

DIPLOMA COURSE ON PR AND ADVT MANAGEMENT

PR and Corporate Communication

Course Objective:

- 1.To Create an overview of the various functions of public relations and the normative process of public relations program development and implementation.
2. To evaluate student's communication persuasively, clearly and successfully and encourage them to think about how to select and employ public relations in most fitting manner.

Course Specific Program Outcomes:

- 1.The course provides insights to understand the PR environment and identify and address public relations situations that emerge in these environments.
2. Student will learn from current public relations situations the good and bad practices of PR, while practical honing of skillsets will push them to becoming PR personnel professionally.

UNIT 1

Concepts, advent and role of Public Relations; The various publics involved in PR process, Diff between PR and Advertising, Branding, Publicity, Propaganda and Disinformation, PR in digital era

UNIT 2

Agency Pitching, Media Planning; PR campaigns, PR in Marketing Mix, PR Tools, Media Relations, PR medium like Press Release, Press Conference, Blogs, Social Media, Influencer Marketing, Podcast, Videos, PR Advertising, Storytelling, Word of Mouth, Advertorials, PR Speeches

UNIT 3

Corporate Communication, Hierarchy, Difference between Corp Com and Pr Agency, Redefined internal and external PR, Marcom and Corp Com goes hand in hand, Corp vision, identity, image, PR mouthpiece--House Journals, Posters, Employee Relations, Advertising, Events, Trade Shows, Corporate relation with Media.

UNIT 4

Crisis Communication, SEO and Social PR, Content Marketing, Awards Strategy, Lobbying, Political PR, Lifestyle and Sports PR, PR in Digital World, PR and Digital assets
Practical: Each unit to have it relevant practical assignments

Books/References

- 1.Argenti, Paul, A & Forman, Janis The power of Corporate Communication:
- 2.Lynn Van Der Wagem, : Joseph Fernandez, Event Management : Corporate Communication
- 3.Paul A. Argenti , Corporate Communication
- 4.Nagendra V Chowdhary, Corporate Communication Concepts and Cases

5.Kogan Page. 1997 Corporate Communication: Principle, Techniques and Strategies.

Basics of Advertising

Course Objectives :

1. Identify and respond to clients' advertising and marketing communications objectives by applying principles of advertising to define consumer taste and behaviour
2. Create an advertising plan and present and defend it persuasively.

Course Specific Program Outcomes:

1. Understand what advertising is all about so that the mind is trained towards the field not only as a viewer but as an insider equipped to work in all departments of an ad agency making the student a potential candidate for anyone willing to hire.
2. Apply the creativity and passion aided with a plan to do business pitches the student could be a digital ad entrepreneur too.

UNIT 1

Concept of advertising: Definitions, Evolution and development of advertising, Various departments in an AD agency; Roles and responsibility of the hierarchy, Advertising process and its participants, scope of advertising industry in India, AD Terminology

UNIT 2

Understanding creativity in AD making, copywriting, visualization, colour techniques, AD Layout and its types and format, mnemonics, Signs, Making effective A/Vs; the AD making process from pitching to delivering, Client Servicing to Account handling.

UNIT 3

Classification of advertising- Classification on the basis of: Audience, Media, Advertiser and Area Special, purpose advertising: Green advertising, Advocacy advertising, Comparative advertising, Generic advertising, Public Service advertising, Corporate Image Advertising, Covert Advertising, Surrogate Advertising

UNIT 4

Social, Legal and ethical aspects of Advertising; Advertising and Social Responsibility Self-Regulatory system for control on advertising in India (ASCI), ASCII Code Laws that affect advertising Cable Television Network Act Patents Act, 1970 Trademarks Act, 1999 Copyright Act, 1957

Practical: Each unit to have it relevant practical assignments

Books/references-

Kruti Shah and Alan D'Souza, 'Advertising & promotions an IMC perspective' Tata Mc Graw Hill, New Delhi, 2012

Kenneth Clow. Donald Baack, "Integrated Advertisements, Promotion and Marketing communication",

Prentice Hall of India, New Delhi, 2003.

Media Buying and Selling

Course Overview:

This course offers an interdisciplinary examination of radio broadcasting, podcasting, and future trends in audio media. Students will delve into the history, theory, and practice of broadcasting, gaining hands-on experience in audio production while exploring the evolving landscape of podcasting and emerging technologies shaping the future of the industry.

Course Objectives:

1. To provide a foundational understanding of radio broadcasting principles, including programming, production, and audience engagement.
2. To introduce students to the concept of podcasting and its role in contemporary media consumption.

UNIT 1:

Fundamentals of Media Buying and Selling-- Overview of media buying and selling. The role of media in marketing and advertising-- Key players in the media buying process. Introduction to media planning-- Ethical and legal considerations in media buying and selling.

UNIT 2:

Traditional Media Buying- Print Media Buying-Types of print media: newspapers, magazines, and journals-Print media planning and buying process--Negotiating rates and placements. Measuring print media effectiveness-Broadcast Media Buying-Television- Understanding television as a medium-Types of TV advertising: national, local, and cable. TV media planning and buying process. Ratings, GRPs, and TRPs. Cost and negotiation strategies. Broadcast Media Buying - Radio The role of radio in media campaigns. Types of radio advertising: spot ads, sponsorships. Radio media planning and buying process. Audience measurement and ratings. Negotiating radio ad buys.

UNIT 3:

Event Media Buying- Understanding event marketing --Types of events: trade shows, conferences, and sponsorships --Event media planning and buying process.- Evaluating event opportunities and ROI-Negotiating event sponsorship deals.

UNIT 4:

Digital Media Buying--Overview of Digital Media-Introduction to digital media-Types of digital media: display, social, search, video, and mobile. Digital media planning and buying process. - Key performance indicators (KPIs) in digital media. Display and Programmatic Buying - Understanding display advertising. Programmatic buying and real-time bidding (RTB). Ad networks, ad exchanges, and demand-side platforms (DSPs). Measuring and optimising display campaigns. Social Media Buying -Social media platforms and advertising opportunities. - Social media ad formats and targeting options. Social media media planning and buying process. Measuring social media ad performance. Search Engine Marketing (SEM) Introduction to search engine marketing.

Consumer Psychology & Advertising

Course Outcome

Advertising is an everyday and significant phenomenon. Sponsors hire agencies to inform us about, and persuade us to buy, innumerable branded products and services on the market, though a variety of mass media.

Advertisements also urge us to donate to charity, vote for candidates, or adopt particular lifestyles. Furthermore, advertising may be blatant or subtle, inoffensive or controversial, conventional or ground-breaking. It may succeed, fail, or backfire. It is partly an intuitive art and partly an empirical science.

Course Specific Outcome

Be able to critically understand the scope and limitations of interventions designed to change minds or alter behaviour, and the scope and limitations of methodologies and research designs used to arrive at scientific and applied conclusions.

Develop the practical skill of writing recommendations for changing the minds and behaviour of the public in some important ways, drawing on the principles of advertising, attitude change, and behavioral compliance.

UNIT 1

Introduction to Advertising--Setting the stage for a psychological understanding—
Understanding emotions behind advertising—ads have identity and personalities—in societal context

UNIT 2

Attitude Change: Principles and models of persuasion--the logical triangle and its relation to persuasive techniques in advertising—Ethos, Pathos, Logos, The six principles of influence--Reciprocity, Consistency, Social proof, Authority, Liking (or likability), Scarcity--Putting it all together

UNIT 3

Attitudes and Behaviour: How persuasion turns into action—behavioural changes—
Likelihood Model—Triad of Persuasion--Inducing Compliance: Techniques for by-passing persuasion

UNIT 4

Ethics of Advertising--Principles of Clickbait--Associative Conditioning--Emotion in Advertising--Identity in Advertising

Book/Reference

The Psychology of Advertising by Fennis and Stroebe (2nd Edition).

Influence: The Psychology of Persuasion (New and Expanded) by PhD Robert B. Cialdini

Applied Indian Psychology: New Perspectives by Akbar Husain, Md. Habibur Rahman Khan, Shamshad Hussain

Advertising In India: Trends And Impact

Brand Psychology: Neuro Marketing and cognitive Psychology - Revolutionizing Branding Strategies by Satish Sampath

Strategic PR, ORM and CSR

Course objective:

To develop skills in strategic public relations management based on an analysis of current and historical case studies and practice developing and applying strategy and tactics based on a sound understanding of public relations concepts and practices. This will help them understand the strategic use of social media and other new media channels in communicating and building relationships with publics and encourage them to view themselves as public relations strategists.

Course Specific Program Outcome:

Public Relations Strategies introduces students to the strategic planning process involved in putting together and coordinating organizational public relations efforts. In this course, students will learn what is involved in developing, implementing and evaluating public relations strategies. This focus will help them scout jobs that demand best professional practice

UNIT 1

Various theories of PR-- Four models of PR Communication, Situational Theory, PR as a marketing concept and part of Marketing Mix, Overview of strategic PR, Various kind of strategies through case studies, Planning, Situation Analysis, Analysis of Publics, Response to strategies.

UNIT 2

Strategy analysis, Message strategy, Strategy time frame, vision and strategy, Effective Branding through PR, Case Studies on Strategy diversification, PR campaign through corporate ad film and house journals.

UNIT 3

Crisis definition and understanding, forms of PR crisis, crisis management, pre-empting crisis, crisis precipitation, corporate social responsibility, forms and development, effectiveness of good CSR, handling social media-- YouTube, FB and Twitter, CSR in digital era

UNIT 4

Fake news, social media gutting, trolling, media trials, social media counter mandate, growth of ORM, history, need, effectiveness, various facets of ORM, future, clean data and SEO management.

Books/References:

- 1.How to Win Friends & Influence People: Dale Carnegie
- 2.A great online PR and marketing strategy book is ‘Trust Me, I’m Lying: Confessions of a Media Manipulator’ by Ryan Holiday.
- 3.The Strategic Storyteller by Alexander Jutkowitz
- 4.The New Rules of Marketing and PR: How to Use News Releases, Blogs, Podcasting, Viral Marketing and Online Media to Reach Buyers Directly by David Meerman Scott.
- 5.The Father of Spin: Edward L. Bernays and the Birth of Public Relations
- 6.Building a Storybrand, Donald Miller
- 7.“Everybody Writes” by Ann Handley
- 8.Spin Sucks: Communication and Reputation Management in the Digital Age” by Gini Dietrich

OVERALL BOOK REF:

1. “The New Rules of Marketing and PR” by David Meerman Scott
2. “The Business of Persuasion” by Harold Burson
3. “Known” by Mark Schaefer
4. “Social Media: Marketing Strategies for Rapid Growth Using Facebook, Twitter, Instagram, LinkedIn, Pinterest and YouTube” by John Williams
5. Crisis Averted-PR Strategies to Protect Your Reputation and the Bottom Line, Evan Nierman
6. Indestructible
7. Reclaim Control and Respond with Confidence in a Media Crisis; Molly McPherson
8. Corporate Communication: A Guide to Theory and Practice, Joep P. Cornelissen
9. Internal Communications: A Manual for Practitioners (PR In Practice), Liam Fitzpatrick
10. Successful Employee Communications: A Practitioner's Guide to Tools, Models and Best Practice for Internal Communication, Sue Dewhurst
11. Simply Said: Communicating Better at Work and Beyond, Jay Sullivan
12. Business Communication; R. C. Bhatia
13. Business Communication: Principles, Methods & Techniques; Nirmal Singh
14. Professional Communication; Kavita Tyagi, Padma Mishra