



TECNIA INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE "A" INSTITUTE
Approved by AICTE, Ministry of Education, Govt. of India, Affiliated to OJSP University
Recognized Under Sec. 79) of UOC Act 1956
INSTITUTIONAL AREA MADHUBAN CHOWK, ROHINI, DELHI 110085
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Department of Journalism & Mass Communication

**Report
Value Added Course
2020-21
Certificate Course in Professional Learning of PR and Advertising**

ACTIVITY: Value Added Course

TITLE: Certificate Course in Professional Learning of PR and Advertising

VALUES: Knowledge and Expertise, Accuracy and Objectivity, Effective Communication, Adaptability and Flexibility, Passion and Enthusiasm, Teamwork and Collaboration, Professionalism and Ethics, and Resilience and Adaptation to Feedback.

LEARNING OUTCOMES:

- Understand the primary terms, key concepts, history and organization of advertising and public relations professions
- Be informed of, both practically and conceptually, in the field of public relations and advertising
- Be informed of problems about public relations and advertising fields.
- Have the ability to explain and identify problems associated with area
- Identify and meet the demands of learning requirements.

Organized by : Department of Journalism & Mass Communication


Name of Resource person	Batch
Dr. Rajnesh Kumar Pandey	Batch 1
Mr. Bal Krishna Mishra	Batch 2
Dr. Shaheen Bano	Batch 3
Mr. Karan Singh	Batch 4

Date : 19 April 2021- 31 July 2021

Time:

Batch	Time
Batch 1	12:30pm-2:30pm
Batch 2	12:30pm-2:30pm
Batch 3	12:30pm-2:30pm
Batch 4	12:30pm-2:30pm

Mode: Online (For all 4 batches)




TECNIA
INSTITUTE OF ADVANCED STUDIES
NAAC ACCREDITED GRADE 'A' INSTITUTE
DELHI INDIA

Department of Journalism
& Mass Communication

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 17/04/21 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)

For any queries related for the VAC Certification course, Please Feel Free to Contact VAC Coordinator- Ms. Ritika Choudhary, Contact No:- 8875602592

Poster/Flyer :

Social media link (promoting in any one Facebook/Instagram/Twitter is mandatory)

<http://www.facebook.com/tecniaofficial>
<http://instagram.com/tecniaofficial>

No. of Students* (only no. to be written, list in excel

220

or word should be maintain at department level as proof for any further requirement)

Batch	No. of Students
Batch 1	60
Batch 2	60
Batch 3	60
Batch 4	40

No. of Resource Persons* *(only no. to be written , list in excel or word should be maintain at department level as proof for any further requirement)*

04

Photograph



Report:

PR and Advertising are the vibrant fields from the career perspective, in both Public and Private sector. There is an immense need to endow students with the professional terminologies and mannerism of the PR and Advertising field from the employability perspective. To develop an understanding about the creative aspects of Advertising, Department of Journalism and Mass Communication of Tecnia Institute of Advanced Studies (TIAS) has introduced a value-added course for (TIAS) students titled Certificate Course in Professional Learning of PR and Advertising from 19 April 2021- 31 July 2021. Students understand the scope and opportunity in PR and Advertising sector. Students participated in value added course with great zeal.

Recognizing the importance of this profession, the Tecnia

	<p>Institute of Advanced Studies Department of Journalism & Mass Communication created a Value-Added Course entitled “Certificate Course in Professional Learning of PR and Advertising,” which gives students the chance to choose a lucrative career in this area.</p> <p>The course was specifically designed for all the TIAS students, aiming to equip them with the necessary skills and knowledge to pursue a career in PR and Advertising. This value-added course proved to be an enriching and rewarding experience for the (TIAS) students. The course aimed to provide (TIAS) students with practical insights and theoretical understanding of sport commentary, including various aspects such as match analysis, Accuracy and Objectivity, Effective Communication, Adaptability and Flexibility.</p>
<p>Resource Persons Profile</p>	<p>Batch 1 Resource Person Profile</p> <p>Dr Rajnesh Kumar Pandey, Associate Professor. He has more than 6 years of academic experience. Dr. Rajnesh did his Ph.D from Assam university Silchar. The research areas where he published research papers and chapter is Sports Journalism, Development Communication, New Media, Digital communication, and agriculture development in India, PR and Advertising and many more.</p> <p>Batch 2 Resource Person Profile</p> <p>Mr. Bal Krishna Mishra, Assistant Professor, is currently working as an Assistant Professor in the Department of Journalism & Mass communication at Tecnia Institute of Advanced Studies, Guru Gobind Singh Indraprastha University New Delhi. He has more than five years’ experience, comprises Industry, Research and Academics.</p> <p>Batch 3 Resource Person Profile</p> <p>Dr. Shaheen Bano, Assistant Professor is currently working as an Assistant Professor in the Department of Journalism & Mass communication at Tecnia Institute of Advanced Studies, Guru Gobind Singh Indraprastha University New Delhi. She has seven years’ experience, comprises Industry, Research and Academics.</p>

Batch 4 Resource Person Profile

Mr. Karan Singh, Assistant Professor, is currently working as an Assistant Professor in the Department of Journalism & Mass communication at Terna Institute of Advanced Studies, Guru Gobind Singh Indraprastha University New Delhi. He has more than four years' experience, comprises Industry, Research and Academics.

Report Submitted by VAC Coordinator (write faculty coordinator name)

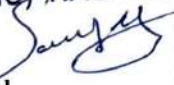
Ms. Ritika Choudhary

HoD
BA(JMC)-TIAS

Ritika

Signature of VAC Coordinator

Dr. Sanjay Srivastava
Name and Signature of Department Head

	<p>Batch 4 Resource Person Profile</p> <p>Mr. Karan Singh, Assistant Professor, is currently working as an Assistant Professor in the Department of Journalism & Mass communication at Tecnia Institute of Advanced Studies, Guru Gobind Singh Indraprastha University New Delhi. He has more than four years' experience, comprises Industry, Research and Academics.</p>
<p>Report Submitted by VAC Coordinator (<i>write faculty coordinator name</i>)</p>	<p>Ms. Ritika Choudhary</p>
<p><u>Ritika</u> Signature of VAC Coordinator</p>	<p>Dr. Sanjay Srivastava.  Name and Signature of Department Head</p> <p>HoD BA(JMC)-TIAS</p>