

- PRIA. (1998). A Manual for Participatory Training Methodology in Development. New Delhi: Society for Participatory Research in Asia.

Suggested Readings

- **Bhatia S.K**, 2005, Training & Development; Concepts and Principles, Ch-1(3-8), ch-2(9- 26), ch-3(28-38).
- **Northouse, P. G.** (2022). *Leadership: Theory and practice* (9th ed.). Sage Publications.
- **James W. Thacker C**, (2004). Effectiveness Training-Systems, Strategies and Practices. Pearson Education.
- **Subedi, N R**, (2008). Advocacy Strategies and Approaches: A Training of Trainers Manual. International.
- **UNICEF**. (2010). Advocacy toolkit. A guide to influencing decisions that improve children's lives.

Note: Examination scheme and mode shall be as prescribed by the Examination branch, University of Delhi, from time to time

**Bachelors in Arts with With Community Science
Category-V**

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 9-HSC: PUBLIC RELATIONS AND ADVERTISING

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Public Relations and Advertising	4	2	0	2	Class XII	NIL

Learning Objectives

- To familiarize students with the concepts and techniques of advertising.
- To introduce students to the principles and practices of corporate communication and public relations.
- To explore tools, techniques, and strategies for effective PR campaigns.
- To train students in creating and implementing corporate communication plans, with a focus on crisis management and digital media.

Learning Outcomes

The students would be able to:

- Critically evaluate advertisements and understand the importance of ethical practices in advertising.
- Examine the scope for making advertising and digital marketing a future career
- Understand the principles, scope, and significance of corporate communication and public relations.
- Design and evaluate PR campaigns for organizations and brands.
- Utilize digital platforms to enhance corporate and public relations efforts.

THEORY

(Credits 2; Hours 30)

UNIT I: Introduction to Advertising

08 Hours

The idea of the unit to explore the concept of advertising world to the students. Beside introducing the concept, the unit will further elaborate the models of advertising along with the classification of the same. The ethics regulating the field of advertising will also be covered.

- Understanding concept, importance and functions of Advertising
- Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy
- Model, communication theories applied to advertising
- Types of advertising and new trends
- Economic, cultural, psychological and social aspects of advertising

UNIT II: Advertising Process

08 Hours

This unit focus on tools, techniques and types and characteristics of effective marketing.

- Advertising: tools and techniques
- Types of Media for advertising and their characteristics
- Marketing mix, role of advertising in the marketing mix
- Media selection, Planning, Scheduling for effective advertising
- Performance of Digital Advertising: - Process & players, Display Advertising Media,
- Digital metrics
- Ethical & regulatory aspects of Advertising-Apex Bodies in Advertising-AAAI, ASCI and their codes

UNIT III: Public Relations (PR): Principles and Practices

08 Hours

Unit focuses on PR as a strategic tool for managing organizational relationships, along with definitions, objectives and functions of PR. It provides a systematic approach to designing PR campaigns, supported by insights from real-world cases. Additionally, this unit highlights the role of digital PR and how organisations leverage it to their advantage.

- Definition, scope, and objectives of PR
- Functions of PR: media relations, CSR initiatives, event management
- Steps to creating a PR campaign: research, planning, execution, and evaluation
- Case studies: successful PR strategies
- Role of PR in managing organizational crises
- Digital PR: blogs, social media platforms, and SEO integration

UNIT IV: Communication Strategies and Media

06 Hours

This unit provides an overview of communication channels and strategies in the corporate and PR space. It discusses significance of media planning, role of social media in PR, and various writing techniques for PR. Unit 3 also incorporates the significance of content marketing and storytelling to enhance corporate communication.

- Media planning: Selecting appropriate channels for different audiences
- Writing for PR: Press releases, newsletters, and digital content
- Social media in PR: Trends, tools, and influencer collaborations
- Content marketing and storytelling in corporate communication

PRACTICAL (Credits 2; Hours 60)

1. Understanding the **key elements of an advertisement**, including headlines, illustrations, body copy, and logos.
2. Learning about **different types of headlines** and strategies for creating effective and attention-grabbing headlines for advertisements.
3. Introduction to the **basics of photography** and its role in creating visual illustrations for advertisements.
4. Developing skills to **write effective body copy** that clearly communicates the message of the advertisement.
5. Understanding the **concept of logos**, their different types, and the process of designing a logo.
6. **Analyzing various forms of advertisements**, including print, video, and radio advertisements, to understand their structure and impact.
7. Creating and designing an **advertisement copy for a specific product or service**.
8. Developing **advertisements suitable for different media platforms**, keeping in mind their unique characteristics.
9. Tools and Techniques of PR- Press release
10. PR Campaign Design: Developing a comprehensive PR campaign plan, including research, target audience analysis, and execution strategy.

Essential Readings

UNIT I

The idea of the unit to explore the concept of advertising world to the students. Beside introducing the concept, the unit will further elaborate the models of advertising along with the classification of the same. The ethics regulating the field of advertising will also be covered.

- **Chunawalla S.A.** (2018). Advertising Theory and Practice. Himalaya Publishing House.
- **Jethwaney, J., Jain, S.** (2012). *Advertising Management*. Oxford University Press India.

UNIT II

This unit focus on tools, techniques and types and characteristics of effective marketing

- **Jethwaney, J., Jain, S.** (2012). *Advertising Management*. Oxford University Press India.
- **George, B.E., Michael, B.A., Keyoor, P.** (2007) *Advertising & Promotion, an Integrated Marketing Communications Perspective*. McGraw Hill.

UNIT III

Unit focuses on PR as a strategic tool for managing organizational relationships, along with definitions, objectives and functions of PR. It provides a systematic approach to designing PR campaigns, supported by insights from real-world cases. Additionally, this unit highlights the role of digital PR and how organisation leverage it to their advantage.

- **Jefkins, F.** (1994). Public Relation Techniques. A Butterworth-Heinemann Title.
- **Wilcox, D. L., & Cameron, G. T.** (2014). Public Relations: Strategies and Tactics. Pearson.

UNIT IV

This unit provides an overview of communication channels and strategies in the corporate and PR space. It discusses significance of media planning, role of social media in PR, and various writing techniques for PR. Unit 3 also incorporates the significance of content marketing and storytelling to enhance corporate communication.

- **Broom, G. M., & Sha, B.-L.** (2013). *Cutlip & Center's Effective Public Relations*. Pearson.
- **Newsom, D., Turk, J., & Kruckeberg, D.** (2012). *This is PR: The Realities of Public Relations*. Wadsworth.
- **Cornelissen, J.** (2020). *Corporate Communication: A Guide to Theory and Practice*. SAGE Publications.

Suggested Readings

- Belch, G. E., & Belch, M. A. (2023). *Advertising and promotion: An integrated marketing communications perspective* (12th ed.). McGraw-Hill.
- Heath R.L. (2010). *The Sage Handbook of Public Relations*. SAGE Publications, Inc.
- Ogilvy, D. (1995) *Ogilvy on Advertising*. Prion Books.
- Wilcox D.L., Glen T, Reber, B. (2014). *Public Relations: Strategies and Tactics*. Pearson
- Tench, R., & Yeomans, L. (2017). *Exploring Public Relations and Corporate Communication*. Pearson.
- Gregory, A. (2020). *Planning and Managing Public Relations Campaigns*. Kogan Page.
- Relevant PR case studies and resources from PRSA and CIPR.

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Bachelors in Arts with With Community Science Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE – DSE-DCE 11-HSC: GENDER, COMMUNICATION AND SOCIETY

CREDIT DISTRIBUTION, ELIGIBILITY, PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical		
Gender, Communication and Society	4	2	0	2	Class XII	NIL

Learning Objectives

- To enable students to understand the concept of sex and gender as well as its implications of gender dynamics in societies on various aspects of human life.
- To explore gender-based disparities, including socio-cultural constraints, deprivations, and violence experienced by men and women throughout their life cycle, along with the legal remedies available.