



TILAKMAHARASHTRAVIDYAPEETH,PUNE
(Deemed to be University)Mukundnagar,Gultekdi,
Pune-4110037
(Accredited by NAAC with 'B++' Grade)
ISO 21001: 2018

M.A. in Mass Communication (AD&PR)

Program Code: 364

Objectives

To train bright and creative minds to work as professionals in the field of PR and Advertising. The course is also aimed at enlightening students about the latest and practices in the field of corporate communication and advertising sector.

Highlights

Professional training for work in Advertising and PR domain, including an internship and student research project including live PR work and associated advertising materials

Eligibility : Graduate in any stream, Entrance Exam

Duration : Two Academic years

Evaluation method : Semester Pattern-40% External, 60% Internal, 50% passing

Medium : English

Fee structure for the academic year 2024-25

Year	Tuition	Laboratory/Practical	Admission	Exam	Eligibility	Library	Total Rs.
First Year	29,500	35,000	1,500	3,000	500	500	70,000
Second Year	34,500	50,500	1,500	3,000	-	500	90,000

Deposit of Rs.3,000/-taken as caution money for library

Opportunities at the exit point of program:

NewsPapers, T.V. News Channels, Internet, I.T. Industries work as PRO/Media Executive, Marketing Manager, Media Relations Manager, Account Director in Advertising

Note: Deposit of Rs.10,000/-taken as caution money for media lab & equipments.



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PROGRAMSTRUCTURE

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SEMESTER I	
Paper No	Name of the Subject
Paper-I	Communication Theory &Practices
Paper-II	Public Relations: Principles and Practices
Paper-III	Video Production
Paper-IV	Media Laws & Ethics
Paper-V	Integrated Marketing Communication
Paper-VI	Advertising Principles, Concept and Management
SEMESTER II	
Paper No	Name of the Subject
Paper-I	Digital PR and Marketing
Paper-II	Creative Communication-Design Concepts and Process
Paper-III	Media Selection and Planning
Paper-IV	Marketing Research for Advertising and PR
Paper-V	Business of Advertising
Paper-VI	Ad Production (Print/Audio)
SEMESTER III	
Paper No	Name of the Subject
Paper-I	Government and public service communication
Paper-II	Advance public relations writing
Paper-III	Corporate communication
Paper-IV	Brand management
Paper-V	PR campaign
Paper-VI	Even tmanagement
SEMESTER IV	
PaperNo	Name of the Subject
Paper-I	Internship
Paper-II	Dissertation
Paper-III	Lokmanya Tilak-A Visionary
Paper-IV	Final Project(AudioVisual)PR
Paper-V	Entrepreneurship Development
Paper-VI	Soft Skills