

placed before BOB to management on date 23/08/2017

# Syllabus

Of

## Post Graduate Diploma in Advertising and Public

## Relations

## (PGDAPR)



### Faculty of Management

### Pandit Sundarlal Sharma (Open) University

### Chhattisgarh, Bilaspur

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**INTRODUCTION TO ADVERTISING AND PUBLIC RELATIONS  
PAPER - I**

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**BLOCK I EVOLUTION AND GROWTH OF ADVERTISING**

Definitions of Advertising, Objectives of Advertising, Functions of Advertising, Advertising Models, Classification (Types) of advertising, National and Global Advertising, Benefits, Expectations and Uses of Advertising, Advertising as a Marketing Tool, Evolution and Growth of Advertising, History of Indian Advertising.

**BLOCK II ADVERTISING OBJECTIVE, CAMPAIGN, AGENCY AND BUDGET**

Advertising Objective: Need and Classification, Advertising Campaign: Phases, Plan Length. Advertising Agency: Evolution, Compensation and Types and Organisational Structure. Advertising Budget: Determining Ad Budget, Method of Budget Allocation.

**BLOCK III ADVERTISING MEDIA PLANNING AND SCHEDULING**

Advertising Media: Need, Types, Advantages and Disadvantages. Media Planning: Definition, Need of Media Planning and Scheduling, The Media Planning Process, Factors responsible for the Selection of Media Mix. Media Scheduling: Definition, Types, Factors affecting Media Scheduling, Writing Media Plan, Case Study. Advertising Effectiveness: Definition, Measures, Barriers, Ways to Achieve Ad Effectiveness. Advertising Regulations: Definition, Need, Advertising Regulations in India.

**BLOCK IV NATURE AND SCOPE OF PUBLIC RELATIONS**

Public Relations: Definition, Need, Nature and Scope, Difference between Publicity, Public Opinion, Propaganda and Public Relations, Qualifications and Responsibilities of a Public Relation Officer, Tools of Public Relations, Corporate Communication, Professional Organisation in Public Relation.

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## PRINCIPLES AND OBJECTIVES OF PUBLIC RELATIONS PAPER - II

### BLOCK I PUBLIC RELATIONS AN OVERVIEW

Public Relations: Definition, Status, Need, Nature, Scope and Limits, Policies, True Dimensions, Public Relations and Ethics, PR and Advertising, PR in Marketing, Integrated Marketing Communication (IMC), Sales Promotion, Publicity and PR Role in Business Environment, Propaganda, Role of PR in Organisation, PR and Management, Entrepreneur and PR, CEO and PR, PR-A Staff or a Line Function.

### BLOCK II FINANCIAL PUBLIC RELATIONS

Financial Public Relations, PR Tools in Financial Communication, Financial Advertising and PR Functions, Crisis: Definition, Planning, Responding to Crisis, Role of Communication, Case Study, State of Indian Press, Press and Public, Business and Media, Press and PR, Functions of Press, Right to Information and Right to Know.

### BLOCK III CORPORATE PUBLIC RELATIONS

Corporate Public Relations- I: Introduction, Principles, Objectives, Image and Identity, Corporate Social Responsibility, Logo. Corporate Public Relations-II: New PR, PR Communication Plan, What's and How of Media Communication. Corporate Public Relations-III: Corporate Citizenship, PR and Environment, Corporate Advertising, Community Relations, Communication Programmes, Community Action Committee, Trends in Public Relations.

### BLOCK IV PUBLIC RELATIONS WRITING

Public Relations writing: Purpose, Key, Stages. PR and Business Writing, Secrets of Good Writing. Public Relation Process: Process and Prospects, Fact Finding, Need for PR Planning, Planning PR Programmes, Profile of the Indian Public, 5 F's of Media Relations, PR Research and Evaluation, PR Training and Education, PR Campaigning. PR Research: Need, Types, PR Research in India, Public Relation Functions, Effectiveness of PR Research, Case Study.

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**BRAND MANAGEMENT AND STRATEGY IN ADVERTISING  
PAPER - III**

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**BLOCK I BRAND: AN OVERVIEW**

Meaning and Definition of Brand, Brand Attributes, Brand Characteristics, Brand Personality, Brand Image and Brand Association, Brand Identity, Perspective of Brand Identity, Brand Identity Structure: Value Proposition and Credibility, Organisational Association, Brand Loyalty, Strategic Brand Analysis, Leveraging of Brand, Managing Brand System.

**BLOCK II ORGANISING BRAND BUILDING AND BRAND LEADERSHIP**

Organising Brand Building and Brand Leadership: Classic Versus New Imperatives, Brand Leadership Tasks, Brand Success and Brand Failure. Brand Positioning and Repositioning, Brand Extension, Brand Architecture.

**BLOCK III MARKET COMPLEXITY AND BRANDING**

Market Complexity, Brand Confusion, Brand Beyond Advertising, Role of Sponsorship and Web. Brand equity: Measuring of Brand Equity: Cost Based, Price Based, Consumer Based Methods.

**BLOCK IV GLOBAL BRANDS**

Global Brands: Planning Process and Practice, Brand Franchise, Brand Ambassador, Celebrity Branding, B 2 B Branding, Service Branding, Retailer Issues in Brand, Case Studies in Brand Management.

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## STRATEGIC PUBLIC RELATIONS AND MANAGEMENT PAPER - IV

### BLOCK I INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT

Evolution of CRM, Meaning and Definition of CRM, Role of CRM in Improving Customer Relationship, Customer as a King, CRM and Relationship Marketing, Orientation to Knowledge Management, Relationship Building as a Process.

### BLOCK II TYPES OF CUSTOMER RELATIONSHIP MANAGEMENT

Type of Customer Relationship Management, Sales Force Automation, Lessons From Failed CRM Initiatives, Understanding the Customer, Understanding Customer Values, Customer Lifecycle, Customer Value Management Strategy.

### BLOCK III THE CRM ROAD MAP

The CRM Strategy, Implementing CRM Initiatives, Role of Leadership, Requirements for Rewarding CRM Implementation, Customer's Lifetime Value, Potential for Upselling and Cross Selling, Customer Retention, Complaint Resolution, Customer Database, Technological and Infrastructural Support, E-CRM, CRM Strategy and Technology, Evaluating Service Providers of CRM Software.

### BLOCK IV HUMAN RESOURCE MANAGEMENT AND CRM

Involvement of People, Employees as Customers, CRM in Insurance Sector, CRM in Banking Sector, Liberalization and Globalisation of Economy, CRM and Technology, Collaborative CRM and its Application in Financial Services, Giving Unique Identity to Customers and Complaint Management, Fulfilling the Changing Needs of Customers, Technology and People.

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## CORPORATE COMMUNICATIONS PAPER - V

### BLOCK I COMMUNICATION SKILLS

Principles of Communication: Introduction, Meaning and Definition of Communication, Scope of Communication, Nature of Communication, Process of Communication- Models and Theories, Communication Network, Types of Communication, Importance of Communication, Difference Between Oral and Written Communication, 7C's and 4 S's.

### BLOCK II LISTENING SKILLS

Listening Skills: Definition of Listening, Meaning and Importance of Listening, Listening Process, Types of Listening, Types of Faculty Listening, Barriers in Listening, Why Barriers Succeed, Bad Listening Habits, Guidelines for Effective Listening.

Oral Skills: Introduction, Noise and Barriers to Communication, Listening, Feedback and Telephonic Message, Guidelines for Effective Oral Communication.

Presentation Skills: Planning, Preparing, Practicing, Presenting, Presentation to different Groups.

### BLOCK III NON VERBAL COMMUNICATION

Non Verbal Communication, Public Speaking: Introduction, Meaning of Non-verbal Communication, Relationship of Non-verbal Message with Verbal Message, Types of Non-verbal Communication, Paralanguage, Kinesics, Proxemics, Touch, Clothing, Time, Case Study, Selection of the Topic, Audience Analysis, Researching and Planning the Speech, Organising the Speech, Wordings the Speech, Developing Confidence and Overcoming Fear.

### BLOCK IV INTERVIEWS

Interview Skills: Nature of Interview, Process of Interview, Types of Interview, Successful Interview, Appearance and Dress.

Meeting and Conference: Purpose, Procedure, Planning and Arrangement of Meetings and Conferences, Chairmanship Participation, Physical Arrangement, Nature and Definition of Meeting and Conference, Types of Discussion Groups, Regulating Speech, Organising Conferences and Evaluating Oral Presentation.

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**TOOLS IN ADVERTISING AND PUBLIC RELATIONS  
PAPER - VI**

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**BLOCK I INTRODUCTION TO MARKETING COMMUNICATION**

A Model of Communication Effects, Promotional Mix in Marketing Communication, Integrated Marketing Communication Strategy, Promotion and IMC Planning Strategy, Simulation of Primary and Selective Demand, International Market Environment For Promotion and IMC.

**BLOCK II MESSAGE AND MEDIA STRATEGY**

Advertising Objective, Creative Strategy, Creative Idea, Creative Execution Tactics, Creative Execution: Attention and Structure of Advertisements, Media Strategy and Implementation, Measuring Advertising Effectiveness.

**BLOCK III CUSTOMER RELATIONSHIP MANAGEMENT: PROCESS AND TECHNOLOGY**

Concept of Customer Relationship Management, Practice and Technology of CRM, Customer Lifecycle, Process of Customer Relationship Management, Negotiation with Customers: Call Centres, Customer Interaction, Negotiation as a Process, Tools of Negotiation, Negotiation Audit, Application Provider and CRM.

**BLOCK IV CUSTOMER CENTRIC BUSINESS**

Importance of Customer Support in Business, Internal Process and Customers, External Process and Customers, Key Customers, Customer Strategy Grid, Partner Relationship Management.

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