

M.A. ADVERTISING AND PUBLIC RELATIONS (2 YEARS)

Eligibility

- Any degree of this University or any other recognized University

Features

a) Training Programme:

A Training Programme is conducted at the end of each year of the course for **seven days** at Madurai. Attendance in this Training Programme is compulsory. Internal marks will be awarded at the end of the each Programme for a maximum of 100 marks and the passing minimum is 50 marks.

b) Project Work:

The student has to carry out a Project during the Second Year of the course and submit the Project Report at the time of attending the Training Programme.

c) Lateral Entry for II Year M.A. Advertising and Public Relations:

Those who have passed PG Diploma in Advertising and Public Relations of DDE, Madurai Kamaraj University can join II Year of M.A. Advertising and Public Relations with the exemption of Five Papers and Training Programme No.1 and also Year exemption.

Course Duration:

2 Years – (Non-Semester System)

COURSE : M.A. Advertising And Public Relations (2 Years)			
MEDIUM : English / Tamil			
COURSE CODE : 6010			
Year	S.NO	PAPER NAME	EXAMINATION CODE
I	1	Introduction to Communication	PAPR01
	2	Introduction to Advertising	PAPR02
	3	Principles of Public Relations	PAPR03
	4	Creating Advertisements	PAPR04
	5	Process of Public Relations	PAPR05
	6	Training Programme - I Audio Ad, Video Ad, Print Ad Production	PAPR06

		(Commercial)	
II	1	Tools of Public Relation	PAPR07
	2	Integrated Marketing Communication	PAPR08
	3	Media Planning	PAPR09
	4	Advertising Campaigns	PAPR10
	5	Advertising and PR Research	PAPR11
	6	Training Programme – II Audio Ad, Video Ad, Print Ad Production (Public Awareness)	PAPR12
	7	Project Work	PAPR13

Note:

A Training programme is conducted at the end of each year of the course for seven days at Madurai and the attendance is compulsory. Internal marks will be awarded at the end of the programme for a maximum of 100 marks and the passing minimum is 50 marks. The venue and the date of the training programme will be intimated to the students individually in advance.

Scheme of Examination for all M.A. Degree Courses

Duration: 3 Hrs.; Maximum: - 100 Marks; Passing Min.: - 50 Marks.