy of New Media
- The Power of New Media
- The Changing Mass Media Audience and the Emergence of Social Media (Blogs, Facebook, Twitter YouTube etc) and its Impact on Society.
- Social blogging

Unit II: Digital Marketing, Advertising, Public Relations and Corporate Communication

Part-A: Digital Marketing & Advertising

- Defining digital advertising: Evolution and current status
- Search Marketing
- Advertising on the web
- Social Media Marketing
- Mobile Marketing
- WhatsApp Ecosystem
- Social Commerce
- AI Search, Conversational AI

- Creator Economy
- Digital Advertising Agencies – Structure and Functions
- How mainstream advertising agencies are going digital and integration today emerging trends
- Digital media integration across advertising, market research, activation etc. Advent of Hybrid Advertising (Online merging with offline)
- Various case studies: Successful and Disasters
- Brand presence on social media
- Open Resources

Part-B: Digital Public Relations and Corporate Communication

- PR in the age of Digital media: Scope Challenges and Opportunities
- Digital PR in Marketing and Brand Promotions
- Media Relations in Digital Age
- Employees Communication in Digital Age
- Corporate Reputation management
- Online Reputation Management & Monitoring
- Financial Communication in Digital Age
- Issue management and Crisis Communication
- Corporate Communication Channel

Unit III: Social Media Data management and Measurement

- Social Media for Consumer Insight

- The Role of Social Media in Research
- Social Data Management
- Primary Social Media Research
- Understanding Social Media and How It Has Changed the Way Media is Produced, Processed, Delivered and Consumed
- Conversational AI
- Synthetic Media
- Deepfakes
- AR

Unit IV: Creating Content for New Media

- Info graphics
- Digital Stories
- Explainer Videos
- Interactives
- Video blogging and podcasting
- Reels
- Shorts

Practical Exercise:

- Workshops: Mobile Communication, Website Development, Google AdWords, Google Analytics, AdSense and blogging, Infographics (Google Fusion table, Data wrapper, Carto, Tableau, story map, timelines, word cloud etc.), Handling misinformation and Reputation management

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 50 Marks

Suggested Readings:

- Agrawal, S. (2024). The creator economy and social commerce: Mastering short-form video architectures across Reels, Shorts, and TikTok. Kogan Page.
- Bones, C., & Hammersley, J. (2015). Leading digital strategy: Driving business growth through effective e-commerce. Kogan Page.
- Chawla, A. (2021). New media and online journalism: Handbook for media studies. Pearson.
- Dahiya, S. (2023). Digital first: Entrepreneurial journalism in India. Oxford University Press.
- Danesi, M. (2023). The semiotics of deepfakes and synthetic media: Trust, disinformation, and identity online. Palgrave Macmillan.
- Dewdney, A., & Ride, P. (2006). The new media handbook. Routledge.
- Felix, L., & Stolarz, D. (2006). Video blogging & podcasting. Focal Press.
- Hall, J. (2001). Online journalism: A critical primer. Pluto Press.

- Heinze, A., Fletcher, G., & Rashid, T. (2020). Digital and social media marketing (2nd ed.). Routledge.
- Kushwaha, J. S. (2020). Digital marketing. City Publication.
- Lambert, J., & Hessler, B. (2018). Digital storytelling: Capturing lives, creating community (5th ed.). Routledge.
- Marshall, P. D. (2004). New media cultures. Oxford University Press.
- Miller, M. (2024). Conversational AI and generative search: Shaping the future of PR, brand responses, and web optimization. Wiley.
- Mirabito, M. A., & Morgenstern, B. L. (2004). New communication technologies: Applications, policy, and impact (5th ed.). Focal Press.
- Narayan, S. (2016). India connected: Mapping the impact of new media. SAGE Publications.
- Narayan, S. (2019). India connected: New media ke prabhaavo ki sameeksha. SAGE Publications.
- Newman, J. (2025). Digital identity, malware, and data tracking: Navigating personal security in the advanced platform ecosystem. Routledge.
- Ramshankar, & Uttam, A. (2022). Introduction to social media marketing. Best Publishing House.
- Saxena, A. (2019). Fake news, paid news and media trial. Kanishka Publishers.
- Schmidt, E., & Cohen, J. (2013). The new digital age: Reshaping the future of people, nations and business. John Murray.
- Shrivastava, K. M. (2013). Social media in business and governance. Sterling Publishing.
- Sinha, N. (2023). WhatsApp ecosystems and conversational commerce in emerging global markets. Oxford University Press.
- Thornburg, R. M. (2011). Producing online news: Stronger stories. CQ Press.
- Verma, A., & Kumar, R. (2022). Digital media and advertising. Editors Publishing House.
- Visser, M., Sikkenga, B., & Berry, M. (2022). Digital marketing fundamentals: From strategy to ROI (2nd ed.). Routledge.
- Ward, M. (2002). Journalism online. Focal Press.
- Yadav, A. (2022). New media journalism: Emerging media and new practices in journalism. Sterling Publishers.
- अनुराधा, आर. (2012). न्यू मीडिया-इंटरनेट की भाषायी चुनौतियां और संभावनाएं. राधाकृष्ण प्रकाशन.
- कुमार, के. (2020). मोबाइल पत्रकारिता. कीको प्रकाशन.
- झा, पी. के. (2018). सोशल मीडिया: एक अभिव्यक्ति. तरुण प्रकाशन.
- त्रिपाठी, एस. (2017a). सूचना प्रौद्योगिकी का वैश्विक परिदृश्य. हिन्दी बुक सेंटर.
- त्रिपाठी, एस. (2017b). सूचना प्रौद्योगिकी प्रबंधन. शिवांक प्रकाशन.
- मिश्र, एस. (2020). डिजिटल क्रांति और हिंदी. अनंग प्रकाशन.
- राठी, एन. (2014). इंटरनेट युग में मुद्रित माध्यमों की स्थिति और चुनौतियाँ. तरुण प्रकाशन.
- श्रीवास्तव, एम. (2018). डिजिटल मीडिया का सामाजिक पक्ष. यश प्रकाशन.

Legal Guidelines & Policy Documents

- Ministry of Electronics and Information Technology. (2021). The Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. Government of India. https://www.meity.gov.in/writereaddata/files/Intermediary_Guidelines_and_Digital_Media_Ethics_Code_Rules-2021.pdf

**Semester-II
PGD ADPR 010**

Production Techniques & Methods

**End of Semester Evaluation (EOSE): 70 (Theory 20, Practical 50)
Continuous Assessment: 30**

**Credit: 4
L: 2, T: 0, P: 2**

Course Objectives:

- To acquaint the students with various technological tools and software applications
- To provide working knowledge of visual art, especially graphics to help them understand their role in both advertising and corporate communication

Learning Outcomes:

- Learn about different printing processes, paper types, and pre/post-production tasks.
- Prepare copy and layouts for various print media, ensuring quality and accuracy.
- Grasp fundamental photography techniques, including lighting, lens usage, and digital photography.
- Focus on applications in advertising and visual storytelling.
- Acquire practical skills in operating audio-visual equipment.
- Learn video and radio production techniques, including the creation of radio/TV programs and commercials.
- Using digital tools and software for design and artwork preparation.
- Gain expertise in industry-standard programs such as Adobe Creative Suite.
- Web and mobile design, including font selection, content management systems (CMS), and digital tools for creating infographics.
- Address compatibility issues across different browsers.
- Apply knowledge through hands-on experiences in photography, digital production, and printing processes.

Unit I: Art, Design and Print Production

- Introduction to Print Production
- Concept and Role of Graphics in Communication/Advertising
- Principles of Layout and Design
- Colour Theory
- Printing Process – Major, On-Demand and Specialized
- Magazine Structure and Layout, E-magazine
- Printing Paper – Varieties, Appropriateness and Calculation for Printing Job
- Pre-Production and Post-Production Work
- Use of Computer in Designing and Preparation of Artworks.

- Select Software Exposure (In Design, Illustrator, Corel Draw, Photoshop)

Unit II Photography

- Basics of Photography
- Camera Techniques: Lighting Techniques
- Use of Different Lenses
- Photo Feature
- Photography for Advertising
- Digital Photography

Unit III: Audio Visual Communication

- Familiarization with AV Equipment and their Operations
- Techniques of Video and Radio Production

- Podcast
 - Shooting, Editing, Animation
 - Pre-Production and Post-Production Work
 - Making of Radio/TV Programmes and Commercials
- storymaps, Timelines, Data analytics, Digital stories
- Motion Graphics

Practical Exercise

Unit IV: Elements of Web/Mobile

- Introduction to Web Fonts, Design Platforms, Image Formats, Browsers and their Compatibility Issues
 - Introduction to CMS
 - Introduction to Digital Tools for Infographics,
- News Production
 - CMS
 - Photography Practical
 - Digital Production
 - Printing Process
 - Working on Departmental Magazine

Continuous Assessments: Group Presentation/Individual assignments: 30 Marks

Practical Evaluation: 50 Marks

Suggested Readings

- Adobe Creative Team. (2024). Adobe Creative Cloud All-in-One For Dummies. Wiley.
- Albert, B., & Dennis-Leigh, S. (1997). Fundamentals of copy & layout. National Textbook Company.
- Amyes, T. (1999). Audio post production for television and film (2nd ed.). Focal Press.
- Bernstein, S. (1994). Film production. Focal Press.
- Boyce, J. (1998). Adobe Photoshop 5.0: Classroom in a book. Techmedia.
- Dawkins, S., & Wynd, J. (2010). Video production: Putting theory into practice. Red Globe Press.
- Fraser, B. (2025). Motion graphics and visual storytelling: Principles of video production, editing, and animation workflows. Routledge.
- Galer, M. (2022). Digital photography: A professional approach to lighting, lenses, and advertising execution (8th ed.). Focal Press.
- Garrand, T. (2023). Writing for multimedia and the web: A practical guide to content management systems (CMS), UX design, and browser compatibility (5th ed.). Taylor & Francis.
- Gerlach, J., & Gerlach, B. (2013). Digital wildlife photography. Focal Press.
- Haine, C. (2020). Business and entrepreneurship for filmmakers. Routledge.
- Heller, S. (2002). Genius moves: 100 icons of graphic design. North Light Books.
- Hirsch, R. (2008). Light and lens: Photography in the digital age. Focal Press.
- Ingledew, J. (2005). The creative photographer: A complete guide to photography. Harry N. Abrams.
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