

M.A in Mass Communication (AD & PR)

Program Code: 364

Objectives

To provide basic and emerging concepts and principles in relation to better decision making in the areas of advertising & allied fields, public relations & corporate communication

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 2022-23:

Year	Tuition	Laboratory/Practical	Admission	Exam	Eligibility	Library	Total
First Year	25000	35000	1500	3000	500	500	65500
Second Year	30000	50500	1500	3000	---	500	85500

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

Opportunities at the exit point of program:

News Papers, 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.

PROGRAM STRUCTURE

SEMESTER I

Paper No	Subject Code	Name of the Subject	Category of subject	External Marks	Internal Marks	Total Marks	Credits	
							TH	PR
Paper-I	MADPR 22-101	Communication Theory & Practices	Core	40	60	100	1	3
Paper-II	MADPR 22-102	Public Relations: Principles and Practices	Core	40	60	100	1	3
Paper-III	MADPR 22-103	Video Production	DSEC	40	60	100	1	3
Paper-IV	MADPR 22-104	Media Laws & ethics	AECC	40	60	100	1	3
Paper-V	MADPR 22-105	Integrated Marketing Communication	Skills	40	60	100	1	3
Paper-VI	MADPR 22-106	Advertising: Principles, Concept and Management	DSEC	40	60	100	1	1
Total				240	360	600	06	16

SEMESTER II

Paper No	Subject Code	Name of the Subject	Category of subject	External Marks	Internal Marks	Total Marks	Credits	
							TH	PR
Paper-I	MADPR 22-201	Digital PR and Marketing	Core	40	60	100	1	3
Paper-II	MADPR 22-202	Creative Communication- Design Concepts & Process	Generic	40	60	100	1	3
Paper-III	MADPR 22-203	Media Selection & Planning	DSEC	40	60	100	1	3
Paper-IV	MADPR 22-204	Marketing Research for Advertising & PR	AECC	40	60	100	1	3
Paper-V	MADPR 22-205	Business of Advertising	AECC	40	60	100	1	3
Paper-VI	MADPR 22-206	Ad Production (Print/Audio)	Skill	40	60	100	1	1
Total				240	360	600	06	16

SEMESTER III

Paper No	Subject Code	Name of the Subject	Category of subject	External Marks	Internal Marks	Total Marks	Credits	
							TH	PR
Paper-I	MADPR 22-301	Government & Public Service Communication	DSEC	40	60	100	1	3
Paper-II	MADPR 22-302	Advance Public Relations Writing	Core	40	60	100	1	3
Paper-III	MADPR 22-303	Corporate Communication	Generic	40	60	100	1	3
Paper-IV	MADPR 22-304	Brand Management	DSEC	40	60	100	1	2
Paper-V	MADPR 22-305	PR Campaign	AECC	40	60	100	1	3
Paper-VI	MADPR 22-306	Event Management	Skill	40	60	100	1	2
Total				240	360	600	06	16

SEMESTER IV

Paper No	Subject Code	Name of the Subject	Category of subject	External Marks	Internal Marks	Total Marks	Credits	
							TH	PR
Paper-I	MADPR 22-401	Internship	AECC	40	60	100	0	7
Paper-II	MADPR 22-402	Dissertation	DSEC	----	150		0	5
Paper- III	MADPR 22-403	Lokmanya Tilak-A Visionary	AECC	20	30	50	1	0
Paper-IV	MADPR 22-404	Final Project (Audio-Visual) (PR)	DSEC	80	120	200	0	5
Paper-V	MADPR 22-405	Entrepreneurship Development	AECC	20	30	50	1	1
Paper-VI	MADPR 22-406	Soft Skill	Skill	20	30	50	1	1
Total				180	420	600	3	19