



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
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Syllabus of Value-Added Course

Certificate Course in Professional Learning of Public Relation & Advertising

COURSE CODE: CCPRA	L: 2	T/P: 0	CREDITS: 2	Total Marks: 100
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Course overview:

Welcome to the Value-Added Course in Professional Learning of Public Relations & Advertising! This course is designed to complement the core curriculum of the Certificate Course in Professional Learning of Public Relations & Advertising by providing additional insights, skills, and practical knowledge to enhance your understanding and proficiency in the field. By the end of this course, participants will have gained valuable insights, practical skills, and industry-relevant knowledge to excel in the dynamic field of public relations and advertising.

Course outcomes:

- Students will be prepared from the perspective of employability for the role of PR in the Public Sector.
- Students will be prepared from the perspective of employability for the 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 an employability perspective.

Module 1

1. Understanding Public Service Advertising (3hrs)
2. Theories and Models in PR (2hrs)
3. Visual Communication: Visual Literacy, Perception and Persuasion (3hrs)

Module 2

1. Understanding Creativity (3hrs)
2. Major Creative Thinkers in Advertising (2hrs)

Module 3

1. Appreciation and Presentation of Some of the Great and Failed Campaigns (4hrs)
2. The Indian Consumer: Psychology and Buying Behaviour (3hrs)

Module 4

1. Models and Applications (3hrs)
2. Consumer behaviour research: How to choose the most responsive segment (3hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
Total	100	10

References:

1. Boyle, R. (2016, June 29). Sports Journalism: Context and Issues. <https://doi.org/10.1604/9781412907989>
2. Rowe, D. C. (2003, December 16). Sport, Culture and the Media. Open University Press. <https://doi.org/10.1604/9780335210756>
3. Washburn, P. S., & Lamb, C. (2023, July 1). Sports Journalism: A History of Glory, Fame, and Technology.
4. Raney, A. A., & Bryant, J. (Eds.). (2006, May 29). Handbook of Sports and Media. <https://doi.org/10.1604/9780805851892>

**i. Approved in the 36th Meeting of the Departmental Academic Committee held on 24.02.2021
(Ref No. TIAS/DoJMC/DAC/2020-2021/36)**

