



POSTGRADUATE DIPLOMA  
IN **ADVERTISING**  
& **PUBLIC RELATIONS**



## DURATION : 1 YEAR (2 SEMESTERS)

The Postgraduate Diploma in Advertising and Public Relations is a one-year, cutting-edge academic programme designed to meet the dynamic needs of the ever-expanding advertising and public relations industry. As the industry evolves, the programme continually updates its curriculum to reflect the latest trends, tools, and ideas in vogue.

The programme offers students a comprehensive understanding of markets, communication, and consumer behaviour, enabling them to design effective integrated marketing communication strategies. It equips them for both today's and tomorrow's demanding digital environment, nurturing not only creative visionaries but also skilled business professionals. By fostering individual consciousness and excellence, the programme distinguishes itself from the multitude of advertising and public relations courses available nationwide.

## OBJECTIVES OF THE PROGRAMME

- **To provide** conceptual clarity on advertising, public relations, and corporate communication.
- **To impart** practical skills in branding, marketing, strategy, ideation, research, and creativity.
- **To sensitise** students to social and cultural issues such as class, caste, gender, and the environment, thereby fostering social consciousness and a commitment to making a difference from the classroom to the professional sphere.
- **To enable** students to integrate various functional areas with organisational goals through synergistic learning.
- **To prepare** students for entry-level positions in leading advertising and PR firms, marketing agencies, digital platforms, corporate houses, and development organisations with both conceptual clarity and professional competence.

# FIRST SEMESTER

## PAPER I – COMMUNICATION, MEDIA AND CULTURAL STUDIES

### COURSE OVERVIEW

This course introduces students to the theoretical foundations of communication, media, and cultural studies. It examines key communication and media models, as well as critical perspectives such as media effects, sociological approaches, Marxist and neo-Marxist thought, feminist theory, and postmodernism. Through these frameworks, students develop a deeper understanding of the complex interplay between media, culture, and society.

### KEY TOPICS

- Concepts, processes, and models of communication
- Intersections of society, politics, media, and culture—creating new narratives for human unity
- Development communication and social marketing/advertising
- Political economy of media through cinema
- Praxis: Media tracking and content analysis

### LEARNING OUTCOMES

By the end of the course, students will be able to :

- **Critically analyse** paradigms in media, culture, society, and politics.
- **Engage** with multiple theoretical perspectives to broaden their worldview.
- **Strengthen** social scientific reasoning, critical thinking, and social imagination.
- **Move beyond** commonsense thinking toward deeper, more creative inquiry.
- **Analyse** media products and processes in a nuanced manner.

# PAPER II – INDIAN MEDIA : AN INTRODUCTION

## COURSE OVERVIEW

This course provides an overview of the history, evolution, and current landscape of Indian news media, including the rise of new and social media. It examines organisational structures, socio-economic dynamics, media laws, and contemporary challenges.

## KEY TOPICS

- History and evolution of Indian media
- Conventional media: newspapers and news channels
- Organisational structures and functional departments in media houses
- Economics and sociology of Indian media
- Media laws and regulations
- Contemporary issues and concerns

## LEARNING OUTCOMES

Students will :

- **Understand** the current state and ownership patterns of Indian news media and their effect on news quality.
- **Analyse** the rise of new and social media in India.
- **Identify** emerging trends, issues, and challenges in the sector.

# PAPER III – RADICAL TRANSFORMATION LEADERSHIP (RTL) PROGRAMME AND MEDIA: PRINCIPLES AND PRACTICE

## COURSE OVERVIEW

Based on Dr. Monica Sharma's framework, this course empowers students to draw upon their inner capacities and universal values—such as dignity, compassion, fairness, and courage—to create meaningful change. It fosters strategic, values-based action in media and communication contexts.

## KEY TOPICS

- Introduction to RTL
- Knowing self and universal values for ethical action
- Designing value-based, breakthrough initiatives for community change
- Responsible leadership and unlocking potential in others
- Integrity, accountability, and responsibility
- Leadership in action

## LEARNING OUTCOMES

Students will :

- **Align** personal and professional choices with universal humanitarian values.
- **Challenge** limiting conventional conditioning.
- **Apply** the architecture of value-based initiatives for sustainable change.
- **Integrate** ethics and creativity in redefining success.
- **Recognise** and transform underlying patterns shaping unsustainable systems.

# PAPER IV – MARKETING MANAGEMENT & CONSUMER BEHAVIOUR

## COURSE OVERVIEW

This course explores modern marketing in a rapidly evolving environment shaped by social media, ad tech, and data analytics. Students will learn how brands adapt to changing consumer behaviour and market conditions.

## KEY TOPICS

- Introduction to marketing
- Creating customer value and satisfaction
- Environmental scanning
- Analysing consumer markets
- Strategic marketing planning
- Market segmentation and targeting
- Brand positioning
- Product and pricing strategies
- Marketing channels and distribution

## LEARNING OUTCOMES

Students will :

- **Gain** analytical skills essential for marketing success.
- **Understand** market environments, consumer behaviour, and strategic planning.
- **Apply** marketing principles to decision-making and advocacy.

# PAPER V – ADVERTISING & BRAND MANAGEMENT

## COURSE OVERVIEW

Students will learn the fundamentals of advertising, brand creation, and media planning. The course covers message design, creative briefs, and the impact of marketing communication on brand building in the digital era.

## KEY TOPICS

- Basics and purpose of advertising
- Relationship between branding and advertising
- Advertising design principles
- Brand management
- Integrated media planning and buying (online and offline)

## LEARNING OUTCOMES

Students will :

- **Understand** the essential elements of advertising and branding.
- **Develop** products or services into strong brands.
- **Apply** media planning and buying techniques in a changing media ecosystem.

# PAPER VI – PR PRINCIPLES AND CORPORATE COMMUNICATION

## COURSE OVERVIEW

This course covers the role, scope, and practice of public relations and corporate communication, including digital PR and strategic corporate tools.

## KEY TOPICS

### Part A – Principles :

- Understanding PR and its history
- PR processes and practice
- Digital PR
- Corporate communication strategies and tools

### Part B – Practice :

- Practical application in authentic PR and corporate communication settings

## LEARNING OUTCOMES

Students will :

- **Understand** PR concepts, history, and scope.
- **Analyse** shifts in digital communication.
- **Apply** corporate communication strategies effectively.

# PAPER VIII – VISUAL COMMUNICATION: PHOTOGRAPHY, GRAPHIC DESIGN AND FILM PRODUCTION – I

## COURSE OVERVIEW

This course enhances students' creative decision-making abilities in photography, filmmaking, and graphic design, while fostering critical awareness of representation in media.

## KEY TOPICS

- Photography
- Film and documentary cinema
- Video storytelling
- Graphic Design

## LEARNING OUTCOMES

Students will :

- **Understand** visual grammar and aesthetics.
- **Apply** hands-on skills in photography, filmmaking, and design.
- **Analyse** representation from cultural and political perspectives.

# PAPER IX – CREATIVITY, CAMPAIGN PLANNING & PRODUCTION – I

## COURSE OVERVIEW

Introduces the creative process in advertising, integrating learning from multiple courses to conceptualise and produce campaigns.

## KEY TOPICS

- Creativity in advertising
- Writing for advertising

## LEARNING OUTCOMES

Students will :

- **Appreciate** creative craft in advertising.
- **Generate** ideas and produce creative content.

# PAPER X – VISUAL COMMUNICATION: PHOTOGRAPHY, GRAPHIC DESIGN AND FILM PRODUCTION – II

## COURSE OVERVIEW

This course builds upon the first semester's foundation in visual communication. Students will deepen their understanding of design principles, photography, video storytelling, and film aesthetics, while acquiring practical skills in advertising campaign planning and creative execution.

## KEY TOPICS

- Design fundamentals
- Colour psychology and interaction
- Composition principles
- Typography
- Branding
- Introduction to graphic design software
- Poster design
- Social media design

## LEARNING OUTCOMES

By the end of the course, students will :

- **Apply** advanced techniques in photography and video storytelling.
- **Understand** the creative and technical aspects of film and documentary production.
- **Plan** and execute advertising campaigns with strong visual elements.

# PAPER XI – CREATIVITY, CAMPAIGN PLANNING & PRODUCTION – II

## COURSE OVERVIEW

This course focuses on integrating creativity into comprehensive campaign development. Students will design and execute campaigns using both traditional and emerging media formats, drawing on skills acquired across the programme.

## KEY TOPICS

- Campaign planning and strategy
- Emerging media formats and innovations

## LEARNING OUTCOMES

Students will :

- **Develop** comprehensive campaign strategies.
- **Incorporate** emerging media channels into campaign planning.
- **Produce** creative materials with professional execution standards.

# PAPER XII – RESEARCH METHODOLOGY

## COURSE OVERVIEW

This course introduces the principles, methods, and ethics of research in media, communication, and cultural studies. Students will gain hands-on experience in various research techniques and apply them to integrated marketing communication (IMC).

## KEY TOPICS

### **Pundamentals of Research :**

- Understanding and forms of research
- The research process
- Research methods (surveys, interviews, case studies, participant observation, experiments)
- Research ethics
- Writing research reports/dissertations

### **Research in IMC :**

- Introduction to IMC research
- Methods and audience research
- Application through research projects

## LEARNING OUTCOMES

Students will :

- **Understand** the role of research in media and communication.
- **Use** essential research tools and techniques effectively.
- **Conduct** original research in media, communication, film, or cultural studies.

# PAPER XIII – INDUSTRY ‘LIVE’ PROJECT

## COURSE OVERVIEW

This project bridges classroom learning with real-world application. Students will work in groups on an industry-sourced project, guided by faculty mentors, to create a comprehensive 360° communication campaign.

## KEY COMPONENTS

- Primary and secondary research to define problems and consumer insights
- Media selection and planning
- Brand positioning
- Creative development
- PR strategies
- Digital media integration

The project will progress through defined phases with milestones, and assessment will be based on teamwork, goal achievement, and final presentation to a client panel.

## LEARNING OUTCOMES

Students will :

- **Apply** theoretical knowledge to real-world communication challenges.
- **Develop** and defend creative and strategic work before industry professionals.
- **Strengthen** teamwork, project management, and client presentation skills.

# INTERDISCIPLINARY PROGRAMME

## SOCIOLOGY AND GENDER STUDIES

### COURSE OVERVIEW

This interdisciplinary course introduces essential sociological concepts and theoretical frameworks, including Marxian, Neo-Marxian, Weberian, Ambedkarite, feminist, modernity, and postmodernity perspectives. Students will critically examine social structures and inequalities through the lenses of class, caste, gender, education, religion, and law.

### KEY TOPICS

- Thinking sociologically
- Political sociology
- Sociology of education
- Sociology of gender
- Understanding gender through cinema

### LEARNING OUTCOMES

Students will :

- **Develop** a 'sociological imagination' to interpret individual and social realities.
- **Analyse** the interplay of gender, class, caste, and nationality in critical terms.
- **Uncover** hidden social structures and inequalities through critical inquiry.
- **Understand** complex sociocultural and political dynamics from multiple perspectives.

