

Maulana Abul Kalam Azad University of Technology, West Bengal
(Formerly West Bengal University of Technology)
Syllabus for B. Sc. In Media Science & Film Making
(Effective for Academic Session 2019-2020)

SEMESTER II

Paper: Introduction Public Relations

Code: BMS(N)201

Contacts Hours/Week: 3L+1T

Credits: 4

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	PR- Definition, PR-Publicity/Propaganda & Public Opinion	
2	History of PR- <ul style="list-style-type: none"> • Growth as a communication function • PR- as a management function • PR- principles, planning, implementation, research, evaluation • PRO- qualifications and function 	
3	Media relations <ul style="list-style-type: none"> • Press releases • Press conference • House journals • Corporate films • Other PR Tools 	
4	Corporate PR- Communication with publics(internal / external)	
5	Community relations / Employee relations / Govt. relations / Lobbying / CSR (Corporate Social Responsibility)	
6	PR in India (Both public & private sector)	
7	PR counselling, PR-Agencies	
8	PR & Advertising, PR & Propaganda	
9	PR in crisis management, Event management & PR	
10	PR & latest technology, Emerging trends in PR	

SUGGESTED READINGS:

- Public Relations in India – J. M. Kaul
- Practical Public Relations – Sam Black
- Applied Public Relations – K. R. Balan
- This is PR: The Realities of Public Relations – Newson, Turk & Kruckeberg
- Planned Press & PR – Frank Jefkins
- PR: A Scientific Approach – Baldeo Sahani
- Jana Sanjog – Samar Baru
- Public Relations – Subir Ghosh
- Effective PR – Cutlip & Center
- Public Relations in Business & Public Administration in India – V. M. Dhenkney

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Paper: Advertising, PR & Events

Code: BMS(N)202

Contacts Hours / Week: 3L+1T

Credits: 4

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	Advertising Research Role, Scope and Use: The nature of advertising research, contribution of research to communication planning and other agency functions. -The process of advertising research, various kinds of advertising research, positioning research, audience research /target market research/audience tracking - Ad effectiveness studies: Recall, awareness, comprehension, likeability and empathy - Ad-tests (print/audio-visual): Concept testing/ story board tests/copy testing/TVC testing -Media efficacy studies: Reach, visibility, notice ability, positioning/branding research -Audience research/audience tracking/ad-spend tracking and modelling - Advertising content analysis - The role of research in brand management	15
2	Public Relation Research PR Research and Evaluation : Role of Research in Public Relations -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 " Google Analytics	15
3	Project: Organize a two to three day event in your college applying the ad, PR and event planning methods learnt in the previous semesters. Create a branding of the event using various media outlets Prepare a press release to ensure media coverage of the event	30

SUGGESTED READINGS:

- Event Management & Marketing, Pub: ICFAI
- David Ogilvy, Ogilvy on Advertising

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Paper: Integrated Marketing Communication (PR & Corp. Communication)

Code: BMS(N)203

Contacts Hours / Week: 3L+1T

Credits: 4

OBJECTIVE: To understand the ethos of corporate communications and be familiar with the practices of public relation as an essential element of corporate communication

Course Content

MODULE	CONTENT	Teaching Hours
1	Meaning and Definitions, Basic elements of PR Historical Perspective: Pioneers-Ivy Lee in America, Edward Bernays PR Models: Press Agent/Publicity, Public Information Model, Symmetric & asymmetric models Excellence Theory Relation among PR, Marketing and Advertising PR and Publicity, Lobbying, Propaganda, Advertising- PR Difference, PR budget, PR Department	12
2	In house PR- Structure, Scope, Role & Function PR Consultancy- Structure, Role, Scope & Function Difference between In-house PR and a PR Consultancy PR Campaigns- Briefs, Pitch, Working on the Account, Client-Agency Relationship Evaluation and Impact Types of PR: Internal and External Employee Relations Financial Relations: Shareholders, Stakeholders Corporate PR Community Relations Lobbying PR for the Government Sector: DAVP, PIB, Film Division, IIMC, RNI, Prasar Bharati etc. Media Relations Tools of PR: House Journal, Press Conference, News Release, Rejoinder, Backgrounder, Media Tracking, Blog writing etc. PR Writing	12
3	Definition, Role, Scope, Functions & Relevance Internal and External Communications Elements of a Corporate Communication Plan Corporate Communication Strategies and Tools: Corporate Governance Crisis communication Corporate Reputation management Corporate Identity Events, Sponsorships, Trade Shows Corporate Advertising	12

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	Corporate Social Responsibility & Sustainable Investor Relations	
4	Project: Writing a press release to announce a press conference Conducting a mock press conference	4

SUGGESTED READING:

- Management of Public Relations & Communication (2nd ed.) by Sailesh Sengupta

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Paper: Writing for PR

Code: BMS(N)204

Contacts Hours/Week: 3L+1T

Credits: 4

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
Unit 1	Writing for Press content Media brief Pitches Press Releases	12
Unit 2	Writing for Web Content Writing for Website Writing for Social Media Handles/ Pages	12
Unit 3	Writing for Events Writing Emcee Script Writing award entries Writing campaign stories Writing speeches	16

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Paper: PR & Events (LAB)

Code: BMS(N)291

Contacts Hours / Week: 2P

Credits: 2

COURSE CONTENT

MODULE	CONTENT	Teaching Hours
1	<p>PR Campaign: Defining Campaign Planning - Defining Campaign Planning, Brand versus Social Campaign Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and production of Message, Measurement of Results. - Situation Analysis. The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products -Positioning Objectives: Current and Desired Perception Budget Setting: Factors Determining Budget, Steps Involved, Budget Plan and Execution.- Message Strategy: What to Say (Selection of Attributes, Benefits, Motives and Appeals Laddering), How to Say (Selection of Verbal and Visual Elements, Execution Style, Source of Delivery, Arrangement of Arguments) Measurement of Results: Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing</p>	8
2	<p>Planning an Event: Introduction: Identifying an Event, Types of Event Planning of an Event, audience analysis. Event and types Event management, Planning checklist. Pre-Event- Event- Post Event. Types of Event: Corporate Event, Social Events, Education events, Private Events and Gov. & Non Gov. Events. Eg: Conferences, Business Meetings, Shareholder Meetings/ AGM, Press Conference, Press Conferences Film Festivals, other Government events. Event manager: Role and Responsibilities, Organizational structure of an Events company. Market research in Event planning: SWOT analysis in event planning, Market research, market analysis and competitor's analysis. Event planning – with concept of 5 W's, Event Venue Selection, Event marketing, Monitoring the event. Budgeting for an event Post Event: Event evaluation, Follow up and Feedback</p>	12

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3	PR Campaign Planning: Defining Campaign Planning - Defining Campaign Planning, Brand versus Social Campaign Overview of Campaign Planning: Situation Analysis, Advertising Objectives, Budget, Media Types and Vehicles, Creation and Production of Message, Measurement of Results. - Situation Analysis. The Planning Cycle: Varying Strategies in Promoting Products/Brand and Social Products -Positioning Objectives: Current and Desired Perception Budget Setting: Factors Determining Budget, Measurement of Results: Criteria for Judging Campaign Results – Sales, Awareness, Purchase Intention, Emotional Impact, GRPs, etc. Research Techniques for Pre and Post Testing.	8
4	PROJECT:- Campaign Production: (This would be a group exercise. The group would work like an ad agency with the members representing various departments like Account Management, Media Planning Creative, and Production etc. and produce a campaign on a social issue which would be judged by a panel of experts from the industry, including the 'client' wherever possible). Organizing a half day event in college and getting the necessary coverage in the media	12

SUGGESTED READINGS:

- SwetaVerma and AmitArora: Advertising and Sales Management; Black Prints.
- Frank Jefkins: Advertising Made Simple;Madesimple Books.
- James S. Norris: Advertising;Reston Pub. Co.
- Gillian Dyor: Creative Advertising: Theory and Practice;
- AlokBajpaye: Advertising Management;
- SarojitDutta: Advertising Today: The Indian Context;Kolkata Profile Publishers
- K.R. Balan: Corporate Public Relations; Himalaya Publishing.
- Frank Jefkins: Public Relations Made Simple; Heinemann; London.
- Philip Lesly: Handbook of Public Relations and Communications; McGraw-Hill; 5th edition
- Anne Gregory: Public Relations; IPR Publications.
- SubirGhosh: Public Relations Today; Rupa& Co.
- Samar Ghosh: Jana Sanjog; PaschimbangaRajyoPustakParshad.