

ELECTIVE V - ADVERTISING AND PUBLIC RELATIONS

Unit 1

Role of Advertisement in Social and Economic Developments – Market Conditions – Perfect and Imperfect Conditions – Advertisement as a source of anti-cyclical measures. Advertising – Various Fields of Advertising – Advertising Jobs and Talents needed to fill them – Career Planning – Breaking into Advertising – Need for a successful career in Advertising.

Unit 2

Psychology in advertising - Understanding the minds of the people – Exploiting the Weakness of Humanism – Family Prestige – Custom and Traditions – Individual Personality – Modeling in Advertisements.

Unit 3

Kinds of Advertisements in Press Media – Selection of Media – Production of successful Advertisement – Types of Advertisements: a) Media Wise – Print, Radio, T.V, Films – b) Outdoor and Indoor – Bus Panels, Hoardings, Direct Mail, Exhibitions.

Unit 4

Advertising in India- Media wise – Audio-Visual Media – Advertisements servicing – Advertising policy in India – Advertising Agency System – Code and Ethics in Advertisement. Study of Efficiency in Advertising – Scientific Study of Advertising – Economy in Advertising – Types of advertising Research.

Unit 5

Public Relations- Definition – Public Relations as an art in the system of management – Need for good Public Relations a) Information source of the concern b) Feedback c) Smooth internal / external relations for employee d) Management relations with employee. Traits of a good Public Relations Officer – Organizing a Public Relations Office – Training for efficient system of Public Relations

Need for good Public Relations arrangement in Media centers – Public Relations in Indian Press Media – Public Relations System in Radio a) Source to make the Media effective b) Method of collecting programme through Public Relations – Public Relations System in Television Media – Public Relation System in Private Sector, Public Sector – Planning the Process for Public Relations – Types of Publicity – a) Meaning of publicity b) Publicity for Welfare Sake c) Cost Free Nature Publicity.

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