

**Value Added Course
Session 2020-2021**

Certificate Course in Professional Learning of Public Relation & Advertising

PUBLIC RELATIONS



VS.

ADVERTISING



Preface:

The Certification in Professional Learning of Public Relations and Advertising is a comprehensive course that equips participants with the knowledge and skills necessary to succeed in the dynamic and fast-paced world of public relations and advertising. The course covers various aspects of the field, including strategy, communication, research, and digital media. The program typically begins by providing an overview of the history and evolution of public relations and advertising. Students would learn about the different approaches and strategies used in these fields and the challenges they face in the modern world. They will also gain an understanding of the ethical and legal considerations involved in public relations and advertising.

**Duration: 30 Hours Timing:-12.30pm-2.30pm
Tuesday (All students)**

Resources Person:

- **Dr. Rajnesh Kumar Pandey**
- **Mr. Bal Krishna Mishra**
- **Dr. Shaheen Bano**
- **Mr. Karan Singh**

Registration:

Date:11/04/21 to 17/04/21



Learning Outcomes:

- Students will be prepared from the perspective of employability for the role of PR in Public Sector & Advertising Industry.
- Students will be having an understanding about the creative aspects of Advertising.
- Students will be having an understanding of visual literacy and basic consumer behavior from employability perspective.

Note:

- Interested students must fill in the registration form by June 05, 2021, by 5:00 pm.
- Registration forms can be collected from the Course Coordinator.
- 75% percentage attendance is mandatory to get the certificates.
- There will be 4 batches of 60 students each
- Assessment will be held on the basis of viva voce and written/practical exam.
- Successful learners after assessment will get certificate of the VAC.
- For any queries related to the course, kindly coordinate with undersigned.

Module:

- Indian Polity and Governance. (4hrs)
- Understanding Public Service Advertising. (3hrs)
- Theories and Models in PR. (2hrs)
- Visual Communication: Visual Literacy, Perception and Persuasion. (3hrs)
- Understanding Creativity. (3hrs)
- Major Creative Thinkers in Advertising. (2hrs)
- Appreciation and Presentation of Some of the Great and Failed Campaigns. (4hrs)
- The Indian Consumer: Psychology and Buying Behavior (3hrs)
- Models and Applications. (3hrs)
- Consumer behavior research: How to choose the most responsive segment. (3hrs)