

## **B.A. - III**

### **Paper-III (Advertising and Public Relations)**

**M.M.75**

#### **Unit-I**

- Advertising-Meaning, Definition.
- Object and Importance
- History and development of advertising
- Role of advertising
- Kinds of Advertisement, selection of media.

#### **Unit-II**

- Advertising Agency, Structure and Function
- Basics of copy writing
- D.A.V.P. and Provincial Directorates of Information.
- Advertising Appeal and Consumer.
- Brand and Brand Ambassador.
- Laws related with Advertising.

#### **Unit-III**

- Introduction to Public Relations, Definition, Object, Features, Importance.
- PR in India, Public Relations Process.
- Tools and Skills of Public Relations Officer.
- Principles of Public Relations
- Difference between P.R., Publicity, Propaganda and Advertising.

#### **Unit-IV**

- Public relations in Government and Private Sector, P.I.B. P.R. Campaigning, Media relations.
- Press Conference, Press Release, Press note, Minutes, Annual Report, Chair Persons speech's and House Journal
- Public Relations and Marketing Communication.

## **Paper-IV (Practical/ Viva voce)**

### **MM-75**

- **News Writing**
- **Each Student have to write At least Five News Story's Related to different beats.**
- **Editing and other Assignments**