



**TECNIA INSTITUTE OF ADVANCED STUDIES**  
 NAAC ACCREDITED GRADE "A" INSTITUTE  
 Approved by AICTE, Ministry of Education Govt. of India. Affiliated to GGSIP University  
 Recognized Under Sec. 2(f) of UGC Act 1956  
 INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085  
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**Department of Journalism and Mass Communication**

Ref. No.: TIAS/2020-21/J&MC/ACAD/VAC/01

Date: 10/04/21

(Session: 2020-21)

**NOTICE**

**Subject: Value Added Course- Certificate Course in Professional Learning of Public Relation & Advertising**

With reference to the approval of Departmental Academic Committee (Ref No. TIAS/DoJMC/DAC/2020-2021/36, Agenda No.-10 dated on 24-02-2021) of Department of Journalism and Mass Communication for all the institute on the subject mentioned above, to enrich the curriculum as it was recommended to commence the Value-Added Course titled **Certificate Course in Professional Learning of Public Relation & Advertising** scheduled w.e.f 19/04/2021 for all students of TIAS.

**Introduction:**

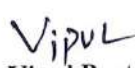
With the introduction of NEP 2020; the department augmented and enriched the curriculum with the Certificate Course in Professional Learning of Public Relation and Advertising explores the implication and understanding of Public Relation; which further comprehend technical and functional knowledge of Advertising in Journalism. The training and placement cell of the Institute also pointed out to upgrade the journalism skills of the students for meaningful employment. The detail scheduled of the same is as under:


Course Name	Name of the Resource Person	Beneficiary	Day & Time	Batch and Mode
Certificate Course in Professional Learning of Public Relation & Advertising	Dr. Rajnesh Kumar Pandey	TIAS Students	Tuesday 12.30pm-2.30pm	(Batch-1) Online
	Mr. Bal Krishna Mishra		Tuesday 12.30pm-2.30pm	(Batch-2) Online
	Dr. Shaheen Bano		Tuesday 12.30pm-2.30pm	(Batch-3) Online
	Mr. Karan Singh		Tuesday 12.30pm-2.30pm	(Batch-4) Online

**Note:**

- Interested students must fill in the registration form by 11<sup>th</sup> April to 17<sup>th</sup> April 2021, by 5:00 pm.
- 75% percentage attendance is mandatory to get the certificates.
- Assessment will be held on the basis of Quiz test, class presentation followed by viva voce.
- For any queries related to the course, kindly contact the undersigned.

  
 Ms. Ritika Choudhary  
 VAC Coordinator

  
 Dr. Vipul Pratap  
 HOD, Dept. of J&MC  
 BAJMC-TIAS

  
 Director, TIAS  
 Director  
 Tecnia Institute of Advanced Studies  
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CC to:  
 HoD MBA/ BAJMC/ BCA  
 ITC Head for updation on the website- DoJ&MC  
 Student Notice Board – All Departments

**Annexures are attached:**

- Annexure1:** Brochure of the course  
**Annexure2:** Details of the course (syllabi)