

**NSQF ALIGNED
Curriculum for**

One Year (Two Semester) Post Graduate Diploma Course in

ADVERTISING & PUBLIC RELATIONS

=====
:Semester System:
=====

(Effective from Session 2023-24)



YEAR- 2023-24

Prepared By

=====
: Curriculum Development Cell:
=====

INSTITUTE OF RESEARCH DEVELOPMENT & TRAINING, U.P., KANPUR

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P.,
LUCKNOW IN CDC MEETING HELD ON 19.08.2023

CONTENTS

Sr. No	Particulars	Page No.
-	Preface	1
-	Acknowledgement	2
1	Salient Features of the Diploma Program	3
2	Employment Opportunities	4-5
3	Learning Outcomes of the Program	6
4	Deriving Curriculum Areas from Learning Outcomes of the Program	7
5	Abstract of Curriculum Areas	8
6	Horizontal and Vertical Organization of the Subjects	9
7	Study and Evaluation Scheme	10-11
8	Guidelines for Assessment of Student-Centered Activities (SCA)	12
9	Detailed Contents of various Subjects	13-45
10	Resource Requirement	46
11	Evaluation Strategy	47-49
12	Recommendations for Effective Implementation of Curriculum	50-51
13	List of Participant Experts	52

FIRST SEMESTER

1.1	Professional Communication	14-17
1.2	Fundamentals of Sales and marketing	18-22
1.3	Advertising Management	23-26
1.4	Public Relations Principles & Practice	27-30
1.5	Media Management	31-33
	#Student Centered Activities	

SECOND SEMESTER

2.1	Graphics & production	35-37
2.2	Environmental Studies	38-40
2.3	Project Work	41-42
2.4	Field Exposure	43-45
	#Student Centered Activities	

PREFACE

The process of revision of curriculum is to be carried out from time to time in keeping with the changing needs of the job market. The revision of the curriculum for post graduate diploma in Marketing and Sales Management was taken up to make the curriculum more logical and need oriented taking into account the sophisticated technological changes involved in the promotion of sales and marketing techniques.

The field of marketing is the soul of business. The competitive market and fast changing techniques used in marketing have further enhanced the importance of marketing personnel. The Marketing and sales personnel should not only know the fundamentals of the business of concerned field but also require specialized knowledge in different related fields.

It will also enhance the employment opportunities to diploma holders in the field of their interest and it is likely to produce better results.

In this way, the candidate undergoing training in P.G. Diploma course in Marketing Management will be exposed to new techniques of the area and will be able to become a more effective decision maker.

ACKNOWLEDGEMENTS

We gratefully acknowledge the guidance and contribution received from the following persons:

- i) Principal Secretary, Technical Education & Vocational Education, Govt. of UP for his exemplary vision and approach.
- ii) Secretary, Technical Education Department, Govt. of UP for his support and motivation.
- iii) Director, Technical Education, UP and Director, I.R.D.T., Kanpur for continuously motivating, guiding and taking keen interest in the review of this curriculum.
- iv) Secretary, Board of Technical Education, UP for his support in this project of review curriculum.
- v) All the participants from industry/field organizations, engineering colleges, polytechnics and other technical institutions for their professional inputs during curriculum workshops.
- vi) Faculty/Subject Experts from different departments of U.P. Government polytechnics for content updating.
- vii) CDC Officer and other Concerning Staff of IRDT Kanpur for their support and assistance in the conduct of Curriculum workshops at different places.

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P.,
LUCKNOW IN CDC MEETING HELD ON 19.08.2023

1. SALIENT FEATURES OF DIPLOMA PROGRAMME

- 1) Name of the Programme : Post Graduate Diploma in Advertising and Public Relation
- 2) Duration of the Programme : One year (Two Semesters)
- 3) Entry Qualification : Graduate in any Discipline
Prescribed by State Board of Technical Education, UP
- 4) Intake : 60 (or as prescribed by the Board)
- 5) Pattern of the Programme : Semester Pattern
- 6) NSQF Level : Level - 6
- 7) Type of course : Full time Institutional.
- 8) Ratio between theory and Practical : 70: 30 (Approx.)
9. Industrial Training: Four weeks of industrial training is included after II semester during summer vacation. Total marks allotted to industrial training will be 50.
10. Student Centred Activities: A provision of 3-6 hrs per week has been made for organizing Student Centred Activities for overall personality development of students. Such activities will comprise of co-curricular activities such as expert lectures, self-study, games, hobby classes like photography, painting, singing, seminars, declamation contests, educational field visits, NCC, NSS and other cultural activities, disaster management and safety, etc.
11. Project Work: A project work has been included in the curriculum to enable the student to get familiarized with the practices and procedures being followed in the industries and provide an opportunity to work on some live projects in the industry.

2. EMPLOYMENT OPPORTUNITIES

1. Rapid expansion of industries in India has opened new vistas for excellent opportunities of careers in Advertising & Public Relations. Advertising & Public Relations offer one of the best remuneration packages in the country and even abroad.
2. Mass media all over the world has been accepted as an important instrument for informing, educating & entertaining people. In developing countries like that of ours, the mass media has specific responsibilities. It is intended to bring about a change in the attitudes of people & involve them in developmental policies & plans by keeping them informed about developmental & nation building activities to enlist their active & willing participation. Modern media like radio & television, though of recent origin, are going through a process of veritable explosion. The media in our country, which has been ever-expanding, needs young men & women trained & equipped to fill responsible positions.

Advertising, which has become industry now a days, is a social institution born to fulfill the human need to acquire & send information about the availability of products, brands and services. A personnel having been imparted training in Advertising & Public relations may prove an asset to the organisation he works in. With business and industry growing, there is a clear need for PR persons in every sector. Every corporation needs a PR person. Even politicians need high profile PR men to advise them.

3. PR men are not opinion leaders but they can always team up with opinion leaders and are in the vanguard for change. The PR persons create a favourable image of their company. They act as link between client and public. they organise parties, exhibitions and other projects; they deal with inquiries and, very often complaints. they basically work towards establishing or improving mutual understanding and goodwill between the company/client and the various groups with which it is concerned. Such groups may include employees, shareholders, customers, suppliers, legislators, government departments, financial institutions, bank and, the public at large.
4. The growth of PR in the last three or four years in our country can be described as phenomenal. All organisations whether commercial, industrial, educational, social or political used to practice public relations to meet their objectives and goals. Professionalism in Public Relation has become a sine qua non and is being seen as an effective tool to frame new policies and get them executed, chalk new strategies, etc. The goal of PR is humanising the society or creating a better environment within and without the corporation.
5. Communicating a bright image for the corporation involves using the media effectively. Media strategy embraces holding press conference, conducting press tours, and organizing open days to build up support with the local residents. Bringing out house journals, brochure and publicity material is part of the job. A PR person's work broadly consists of three channels: assistance in framing or reviewing policy; research into attitudes and opinions; and

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P.,
LUCKNOW IN CDC MEETING HELD ON 19.08.2023

communication of information. A PR person must be familiar with all the media of communication and should be an expert in as many as possible. this helps in selecting right medium for each phase of work. A course in Public Relations combined with Advertising may help acquire the requisite skills - a good news sense and journalistic aptitude; a cool temperament; ability to write and speak well & persuasively, imagination, task, approach, ability to work under pressure; a lively & ability to communicate in the both native language and English as well.

6. A number of organisations are setting up PR departments to conduct their public relation work. Government, the private sector, the service sector which includes hotels, banks, airlines, railways, catering, leasing companies, the defence services, the media enterprises are some of the major organisations that require trained personnel in the aforesaid discipline.

3. LEARNING OUTCOMES OF DIPLOMA PROGRAMME

- Understand the importance of effective communication
- Describe the process of communication
- Understand the importance of Promotion and research
- Understand the Basic Fundamental of marketing management
- concepts, objectives, and classification of advertising along with an understanding of the global and Indian history of advertising.
- Produce various public relations materials, such as press releases, backgrounders, publicity materials, house journals, and newsletters.
- Organize press conferences and other events effectively
- The economic aspects of media organizations, such as newspapers, electronic media, and print media, including the relationship between costs and revenue generation.
- To understand the graphic design principles, Printing process and Techniques for Advertising Demonstrate proficiency in crafting, capturing, and editing both fictional and non-fictional content
- Use appropriate practices for conservation and prevention of environment pollution and Safety in process industries.
- Apply all the knowledge and skill gained through various courses in solving a live problem/project in the industry

4. DERIVING CURRICULUM AREAS FROM LEARNING

OUTCOMES OF THE PROGRAMME

The following curriculum area subjects have been derived from learning outcomes:

Sr.No.	Learning Outcome	Curriculum area/subject
1.	<ul style="list-style-type: none">Understand the importance of effective communicationDescribe the process of communication	Professional Communication
2.	<ul style="list-style-type: none">Understand the importance of Promotion and researchUnderstand the Basic Fundamental of marketing management	Fundamentals of Sales and marketing
3.	<ul style="list-style-type: none">concepts, objectives, and classification of advertising along with an understanding of the global and Indian history of advertising.	Advertising Management
4.	<ul style="list-style-type: none">Produce various public relations materials, such as press releases, backgrounders, publicity materials, house journals, and newsletters.Organize press conferences and other events effectively	Public Relations Principles & Practice
5.	<ul style="list-style-type: none">The economic aspects of media organizations, such as newspapers, electronic media, and print media, including the relationship between costs and revenue generation.	Media Management
6.	<ul style="list-style-type: none">To understand the graphic design principles, Printing process and Techniques for Advertising <p>Demonstrate proficiency in crafting, capturing, and editing both fictional and non-fictional content</p>	Graphics & production
7.	Use appropriate practices for conservation and prevention of environment pollution and Safety in process industries.	*Environmental Studies

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P.,
LUCKNOW IN CDC MEETING HELD ON 19.08.20237

8.	Apply all the knowledge and skill gained through various courses in solving a live problem/project in the industry	Project Work
-----------	--	--------------

5 ABSTRACT OF CURRICULUM AREAS

A- General Studies

- 1- Environmental Studies

B- Basic Courses in Engineering/Technology

- 1- Professional Communication

C- Applied Courses in Engineering/Technology

- 1- Fundamentals of Sales and marketing
- 2- Advertising Management
- 3- Public Relations Principles & Practice
- 4- Media Management
- 5- Graphics & production
- 6- Project

D- Industrial Training

- 1- Field Exposure

6 HORIZONTAL AND VERTICAL ORGANISATION OF THE SUBJECTS

Sr. No.	Subjects	Distribution in Periods as per week in various semesters	
		I	II
1.1	Professional Communication	8	-
1.2	Fundamentals of Sales and marketing	9	-
1.3	Advertising Management	9	-
1.4	Public Relations Principles & Practice	9	-
1.5	Media Management	9	-
2.1	Graphics & production	-	18
2.2	Environmental Studies	-	5
2.3	Project Work	-	16
2.4	Field Exposure	-	5
	#Student Centered Activities	4	4
	TOTAL	48	48

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P.,
LUCKNOW IN CDC MEETING HELD ON 19.08.20239

7 STUDY AND EVALUATION SCHEME FOR POST GRADUATE DIPLOMA COURSE IN ADVERTISING & PUBLIC RELATIONS

FIRST SEMESTER

Sr. No.	SUBJECTS	STUDY SCHEME			Credits	MARKS IN EVALUATION SCHEME									Total Marks of Internal & External
		Periods/Week				INTERNAL ASSESSMENT			EXTERNAL ASSESSMENT						
		L	T	P		Th	Pr	Tot	Th	Hrs	Pr	Hrs	Tot		
1.1	Professional Communication	5	3	-	4	20	-	20	50	2.5	-	-	50	70	
1.2	Fundamentals of Sales and marketing	7	2	-	5	20	-	20	50	2.5	-	-	50	70	
1.3	Advertising Management	7	2	-	5	20	-	20	50	2.5	-	-	50	70	
1.4	Public Relations Principles & Practice	7	2	-	5	20	-	20	50	2.5	-	-	50	70	
1.5	Media Management	7	2	-	5	20	-	20	50	2.5	-	-	50	70	
#Student Centered Activities		-	-	4	2	-	30	30	-	-	-	-	-	30	
TOTAL		33	11	4	26	100	30	130	250	-	-	-	250	380	

Student Centred Activities will comprise of co-curricular activities like extension lectures, games, hobby clubs e.g. photography etc., seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities and self study etc.

SECOND SEMESTER:

Sr. No.	SUBJECTS	STUDY SCHEME			Credits	MARKS IN EVALUATION SCHEME								Total Marks of Internal & External
		Periods/Week				INTERNAL ASSESSMENT			EXTERNAL ASSESSMENT					
		L	T	P		Th	Pr	Tot	Th	Hrs	Pr	Hrs	Tot	
2.1	Graphics & production	6	2	10	8	20	30	50	50	2.5	50	3	100	150
2.2	*Environmental Studies	3	-	2	3	20	10	30	50	2.5	20	3	70	100
2.3	Project Work	-	-	16	8	-	50	50	-	-	100	3	100	150
2.4	Field Exposure	-	-	5	4	-	20	20	-	-	50	3	50	70
#Student Centered Activities		-	-	4	2	-	30	30	-	-	-	-	-	30
TOTAL		9	2	37	25	40	140	180	100	-	220	-	320	500

*Common with other Diploma Programmes .

Student Centered Activities will comprise of co-curricular activities like extension lectures, games, hobby clubs e.g. photography etc., seminars, declamation contests, educational field visits, N.C.C., NSS, Cultural Activities and self study etc.

1. Effective teaching will be at least 14 weeks.
2. Each period will be of 50 minutes duration.
3. Field visits and extension lectures shall be organized and managed well in advance at the institute level as per need.
4. 4 weeks structured & supervised, branch specific, task oriented industrial/ field exposure to be organized during Semester break. Students shall submit a report. There shall be 70 marks for this exposure, These marks shall be awarded by the practical examiner at the end of year (Examination marks : 50, Sess. Marks : 20.)

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P., LUCKNOW IN CDC MEETING HELD ON 19.08.2023

8. GUIDELINES FOR ASSESSMENT OF STUDENT CENTRED ACTIVITIES(SCA)

It was discussed and decided that the maximum marks for SCA should be 30 as it involves a lot of subjectivity in the evaluation. The marks may be distributed as follows:

- i. 10 Marks for general behavior and discipline
(by HODs in consultation with all the teachers of the department)

- ii. 5 Marks for attendance as per following:
(by HODs in consultation with all the teachers of the department)
 - a) 75 - 80% 2 Marks
 - b) 80 - 85% 4 Marks
 - c) Above 85% 5 Marks

- iii. 15 Marks maximum for Sports/NCC/Cultural/Co-curricular/ NSS activities as per following:
(by In-charge Sports/NCC/Cultural/Co-curricular/NSS)
 - a) 15 - State/National Level participation
 - b) 10 - Participation in two of above activities
 - c) 5 - Inter-Polytechnic level participation

Note: There should be no marks for attendance in the internal sessional of different subjects.

DETAILED CONTENTS OF VARIOUS SUBJECTS

FIRST SEMESTER

1.1 PROFESSIONAL COMMUNICATION

L T P
5 3 -

RATIONALE

Mass media has direct impact on individual attitudes and behaviors. It has been accepted as an important instrument for informing, educating and entertaining people. Persuasion and social influence receives lion's share of attention. The Paper aims to make the students familiar with the fundamentals of communication & create an awareness about language & its use in communication and to provide skills necessary for writing an effective copy. Contents to make the students appreciate the social & economic environment within which advertising operates have been added to help them in making a systematic approach for better decision making.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the importance of effective communication
- Describe the process of communication
- Communicate effectively in different contexts
- Identify parts of speech
- Write correct sentences using appropriate vocabulary
- Reproduce and match words and sentences in a paragraph
- Write various types of paragraphs, notices for different purposes and composition on picture with appropriate format
- Read unseen texts with comprehension

DETAILED CONTENTS

COMMUNICATION :

Unit I

Communication Theory

- Process of Communication.
- Barriers of Communication
 - 7 Cs of communication
- Mass Communication.

- Factors of Effective Communication
- Aims and objectives of communication skill - Listening, Speaking, Reading and Writing.
- Barrier to effective communication etc (Personal, Physical, psychological, sociological, Semantic etc) and gateways .

Unit II

- Objectives of Marketing Communication and Its Role.
- Integrated Marketing Communication
- Relevance of Audio-visual Communication
- Forms of Visual Communication and their significance.

MEDIA OF COMMUNICATION AND ITS ROLE :

- Language as a means of communication
- Channels and Media of communication
- Communication Network
- Intercultural Communication.
- Interpersonal Communication
- Ethics and Communication
- Social Media and Communication

Unit III

- Development of writing and Analytical skills - Business letters, Testimonials, Business Report, Press Releases, Precise Writing, Speech and Presentation Writing, Paragraph Writing,
Copy Writing for advertisement for Radio, T.V., Films and Print Media, Project Report Drafting, Translation in advertising, e-mail writing (from :, To----CC,BCC)
- Development of Oral Communication Skills - Presentation skills, Interviewing, Telephonic.
Skills, Press Conferences and Seminars, Practical Session on Extempore, Debate, Group Discussion, Role Plays, Mock Press Conference, Interview.

Unit IV

- Non Verbal Communication (Silence Communication)- Body Language, Gestures, Listening
Skills and its effective use.

- Audio- Visual Communication and Presentation Skills- Power Point Presentation using Multi Media, Graphics and Animation, e-Communication , emails, video conferencing. How to plan presentation systematically, How to structure Presentation, How to deliver presentation effectively, How to design and display attractive visuals how to handle questions and comments from the audience .

INSTRUCTIONAL STRATEGY

Student should be encouraged to participate in role play and other student centered activities in classroom and actively participate in listening exercises

MEANS OF ASSESSMENT

1. Assignments and quiz/class tests
2. Mid-term and end-term written tests

RECOMMENDED BOOKS

Communication Year Book : An Annual Review Published by the International Communication Association

YV Lakshmana Rao : UNESCO Publication on " The Practice of mass communication : Some lessons from research.

Wilbur Schramm : Effects of Mass Communication.

Mass Media in India compiled by Research and Reference Division, Ministry of J & B, Government of India.

James Watson and Anne Hill : A Dictionary of Communication and Media Studies.

FISKE(I) :Introduction to Communication Studies : London, Methnen, 1982.

TRUDGILL (Peter) : Sociolinguistics : Penguin Book London, 1980.

HUDSER (RA) Sociolinguistics, Cambridge University Publication, Cambridge.

DYER (Gillian) Advertising and Communication, London, Methnen.

NIDA (EA)" Towards a Science of Translation : Leiden Bill

Economic Development in Different Regions of India.

MAHAJAN (V.S.) : Economic Development of India.

Lokanathan (Victor S.) : Economic Development, Social Structure and Population Growth.

METHA : Economic Planning in India.

JAIN : Economic Problems in India. Economic Survey 1988-89 : Ministry of Finance, Government of India.

Reekie (W. Duncon) : Economics of Advertising. Seventh Five Year Plan.

Good (William J.) & (Paul K.) : Methods in Social Research, Macmillan.

YADAVA (J.S.) : Communication Research some reflections. IIMC (Mimeo).

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	28	25
2	28	25
3	28	25
4	28	25
Total	112	100

1.2 FUNDAMENTALS OF SALES & MARKETING

L T P
7 2 -

RATIONALE

The contents have been tailored to enable the students understand the concept and process of marketing and provide a deeper insight into the factors influencing behavior of target audience. Concepts of product marketing to marketing of services, profit for non-profit organization & social marketing and linkages between cooperate strategy, marketing strategy and advertising strategy have also been dealt with.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Understand the Basic Fundamental of Sales management
- Understand the Concept of Sales Potential
- Understand the concept of Demand for casting
- Control measures for Sales Effort Budget
- Understand the importance of Promotion and research
- Understand the Basic Fundamental of marketing management
- Understand the Concept of complete Segmentation Process
- Understand the concept of Supply Chain management
- Control measures for Consumer Behavior & pricing
- Understand the importance of Promotion and research

DETAILED CONTENTS

Unit I

UNDERSTANDING MARKETING PROCESS :

- The concept of Marketing and Sales and evaluation of marketing
- Changing Indian Marketing Environment

MARKETING STATIGIES :

- Marketing Mix.
- Product concept and feature of packaging
- Product Life Cycle.
- Service Management
- Target and Product Positioning.

- Product innovation and New Product Development.
- Launching New Products .

Unit II

PSYCHOLOGY OF CONSUMER AND THEIR BEHAVIOR:

- SIGNIFICANCE OF THE STUDY OF Psychology in Marketing & Advertising.
- Consumer Behavior Models.
- Environmental Influences : Cultural Values, Social Class & Status, Personal Influence, Family, Situational Influences.
- Individual Differences : Involvement & Motivation, Attitudes, Personality, Values,
- Psychological Processes : Learning, Perception, Attitudes.
- Decision Process : Need recognition, Search, Evaluation of Alternatives, Choice.
- Industrial Buyer Behavior.

Unit III

- Pricing: Concept, Process of Pricing, Pricing strategies, Non pricing factors and Packaging.
- Distribution Management: Concepts and types, channel arrangement, warehousing and logistic and Customer Service.
- Promotion: Advertising, Sales promotion, Personal selling, Publicity.
- Forecasting Demand and Market Share.
- Interface of Marketing Strategy with corporate Strategy and Advertising Strategy.

Unit IV

NEW MARKETING HORIZONS :

- Rural Marketing: Concept, profile and rural consumer and markets, Rural promotion, e-chaupal, etc.
- Marketing of Social Issues.
- Global Marketing.
- Marketing for Non-Profit Organizations.

- Consumerism.

Unit V

RETAIL MANAGEMENT :

- Concept of Retail : Traditional and modern concepts : Kirana shop and Retail malls .
- The Role and importance of retail industry
- Reasons of growth of retail industry and its future prospects
- Role of technology in retail

EVENT MANAGEMENT :

- What is event management: Scope of event management industry in India.
- Importance types of event management : Business events, Trade fairs, road show, Fashion shows and Exhibitions.
- E-commerce, Online Marketing, Tele Marketing, Direct Marketing.

MEANS OF ASSESSMENT

1. Assignments and quiz/class tests
2. Mid-term and end-term written tests

RECOMMENDED BOOKS

KOTLER (Philip) :Marketing Management Analysis, Planning, Implementation and Control, New Delhi, Prentice Hall 1988.

KOTLER (Philip) : Principles of Marketing, New Delhi, Prentics Hall, 1987.

AAKER & DAY : Marketing Research

MAKER (Michael J.) : The Marketing Book - Heinemann London 1987.

BEWBETT (Peter D.) : Marketing New York, Mc Graw Hill Book Co., New York, (International Student Edition) 1988.

BOYD, WESTFALL & STASCH : Marketinh Research

DHOLAKIA (N) & KHURANA (R) : Public Distribution System.

ENIS (Ben M.) COX (Keith K.) : Marketing Classics.

FINE (Seymour H.) : The Marketing of Ideas & Social Issues. New York Prager Publisher, 1981.

KINNEAR & TAYLOR : Marketing Research

KOTLER (Philip) : Marketing for Non Profit Organisations, New Delhi, Prentice Hall, 1986.

KOTLER (Philip) COX (Keith K.) : Marketing Management and Strategy - A Reader : New Jersey, Prentice Hall 1987

KOTLER (Philip) & ROBERTO (Eduardo L.) Social Marketing Strategies for changing Public Behaviour, New York Free Press 1989.

LOVELOCL (Cristopher) : Service Marketing, Test Cases and Reading, New Jersey, Prentice Hall 1987.

LOVELOCL(Cristopher) : Managing Services : Marketing, Operations & Human Resources, New Jersey, Prentice Hall 1987.

LUCK & RUBIN : Marketing Research, New Delhi, Prentice Hall 1988.

PETER (J. Paul) & OLSON (Jerry C.) : Consumer Behaviour - Marketing Strategy Perspective Illionosis, Richard D. Irwin Inc. 1987.

ROTHBERG (Robert R.) : Corporate Strategy & Product Innovation, Free Press

SCHIFFMAN (Leon G.) & KANUK (Lealie Lazar) : Consumer Behaviour, New Delhi, Prentice Hall, 1988.

SENGUPTA (Amit) : Drug Industry & The Indian Pepole : Delhi Science Forum, New Delhi, 1986.

SHETH (Jagdish N.) & GARRETT (Dennis E.) : Marketing Management : A Comprehensive Reader : Ohio South Westren Publishing Co. 1986.

STATON (William) & Others (S); Marketing Management McGraw Hill Book Co. (International Student Edition) 1989.

URBAN (Glen L.), HAUSER (John R.) & DHOLAKIA (N) : Essentials of New Product Management, Prentice Hall Inc. New Jersey, 1987.

ARUN KUMAR : Marketing Management, Himalayan Publications, New Delhi

S. KAZMI & SATISH K. BATRA : Advertising & sales Promotion, Excel Publication, New Delhi

C. N. SANTHOKI & R. G. DESHPANDE : Salesmanship & Advertising, Kalyan Publishers, New Delhi.

CHUNAWALA & KUMAR SETHIA : Advertising Theory & Proctices, Himalayan Publications, New Delhi.

Websites for Reference:

- 1- Management & Business Studies Portal
- 2- National Bureau of Economic Research
- 3- Coursera.org
- 4- TheBookPond.com
- 5- Amazon.com

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	25	20
2	25	20
3	25	20
4	25	20
5	26	20
Total	126	100

1.3 ADVERTISING MANAGEMENT

L T P
7 2 -

RATIONALE

The Advertising Industry has, now a days, become a social institution born to fulfill the human need to acquire & send information about the availability of products, brands, and services. The Paper gives an overview of the discipline of advertising, organization of advertising business & advertising research. It takes the students through the process of development of the creatives, from client's belief in brief, marketing objectives, idea generation to total creativity in word & visual and enables them understand select aspects of finance to prepare effective and appropriate advertising budgets.

LEARNING OUTCOMES

Upon completing this subject, students will acquire the following abilities:

- Acquire knowledge about the concepts, objectives, and classification of advertising along with an understanding of the global and Indian history of advertising.
- Demonstrate comprehension of various theories and models relevant to the fields of advertising .
- Develop skills to create creative advertising campaigns for different media platforms, including both traditional and modern channels.
- Organize press conferences and other events effectively.
- Create classified, display, audio, and visual advertisements and commercials suitable for diverse media platforms.

DETAILED CONTENTS

Unit I

ADVERTISING :

Advertising : Definition and Concept, How Advertising Works, Functions of Advertising, Factors determining advertising opportunity of a product/service/idea, What a message must contain. Types and classification of Advertising Display/Classified/Trade/Product/Financial/ Corporate, etc., Brand Management and Positioning, Creative and Campaign Concepts : An overview, Social and Economic Impact of Advertising, Advertising : Ethics, Code and Law, Brand Equity and Advertising, DAGMAR , Role of ASCI (Advertising standard council of India)

Unit II

1. FINANCIAL ASPECTS OF ADVERTISING:

- Advertising cost concept and decision making.
- Advertising as investment expenditure.
- Basic Accounting Concept.
- Presenting Financial Information for decision making.
- Preparation of advertising budget.
- Monitoring the budget and control process.

2. ORGANISATION OF ADVERTISING BUSINESS :

- Advertising Agency : Structure, Functions.
- Creative Development.
- Production and Cost Analysis.
- Tariff.
- Finance and Billing.
- Account Planning.
- "Agency - Client" Relations : Client brief, Minutes and the follow up.
- Apex Advertising Organizations (AAA, ABC, ISA).
- Advertising departments in corporate organization.

Unit III

CREATIVITY :

- Introduction to creativity styles : Its Theory & Practices
- The advertising creativity in relation to overall objectives.
- Setting creative objectives and strategy development.
- Idea generation, Creative thinking, Creative process

- Conceptualization and evaluation of ideas.
- The aesthetics of advertising.
- Media Planning: Quantitative methods, drawing up media plan
- The message styles: tone and manner.
- Creative copy writing for different media.
- Visualization Layout and art direction.
- Campaign planning and execution of advertising.
- Campaign in different media.
- Advertising creativity in different product categories.
- PR and non-commercial advertising.
- Advertising creativity vis-a-vis urban-rural markets.

Unit IV

MARKETING & ADVERTISING RESEARCH:

Introduction , definition , scope, steps in marketing process, Research objective ,Research design , hypothesis development , sampling and data collection, questionnaire designing , data analysis and interpretation , report writing

- Why research in Advertising
- Problems of advertising where Research has a role to play :
Market Research, Consumer Research, Product, Research, Copy Research, Audience Research.
- Feedback and Evaluation of the advertising results.
- Specific Research Techniques in Advertising: Motivation Research, Consumer Jury Test, Inquiry Test, System rating List, Recognition or Readership Test, Recall test, etc.

INSTRUCTIONAL STRATEGY

MEANS OF ASSESSMENT

1. Assignments and quiz/class tests
2. Mid-term and end-term written tests

RECOMMENDED BOOKS

- 1- Social Research Method by Jahoda
- 2- Test Measurement research method by A.K. Singh
- 3- SENGUPTA (Subroto) : Brand Positioning, New Delhi, Tata McGraw, 1990
- 4- WRIGHT, WARNER, WINDER & ZEIGLER : Advertising, New Delhi, Tata McGraw Hill, 1985.
- 5- LITTLEFIELD & KIRKPATRICK : Advertising Mass Communication in Marketing, Bombay, Vikils, 1971.
- 6- OGILVY (David) : Confessions of an Advertising Man.
- 7- OGILVY (David) : The Unpublished Ogilvy, 1989, New Delhi Rupa Publisher.
- 8- OGILVY (David) : Ogilvy on Advertising London, Orbis, Publications, 1983.
- 9- PATTI (Charles H.) & FRAZER (Charles F) Advertising - A Decision Making Approach, New York, The Dyden Press, 1988.
- 10- RUSSELL (Thomas) and LANE (W. Ronald) Klepper's Advertising Procedures (XI Edition), New Jersey, Prentice Hall 1990.

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	32	25
2	32	25
3	32	25
4	30	25
Total	126	100

1.4 PUBLIC RELATIONS PRINCIPLES & PRACTICE

L T P
7 - 2

RATIONALE

With business & industry growing, there is a clear need for PR persons in every sector . There are predictions that Public Relations will infect, overtake Advertising, as we move into the 21st Century ,being less expensive & more effective. The paper acquaints the students with an overview of the discipline, imparts professional knowledge about theories & techniques of Public Relations, provides knowledge of various media available for Public Relations, their functioning & applications as to achieve maximum output from the resources and develops managerial skills.

LEARNING OUTCOMES

After undergoing the subject, the students will be able to:

- Demonstrate comprehension of various theories and models relevant to the fields of public relations.
- Produce various public relations materials, such as press releases, backgrounders, publicity materials, house journals, and newsletters.
- Organize press conferences and other events effectively

DETAILED CONTENTS

Unit I

DEVELOPMENT OF PUBLIC RELATIONS:

- Historical Perspective.
- Present status of PR and future scope.
- Distinction between -PR, Propaganda, Advertising, Publicity, Marketing PR as a Management.
Function and its interface with Other Managerial disciplines

PR IN INDIA:

- Development of PR in Indian Public sector-historical perspective.
- Objectives of PR in Public sector vis-a-vis Private Sector.
- Govt. Information System.
- Role of PIB in PR /press relations.
- Role of PR in democracy.

PUBLIC OPINION :

- Biases in Human reasoning .
- How it is formed.
- Winning Public Opinion.
- Pressure groups.

PR PROCESS :

- Planning and Programming.
- Implementation of plans.
- Anticipating crisis & handling disasters.

Evaluation of PR programme

Unit II

PR FOR INTERNAL COMMUNICATION :

- "Publics" in Internal Communication.
- Objectives of Employee relations.
- Building Organizational culture.
- Media for Internal Communication.

PR FOR EXTERNAL PUBLICS :

- Defining "Publics" Internal and External : Employees, Local state and central government community and social leaders.
- Various "Publics" PR has to interact with.

MASS MEDIA OF COMMUNICATION :

- Role of new technology : Use PAS (Public Address System), Tele conferencing, Video Conferencing and Social media.

ETHICS AND PR :

- Code of ethics in Public Dealing.

- Professionalism in PR.
- Growth of Professional bodies: PRSI, IPRA.

Unit III

PLANNING IN PR :

- Analyzing and developing a PR strategy.
- Managing PR by objectives.

INTERNAL COMMUNICATION :

Application and tools.

EXTERNAL COMMUNICATION:

Tools, reach and production techniques of-

- Corporate Brochure and films.
- Institutional, Corporate, Advocacy Campaigns, Exhibitions.

DEALING WITH MEDIA/FUNCTIONING OF MEDIA:

- Organising press Conferences & press visits.
- Crisis-dealing with the unexpected event and Eventuality.
- Special events, how they are planned and organised.

Unit IV

ROLE OF WRITING IN PR:

- Press Releases & Press Communiques.
- Backgrounders.
- Feature writing.
- Rejoinder Writing.
- Writing for Electronic Media.
- Speech writing for Corporate Executives.

PR EMERGING CHALLENGES :

- Role of PR in national, international issues concerning humankind- some specific case studies.
- PR for generating Social awareness and social stereotypes about evils besetting society.
- Building Image of India abroad-Brand India, Incredible India, Brand India Fund.
- Group Dynamics and attitude change in Indian context .
- Role of traditional Media about social\national issues.
- Community PR.

ACCOUNTABILITY IN PR: (Internal and Extrenal):

THE PUBLIC RELATIONS PROFESSIONAL:

Role of training, Expert knowledge, personality, presentation style and technique.

Cases : Tata, ITC, Government Organization, Reliance Jio etc.

MEANS OF ASSESSMENT

1. Assignments and quiz/class tests
2. Mid-term and end-term written tests

RECOMMENDED BOOKS

- 1- Cognitive psychology by Margret Matlin .
- 2- Billing , M. (1976) ; Social psychology ,NY; Academic Press
- 3- Social psychology by Baron & Byrne

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	32	25
2	32	25
3	32	25
4	30	25
Total	126	100

1.5 MEDIA MANAGEMENT

L T P
7 2 -

RATIONALE

An advertising medium is the means or conveyance by which the sales message is carried to prospective customers. Generally, no single medium will suffice in reaching all potential customers and, as a result, it is often necessary to use a combination of several media in an advertising campaign. The paper aims to make the students understand the characteristics of each medium available for advertising and the process of developing effective media plan.

LEARNING OUTCOMES

This subject aims to enhance understanding in the following areas:

- The concept, functions, principles, and significance of media management in today's societies.
- The economic aspects of media organizations, such as newspapers, electronic media, and print media, including the relationship between costs and revenue generation.
- The ownership structures observed in different media organizations, including the process of monetizing social media start-ups.

DETAILED CONTENTS

Unit I

INTRODUCTION TO MEDIA:

- Introduction to Media Planning, general Procedures & Problems.
- Relationship among media, Advertising, sales promotion, Publicity and Consumers.

Unit II

- Media Planning viz-a-viz Marketing Planning.
- Mass Media, their characteristics and ownership.
- Media scene in India- Qualitative and Quantitative features of each medium.

Unit III

SELECTIVE MEDIA CONCEPTS:

- Media Scheduling: Reach, frequency, media objectives, etc.
- Media exposure state wise.
- Sources of Media Information, their methodology of survey, observations and applications.
- Media Research & Methods, audience & Media, Inter-Media Effectiveness.
- Media Strategy.
- Media Buying, Media Cost and Buying Problems, setting and Allocation of Budgets.

Unit IV

- Monitoring and Media Rating.
- Case studies.
- Changing face of media with evolution of new horizon of marketing

MEANS OF ASSESSMENT

1. Assignments and quiz/class tests
2. Mid-term and end-term written tests

RECOMMENDED BOOKS

- Media Management: Strategy, Business Models and Case Studies by Bernd W. Wirtz, Springer, 2020.
- Media Management by B. K. Chaturvedi, Global Vision Publishing House, 2022.
- Entrepreneurial Journalism: How to Build What's Next for News, Mark Briggs, 2011.
- ADAMS : Media Planning
- SISSORS (Jack Z) & BUMBA (Lincoln) : Advertising Media Planning 3rd Lincoln Wood, NTC Business Books 1989.
- BARBAN (Arnold M) & KOPEC (Frank J), Essentials of Media Planning 2nd Ed. Lincolnwood. NTC Business Books, 1987.
- SISSORS (Jack Z) & Goodrich (William B)
- Media Planning Workbook (II ed.) Lincolnwood.

- NTC Business Books 1987
- Media in India (1986) - Information & Broadcasting Ministry
- NCAER Report o Media Exposure in India
- NCAER - Household Survey
- INFA Year Book

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	32	25
2	32	25
3	32	25
4	30	25
Total	126	100

SECOND SEMESTER

2.1 GRAPHICS & PRODUCTION

L T P
6 2 10

RATIONALE

Graphics & Productions play a vital role in advertising & public relations rather it is the mainstay of all mass media in modern era. The paper aims at bringing about a general understanding and appreciation of the various production processes & techniques in creating print, audio and video material.

LEARNING OUTCOMES

Upon finishing this course, students will acquire the following competencies

- To understand the graphic design principles, Printing process and Techniques for Advertising
- Demonstrate proficiency in crafting, capturing, and editing both fictional and non-fictional content.
- Familiarize themselves with the tools and equipment utilized in television/Electronic production.
- Stay updated on the latest technological advancements employed in the industry.
- Critically evaluate the advantages and disadvantages associated with the advertising industry.

DETAILED CONTENTS

Unit I

GRAPHICS :

- Theory of Graphics, design principles, Types & Type Faces, Use of Type in design.
- Layout Stages and Its types. Colour in Advertising. Computer graphics.
- Introduction to animation :Brief history of nomination and computer animation.

Unit II

PRINTING:

- Broad survey of different methods and processes of printing, including DTP and their respective advantages.
- Plates making : Paper, Vinyl, Glow Signs
- Characteristics and other relevant details.

Unit III

- Technological development, machine and equipment costing; preparation of art work for different printing processes; packaging; out door material; colour reproduction.

Unit IV

ELECTRONIC & AUDIO VISUAL :

- Principles and techniques of AV Production.
- Film, Radio, TV/Video and Photography.
- Scripting, Shooting and editing of Video films and AV programmes.
- Still photography for advertising and PR.
- Introduction to electronic and audio visual equipment and their operations.

LIST OF PRACTICALS

1. Production of corporate films.
2. Sound & Slide presentation.
3. Graphics and layout exercises.
4. D. T. P. (Desk Top Publication)
5. Shooting and editing of video films and A V programmes.
6. Still Photography.
7. Graphics Software : Corel, Photoshop

NOTE:-

The exercises which can not be demonstrated/practiced in the institute be completed by sufficient numbers of visits of places having these facilities.

MEANS OF ASSESSMENT

1. Assignments and quiz/class tests
2. Mid-term and end-term written tests

RECOMMENDED BOOKS

- Herbert, Zettle : Handbook of Television production, wadsworth
- Mollison, M., Producing Videos: A complete guide, AFTRS, 2003
- Holman, T., Sound for digital video, Elsevier Publication, 2006
- Allan, W., Television Production, McGraw Hill Book Co, New Delhi, 1996
- Graphics of Communication - Arthur Turnbull
- Techniques and Procedures of Visual Instruction
- Media - Moror and Frye
- The Art of Creative Advertising - Michael Antebi
- Layout, Printing, Design and Production - Charles J. Fettes
- Layout and Graphic Design - Bellinger.
- ENVIRONMENTAL EDUCATION AND DISTER MANAGEMENT
- Environmental Studies - Raj Gopalan Oxford
- Talab Aj B Kahare H - Anupam Mishra

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	30	25
2	30	25
3	24	25
4	28	25
Total	112	100

2.2 ENVIRONMENTAL STUDIES

L T P
3 - 2

RATIONALE

A diploma holder must have knowledge of different types of pollution caused due to industries and constructional activities so that he may help in balancing the ecosystem and controlling pollution by various control measures. He should also be aware of environmental laws related to the control of pollution. He should know how to manage the waste. Energy conservation is the need of hour. He should know the concept of energy management and its conservation.

LEARNING OUTCOMES

After undergoing the subject, the student will be able to:

- Comprehend the importance of ecosystem and sustainable
- Demonstrate interdisciplinary nature of environmental issues
- Identify different types of environmental pollution and control measures.
- Take corrective measures for the abatement of pollution.
- Explain environmental legislation acts.
- Define energy management, energy conservation and energy efficiency
- Demonstrate positive attitude towards judicious use of energy and environmental protection
- Practice energy efficient techniques in day-to-day life and industrial processes.
- Adopt cleaner productive technologies
- Identify the role of non-conventional energy resources in environmental protection.
- Analyze the impact of human activities on the environment

DETAILED CONTENTS

1. Introduction (04 Periods)
 - 1.1 Basics of ecology, eco system- concept, and sustainable development, Resources renewable and non renewable.
2. Air Pollution (04 Periods)
 - 2.1 Source of air pollution. Effect of air pollution on human health, economy, plant, animals. Air pollution control methods.
3. Water Pollution (08 Periods)
 - 3.1 Impurities in water, Cause of water pollution, Source of water pollution. Effect of water pollution on human health, Concept of dissolved O₂, BOD, COD. Prevention

of water pollution- Water treatment processes, Sewage treatment. Water quality standard.

4. Soil Pollution (06 Periods)

- 4.1 Sources of soil pollution
- 4.2 Types of Solid waste- House hold, Hospital, From Agriculture, Biomedical, Animal and human, excreta, sediments and E-waste
- 4.3 Effect of Solid waste
- 4.4 Disposal of Solid Waste- Solid Waste Management

5. Noise pollution (06 Periods)

Source of noise pollution, Unit of noise, Effect of noise pollution, Acceptable noise level, Different method of minimize noise pollution.

6. Environmental Legislation (08 Periods)

Introduction to Water (Prevention and Control of Pollution) Act 1974, Introduction to Air (Prevention and Control of Pollution) Act 1981 and Environmental Protection Act 1986, Role and Function of State Pollution Control Board and National Green Tribunal (NGT), Environmental Impact Assessment (EIA).

7. Impact of Energy Usage on Environment (06 Periods)

Global Warming, Green House Effect, Depletion of Ozone Layer, Acid Rain. Eco-friendly Material, Recycling of Material, Concept of Green Buildings.

LIST OF PRACTICALS

- 1. Determination of pH of drinking water
- 2. Determination of TDS in drinking water
- 3. Determination of TSS in drinking water
- 4. Determination of hardness in drinking water
- 5. Determination of oil & grease in drinking water
- 6. Determination of alkalinity in drinking water
- 7. Determination of acidity in drinking water
- 8. Determination of organic/inorganic solid in drinking water
- 9. Determination of pH of soil
- 10. Determination of N&P (Nitrogen & Phosphorus) of soil
- 11. To measure the noise level in classroom and industry.
- 12. To segregate the various types of solid waste in a locality.
- 13. To study the waste management plan of different solid waste
- 14. To study the effect of melting of floating ice in water due to global warming

INSTRUCTIONAL STRATEGY

In addition to theoretical instructions, different activities pertaining to Environmental Studies like expert lectures, seminars, visits to green house, effluent treatment plant of any industry, rain water harvesting plant etc. may also be organized.

MEANS OF ASSESSMENT

- Assignments and quiz/class tests,
- Mid-term and end-term written tests

RECOMMENDED BOOKS

1. Environmental and Pollution Awareness by Sharma BR; Satya Prakashan, New Delhi.
2. Environmental Protection Law and Policy in India by Thakur Kailash; Deep and Deep Publications, New Delhi.
3. Environmental Pollution by Dr. RK Khitoliya; S Chand Publishing, New Delhi
4. Environmental Science by Deswal and Deswal; Dhanpat Rai and Co. (P) Ltd. Delhi.
5. Engineering Chemistry by Jain and Jain; Dhanpat Rai and Co. (P) Ltd. Delhi.
6. Environmental Studies by ErachBharucha; University Press (India) Private Ltd., Hyderabad.
7. Environmental Engineering and Management by Suresh K Dhamija; S K Katariaand Sons, New Delhi.
6. E-books/e-tools/relevant software to be used as recommended by AICTE/ NITTTR, Chandigarh.

Websites for Reference:

<http://swayam.gov.in>

SUGGESTED DISTRIBUTION OF MARKS

Topic No.	Time Allotted (Periods)	Marks Allotted (%)
1	04	10
2	04	10
3	08	20
4	06	14
5	06	14
6	08	20
7	06	12
Total	42	100

2.3 PROJECT

L T P

- - 16

LEARNING OUTCOMES

After undergoing the project work, the students will be able to:

- Apply in totality the knowledge and skills gained through the course work in the solution of particular problem or by undertaking a project.
- Develop understanding regarding the size and scale of operations and nature of field-work in which students are going to play their role after completing the courses of study
- Develop understanding of subject based knowledge given in the classroom in the context of its application at work places.
- Develop firsthand experience and confidence amongst the students to enable them to use and apply polytechnic/institute based knowledge and skills to solve practical problems related to the world of work.
- Develop abilities like interpersonal skills, communication skills, positive attitudes and values etc. • Assemble/fabricate and test an electronics gadget.

GENERAL GUIDELINES

The individual students have different aptitudes and strengths. Project work, therefore, should match the strengths of students. For this purpose, students should be asked to identify the type of project work, they would like to execute. The activity of problem identification should begin well in advance (say at the end of 1st Semester). Students should be allotted a problem of interest to him/her as a major project work. It is also essential that the faculty of the respective department may have a brainstorming session to identify suitable project assignments for their students. The project assignment can be individual assignment or a group assignment. There should not be more than 3 students if the project work is given to a group. The project work identified in collaboration with industry should be preferred. This practical training cum project work should not be considered as merely conventional industrial training in which students are sent at work places with either minimal or no supervision. This experience is required to be planned in advance and supervised on regular basis by the polytechnic faculty. For the fulfillment of above objectives, polytechnics may establish close linkage with 8-10 relevant organization for providing such an experience to students. It is necessary that each organization is visited well in advance and activities to be performed by students are well defined. The chosen activities should be such that it matches with the curricular interest to students and of professional value to industrial/ field organizations.

Project study is the pursuit of truth with the help of study, observation, comparison and experiment. It is intended to apply the learning of research methodology to any issue/problem concerning marketing/advertising/public relations and make recommendations based on their findings.

The main objective of the Project Report is to prepare the students to look beyond their course books and lecture sessions. It is also intended to inculcate in them an independent, critical and analytical thinking and deeper insight into the subject opted for. The Project Report should have relevance to the course content.

The students shall decide their topics in consultation with the respective faculty member of the institute who would also supervise their work. The topics shall be selected in view of their relevance in terms of the conceptualized expectations of the curricula. The students may be asked to undertake the Project Study in clusters. On choice of a subject they shall prepare a comprehensive research report (the title and brief statement) on the topics finalised by the end of October & submit an outline accordingly. This should incorporate the dates by which they will start work on and subsequently complete the Project. Depending on the interest, the students can either do research based project study or develop an Issue/Product based campaign or an Audio-visual presentation.

On completion of the study and after final editing of the written work, it must be neatly hand written, type written, double space, annotated with footnotes/references, list/glossaries, as required. Two copies of such Project Report will be made available to the Head of the faculty for evaluation. The students shall appear for final viva-voce test before the external examiner appointed by the Board of Technical Education, Uttar Pradesh. After completion of the study programme the institute will retain one copy and return the other to the candidate concerned if demanded

THE PROJECT REPORT SHOULD BE OF AT LEAST 75 PAGES

2.4 FIELD EXPOSURE

Field Exposure is required to enable the students have a practical experience of the situations to come across in the world of work i.e. in some advertising agency, industry or government.

Depending on their interest, the students shall be sent to work for a period of two weeks preferably during the month of January or February in concurrence with the concerning academic calendar in some public/private sector organization, advertising agency or any independent body to familiarize them with practical aspects of the profession. They shall be sent to different organizations in groups led and supervised by some responsible faculty member and shall be asked to submit a brief report on their practical training which will be evaluated.

The field exposure will encompass - observation, study, hands on experience, productive indulgence, situational learning, acquisition of the techniques of the trade and application of the instructional subsections - skills and information in real working environ. The following equipment should be given exposure during field exposure.

A tentative outline of the format for submission of Field Exposure Report is given on Annexure-I. It is a draft specimen just to serve as an apparatus for guidance subject to modifications and improvements accordingly.

Opinion about their learning and acquisition of the related know-how will also be required from the agency/enterprise where they have under gone such exposure.

ANNEXURE-I

TRAINING SCHEDULE

The students, as their Term Examinations are over, shall be subjected to undergo a two week Field Exposure specially in the units / organizations involved in Advertising, Publication, Broadcasting, Publicity or Activities which require PRs and alike whereby they shall imbibe the techniques of the trade and shall find themselves in a position to utilize their knowledge and skills to real functional situations. During the training tenure, they shall prepare a brief work report and record their observations/experiences, which on being submitted, will be assessed/ evaluated by the respective faculty of their institute. A draft Performa to develop such report is given hereunder. It may be modified according to the situation and the need.

1. Name & Address of the unit / organization
2. Year of Establishment
3. Nature of the unit/organization

- i. Public Sector
- ii. Private Sector
- iii. Working Hrs.
4. Number of Persons Employed
5. Main Functional Areas
6. Sections/Departments visited
7. Date of
 - i. Joining.
 - ii. Leaving
8. Particular Activity/Activities exposed to
9. Acquisition of the know-how during the exposure (Can be summed up on a separate sheet)
10. Areas/Actvities which interested the trainee most
11. Use of computer - if any.

Date of Submission

Signature
Full Name of the trainee
Batch/Code No. if any

COMMUNITY DEVELOPMENT WORK

Community Development has been conceptualized as an integral aspect of the broad spectrum of Technical Education in modern perspectives. Under the World Bank assisted project, the study programmes have been sandwiched with such exercise with view to promoting awareness among the communities belonging to the rural world. The students, led by their respective faculty, shall encamp in the rural areas preferably in the minority concentrated villages from 7 (Seven) to 15 (Fifteen) days conveniently any time during the span of the study programme and shall undertake/execute activities related to socially relevant themes to uplift the status and condition of the rural people in general. Such camps shall organised under a timebound and target oriented scheduled to ensure concrete achievements. The potential of such endeavour will add to their obtainment in the final examination to a specified extent depending upon the assessment of the faculty concerned.

Based on learning by doing principle, the community oriented programme provides and opportunity for the students to discover and use their creative skills in terms of the specific needs of the masses living in the rural areas. It fosters an attitudes to start a dialogue with the villagers to share their problems and preceptions about media and also enables to present their ideas on the action of the media in society. The students, while encamping in the villages, shall work on assignments covering :

- Literacy
- Health
- Hygiene
- Nutrition
- Pollution
- Family/Child Welfare
- Non-Conventional Energy
- Drug Adcition
- Plantation and so on

Some other areas of assignments can be incorporated in accordance with the situation and the requirement keeping in view their impact on the social fabric of the community as conceived in the policies of the Government.

10 RESOURCE REQUIREMENT

LAB REQUIREMENT

LIST OF EQUIPMENT

Sr. No.	Description	Qty	Tentative. Price (Rs)
10.1 PROGRAMMING LAB			
1.	Computer Server (Quad core, intel processor 32 GB RAM)	1	5,00,000/-
2.	Computer Desktop (i7,8th Generation, 1TB Hard disk, 8Gb RAM, Pre loaded window with 5 year warranty)	60	42,00,000/-
3.	Switch with 24 port speed 10/100/1000 (Manageable)	2	1,00,000/-
4.	Multifunctional Laser/Ink tank Printer	3	90,000/-
5.	Multifunctional Printer, A3 size	1	40,000/-
6.	Scanner	1	65,000/-
7.	Laptop	1	75,000/-
8.	Online UPS, 6KVA	2	2,00,000/-
9.	Digital Camera, HD quality	1	30,000/-
10.	Internet Connectivity	60 Nodes	1,00,000/-
11.	LCD/DLP Projector with Screen	1	25,000/-
12.	Python and Anaconda (Open Source Freeware)		
13.	Python IDE (Open Source Freeware)		
14.	MS Office latest or equivalent FOSS	1	20,000/- Per year
15.	Web camera, Mike and speakers	LS	20,000/-
16.	Air Conditioner 2 ton	2	70,000/-
17.	Antivirus Software	5 Users	10,000/-

Furniture Requirement

Norms and standards laid down by AICTE be followed for working out furniture requirement for this course.

- Furniture for laboratories/Computer Centre 15 lacs

11. EVALUATION STRATEGY

11.1 INTRODUCTION

Evaluation plays an important role in the teaching-learning process. The major objective of any teaching-learning endeavor is to ensure the quality of the product which can be assessed through learner's evaluation.

The purpose of student evaluation is to determine the extent to which the general and the specific objectives of curriculum have been achieved. Student evaluation is also important from the point of view of ascertaining the quality of instructional processes and to get feedback for curriculum improvement. It helps the teachers in determining the level of appropriateness of teaching experiences provided to learners to meet their individual and professional needs. Evaluation also helps in diagnosing learning difficulties of the students. Evaluation is of two types: Formative and Summative (Internal and External Evaluation)

Formative Evaluation

It is an on-going evaluation process. Its purpose is to provide continuous and comprehensive feedback to students and teachers concerning teaching-learning process. It provides corrective steps to be taken to account for curricular as well as co-curricular aspects.

Summative Evaluation

It is carried out at the end of a unit of instruction like topic, subject, semester or year. The main purpose of summative evaluation is to measure achievement for assigning course grades, certification of students and ascertaining accountability of instructional process. The student evaluation has to be done in a comprehensive and systematic manner since any mistake or lacuna is likely to affect the future of students.

In the present educational scenario in India, where summative evaluation plays an important role in educational process, there is a need to improve the standard of summative evaluation with a view to bring validity and reliability in the end-term examination system for achieving objectivity and efficiency in evaluation.

11.2 STUDENTS' EVALUATION AREAS

The student evaluation is carried out for the following areas:

- Theory
- Practical Work (Laboratory, Workshop, Field Exercises)
- Project Work
- Professional Industrial Training

A. Theory

Evaluation in theory aims at assessing students' understanding of concepts, principles and procedures related to a course/subject, and their ability to apply learnt principles and solve problems. The formative evaluation for theory subjects may be caused through sessional /class-tests, home-assignments, tutorial-work, seminars, and group discussions etc. For end- term evaluation of theory, the question paper may comprise of three sections.

Section-I

It should contain objective type items e.g. multiple choice, matching and completion type. Total weightage to Section-I should be of the order of 20 percent of the total marks and no choice should be given in this section. The objective type items should be used to evaluate students' performance in knowledge, comprehension and at the most application domains only.

Section-II

It should contain short answer/completion items. The weightage to this section should be of the order of 40 percent of the total marks. Again, no choice should be given in section-II

Section-III

It may contain two to three essay type questions. Total weightage to this section should be of the order of 40 percent of the total marks. Some built-in, internal choice of about 50 percent of the questions set, can be given in this section

Table II : Suggested Weightage to be given to different ability levels

Abilities	Weightage to be assigned
Knowledge	10-30 percent
Comprehension	40-60 percent
Application	20-30 percent
Higher than application i.e. Analysis, Synthesis and Evaluation	Upto 10 percent

B. Practical Work

Evaluation of students performance in practical work (Laboratory experiments, Workshop practicals/field exercises) aims at assessing students ability to apply or practice learnt concepts, principles and procedures, manipulative skills, ability to observe and record, ability to interpret and draw conclusions and work related attitudes. Formative and summative evaluation may comprise of weightages to performance on task, quality of product, general behaviour and it should be followed by viva-voce.

C. Project Work

The purpose of evaluation of project work is to assess student's ability to apply, in an integrated manner, learnt knowledge and skills in solving real life problems, manipulative skills, ability to observe, record, creativity and communication skills. The formative and summative evaluation may comprise of weightage to nature of project, quality of product, quality of report and quality of presentation followed by viva-voce.

D. Professional Industrial Training

Evaluation of professional industrial training report and viva-voce/ presentation aims at assessing students' understanding of materials, industrial processes, practices in the industry/field and their ability to engage

In activities related to problem-solving in industrial setting as well as understanding of application of learnt knowledge and skills in real life situation. The formative and summative evaluation may comprise of weightages to performance in testing, general behaviour, quality of report and presentation during viva-voce.

12. RECOMMENDATIONS FOR EFFECTIVE CURRICULUM IMPLEMENTATION

This curriculum document is a Plan of Action and has been prepared based on exhaustive exercise of curriculum planning and design. The representative sample comprising selected senior personnel (lecturers and HODs) from various institutions and experts from industry/field have been involved in curriculum design process.

The document so prepared is now ready for its implementation. It is the faculty of polytechnics who have to play a vital role in planning instructional experiences for the courses in four different environments viz. class-room, laboratory, library and field and execute them in right perspective. It is emphasized that a proper mix of different teaching methods in all these places of instruction only can bring the changes in stipulated students behaviour as in the curriculum document. It is important for the teachers to understand curriculum document holistically and further be aware of intricacies of teaching-learning process (T-L) for achieving curriculum objectives. Given below are certain suggestions which may help the teachers in planning and designing learning experiences effectively. These are indicative in nature and teachers using their creativity can further develop/refine them. The designers of the programme suggest every teacher to read them carefully, comprehend and start using them.

(A) Broad Suggestions:

1. Curriculum implementation takes place at programme, course and class-room level
Respectively and synchronization among them is required for its success. The first step towards achieving synchronization is to read curriculum document holistically and understand its rationale and philosophy.
2. An academic plan needs to be prepared and made available to all polytechnics well in advance. The Principals have a great role to play in its dissemination and, percolation upto grass-root level. Polytechnics, in turn are supposed to prepare institutional academic plan.
3. HOD of every Programme Department along with HODs and incharges of other departments are required to prepare academic plan at department level referring to institutional academic plan.
4. All lecturers/Senior lecturers are required to prepare course level and class level lesson plans referring departmental academic plan.

(B) Course Level Suggestions

Teachers are educational managers at class room level and their success in achieving course level objectives lies in using course plan and their judicious execution which is very important for the success of programme by achieving its objectives. Polytechnic teachers are required to plan various instructional experiences viz. theory lecture, expert lectures, lab/workshop practicals, guided library exercises, field visits, study tours, camps etc. In addition, they have to carry out progressive assessment of theory, assignments, library, practicals and field experiences. Teachers are also required to do all these activities within a stipulated period of time. It is essential for them to use the given time judiciously by planning all above activities properly and ensure execution of the plan effectively.

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P.,
LUCKNOW IN CDC MEETING HELD ON 19.08.2023

Following is the gist of suggestions for subject teachers to carry out T-L process effectively:

1. Teachers are required to prepare a course plan, taking into account departmental academic plan, number of weeks available and courses to be taught.
2. Teachers are required to prepare lesson plan for every theory class. This plan may comprise of contents to be covered, learning material for execution of a lesson plan. They may follow steps for preparing lesson plan e.g. drawing attention, state instructional objectives, help in recalling pre-requisite knowledge, deliver planned subject content, check desired learning outcomes and reinforce learning etc.
3. Teachers are required to plan for expert lectures from field/industry. Necessary steps are to plan in advance, identify field experts, make correspondence to invite them, take necessary budgetary approval etc.
4. Teachers are required to plan for guided library exercises by identification of course specific experience requirement, setting time, assessment, etc. The assignments and seminars can be thought of as terminal outcome of library experiences.
5. Concept and content based field visits may be planned and executed for such content of course which is abstract in nature and no other requisite resources are readily available in institute to impart them effectively.
6. There is a dire need for planning practical experiences in right perspective. These slots in a course are the avenues to use problem based learning/activity learning/ experiential learning approach effectively. The development of lab instruction sheets for the course is a good beginning to provide lab experiences effectively.
7. Planning of progressive assessment encompasses periodical assessment in a semester, preparation of proper quality question paper, assessment of answer sheets immediately and giving constructive feed back to every student.
8. The student centred activities may be used to develop generic skills like task Management, problem solving, managing self, collaborating with others etc.
9. Where ever possible, it is essential to use activity based learning rather than relying on delivery based conventional teaching all the time.
10. Teachers may take initiative in establishing liaison with industries and field organizations for imparting field experiences to their students.
11. Students be made aware about issues related to ecology and environment, safety, concern for wastage of energy and other resources etc.
12. Students may be given relevant and well thought out project assignments, which are purposeful and develop practical skills. This will help students in developing creativity and confidence for their gainful employment.
13. A Project bank may be developed by the concerned department of the polytechnics in consultation with related Industry, research institutes and other relevant field organizations in the state.

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P.,
LUCKNOW IN CDC MEETING HELD ON 19.08.2023

LIST OF EXPERTS

List of experts who contributed in the revision of the curriculum for The One Year Post Graduate Diploma in Advertising and Public Relations at I.R.D.T.U.P., Kanpur in the workshop held on 20-11-2019 and online workshop held on 16-12-2021.

- Prof. (Dr.) Sunil Sukla
Ex. Associate Prof. , GHSIMR Kamla Nagar, Kanpur .
- Prof. (Dr.) Swadesh Shrivastava
I. B. M, C.S.G.M University Kanpur
- Prof. (Dr.) A.P.S. Bhadoriya
P.S.I.T. Kanpur
- Smt. (Dr.) Monika Sahay
Asst. Prof., Sen. Degree Collage Kanpur
- Sh. Yogender Panday
Asst. Prof., Prabhat Engineering College Kanpur
- Sh. L.B. Prasad
Ex. Head of Department, Gomati Nagar, Lucknow.
- Dr. P.K. Awasthi
Prof. Commerce, Govt. Leather Institute Kanpur .
- Sh. Kamrujma
Lecturer English, Govt. Poly. Kanpur
- Farhat Jahan Siddique
Expert, Management Kanpur.
- Sh. Vishal Agarwal
Asst. Professor, IRDT, Kanpur
- Sh. Vikas Kulshrestha
Course Coordinator, IRDT, Kanpur

CORRECTED AND APPROVED BY BOARD OF TECHNICAL EDUCATION U.P.,
LUCKNOW IN CDC MEETING HELD ON 19.08.2023