

**Public Relation & Advertisement**

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**Curriculum:**

- Unit – I** PR: Concept and Identity, PR: Theory and Behavior, PR: Origin and Development, Various Dimensions of Public Relations, Functions and Roles of Public Relations, Tools of PR, Career in Mass communication.
- Unit - II** Public Relation Institutes in Center and State, PR in Public and Private Institutions, Corporate Communications: Case Studies, House Journals, Reports and Various Promotional Materials.
- Unit - III** Advertising: Concept and Objectives, Advertising: Theories and Forms, Advertising: Origin and Evolution, Social Science of Advertisement.
- Unit - IV** Medium and Elements of Advertisement, Presentation of Advertising Copy, Ad Campaign, Advertising Agencies: Organization and Function, Psychology of Advertising.

**Reference Books :**

1. Black, Marwin & Harlow Rex: : Practical Public Relations, Harper & Bros., New York, 1952.
2. Jethwarey, Jaishri N Et. Al.: Public Relations Sterling Publishers, New Delhi, 1994.
3. Kirkpatrick, C.A. : Mass Communication in Marketing. Houghton -Mifflin, Boston,
4. Mehta, D.S. : Handbook of Public Relations in India (Allied Publishers, New Delhi), 1980.
5. Subroto Sengupta : Positioning (New Delhi, Tata -McGraw Hill), 1990.
6. Subroto, Sengupta, Cases in Advertising and Communication Marketing.