

PG DIPLOMA IN ADVERTISING AND PUBLIC RELATIONS

Eligibility for Admission

- Any degree of this University or any other recognized University

Course Duration:

1 Year – (Non-Semester System)

COURSE : PG Diploma In Advertising And Public Relations		
MEDIUM : English		
COURSE CODE : 4002		
S.NO	PAPER NAME	EXAMINATION CODE
1	Introduction to Communication	GAPR01
2	Introduction to Advertising	GAPR02
3	Principles of Public Relations	GAPR03
4	Creating Advertisements	GAPR04
5	Process of Public Relations	GAPR05
6	Training Programme	GAPR06

Training Programme:

A Training Programme is conducted at the end of the year of the course for Seven Days in Madurai. Attendance in this Training Programme 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

Duration – 3 Hrs, Max. Marks – 100, Passing Min.- 50 Marks

