

**St. Joseph's College, Bangalore**  
**Department of Communication**

**MA (Advertising and Public Relations)**  
**Course Structure 2020 - 2021**

**Duration:** 2 Years

**Objective:** This specialized course offers students critical training in contemporary Advertising and Public Relations processes. The two-year Master of Arts program will offer intensive, industry-oriented courses in Brands and Brand Management, Advertising management and Ethics Advertising production strategies, as well as Public Relations processes, strategies, crisis management, and corporate communication. The aim is to develop versatile communication professionals who have a knack for creativity, strategic thinking, critical analysis and innovation.

**Selection Procedure:** Entrance test and interview

**Programme Pattern:** Semester System

**Specialization:** The first and second semester will be core modules. At the end of the second semester, students declare a specialization in either Advertising or Public Relations.

**Semester I: (Core Modules)**

Subject code	Course Title	Scheme	Credits
APR 7120	Communication Theory and Practice	T	4
APR 7220	Consumer Behaviour	T	2
APR 7320	Brand Communication and Management	T	4
APR 7420	Market Research	T	2
APR P1	Consumer Behaviour (Practical)	P	2
APR P2	Brand Communication and Management	P	2
APR P3	Art Copy and Design	P	4
APR P4	<b>Market Research</b>	P	4
	<b>Total Credits</b>		24

**Semester II: (Core Modules)**

Subject code	Course Title	Scheme	Credits
APR 8120	Digital Media Marketing	T	4
APR 8220	Integrated Marketing Communication	T	4

APR 8320	Advertising: Principles, Concepts and Management	T	4
APR 8420	Public Relations: Principles and Practices	T	4
APR 8520	Media Planning and Buying	T	2
APR 8620	Creative Campaign Planning	T	2
APR 2P1	Creative Campaign Planning	P	2
APR 2P2	Digital Media Marketing	P	2
APR 2P3	Integrated Marketing Communication	P	2
	<b>Total Credits</b>		26

**Internship and Project:** After two semesters, students have to undergo compulsory internship in a social organisation of their choice, subject to the approval of the Department. At the end of the internship, they have to prepare a report on the work.

**Credits: 2**

### **Semester III: (Advertising Specialization)**

	<b>Course Title</b>	<b>Scheme</b>	<b>Credits</b>
	360 Advertising	T	4
	Rural Marketing and Communication	T	4
	Account Management	T	4
	Account Planning & Analytics	T	4
	Media, Law & Ethics	T	2
	360 Advertising	P	2
	Rural Marketing and Communication	P	2
	<b>Open Elective</b>	T	2
		<b>Total Credits</b>	24

### **Semester III: (Public Relations Specialization)**

	<b>Course Title</b>	<b>Scheme</b>	<b>Credits</b>
	Organisation Structure and Behaviour	T	4
	Strategic PR and Reputation Management	T	4
	Account Management	T	4
	Media, Ethics & Law (Public Relations)	T	2
	Corporate Communication	T	2
	Writing For Public Relations	P	4
	Event Management	P	2
	Open Elective	T	2
		<b>Total</b>	24

	<b>Credits</b>	
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**Semester IV:**

A semester-long internship (600 hours) in their respective specialization. Students have to make a detailed report of the internship. Two colloquia, one mid-internship and one at the end of the semester are mandatory

**Credits: 20 + 4**