

## Third Year B.A

### Paper V: Introduction of Advertising and Public Relations

#### Unit -I

Advertising - definition, Origin, development of advertising in India, types of Advertising – national, regional, retail, industrial, professional, corporate, institutional, Public Service Advertising, Classified Advertising Display Advertising, Outdoor Advertising, Sky Ads, significance of Ads in media world

#### Unit -II

Ad agencies in India, Copy writing – Newspapers – Radio, TV, Media Selection, Market mix, Advertising in Print and Electronic Media

#### Unit -III

Public Relations – definition, nature and scope, Origin and Development of PR in India, Process of PR - Fact finding, Planning, Communication, Evaluation

#### Unit -IV

Tools of PR, Print- Electronic-Press Conferences- House Journals, Exhibitions, open houses, Event Management

#### Unit -V

Corporate Communications, vertical, horizontal, barriers to communication, attributes of PR Practitioners, PR Ethics

## **Books for Reference:**

### **Introduction of Advertising and Public Relations**

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|--|---|------------------------|
| 1. Advertising Theory and Practice     | - | Munedra Mohan          |
| 2. Advertising Principles and Practice | - | Chunnawalla and Sethia |
| 3. Foundations of Advertising          | - | Chunawalla and Sethia  |
| 4. Advertising Procedure               | - | Otto Kleppner          |
| 5. Mass Communication in India         | - | Keval J. Kumar         |
| 6. Principles of Advertising           | - | Keval J. Kumar         |
| 7. Public Relations in India           | - | D.S. Mehta             |
| 8. A Handbook of Public Relations      | - | Leslie                 |
| 9. Advertising Management              | - | Rathor                 |
| 10. Effective Public Relations         | - | Cutlip and Center      |
| 11. Public Relation in India           | - | J.M. Kaul              |
| 12. Challenges of PR                   | - | C.K. Sardana           |
| 13. Public Relations                   | - | Ahuja and Chabria      |
| 14. How to Be a Good PRO?              | - | Narasimha Reddy        |
| 15. Chemistry of Public Relations      | - | K. R. Balan            |