



Bharati College
(University of Delhi)
Janak Puri, Delhi- 100058
www.bharaticollege.du.ac.in

Lesson Plan (CORE, Semester III, July to November 2022)

| | | | |
|--|--|--|-----------------------------|
| Name of Teacher | Dr Nazish Hena Khan | Department | Journalism |
| Course | BA Hons. Journalism | Semester | III |
| Paper | ADVERTISING & PUBLIC RELATIONS (LOCF) | Academic Year | July - November 2022 |
| Learning Objectives | | | |
| <p>The course aims to familiarize students with the concepts and techniques of advertising and public relations.</p> <p>The course will help students to understand techniques of marketing communications to launch and build branded products and services by the tactful integration of old and new media.</p> | | | |
| Learning Outcomes | | | |
| <p>This paper will help students to grasp the concepts and skills required for advertising and public relations and the importance of effective brand positioning using integrated marketing communications.</p> <p>The students will also learn to critically evaluate advertisements and understand the importance of ethical practices in advertising and public relations.</p> | | | |
| Lesson Plan | | | |
| Week No. | Theme/ Curriculum | Any Additional Information | |
| Unit I (Week 1 to 3) | <p>In this unit, students will be learning about the following topics in detail –</p> <ul style="list-style-type: none">a) Advertising Importance and Functionsb) Advertising as a tool of communication,c) Role of Advertising in Marketing mix, PR Advertising Theories and Models-AIDA model, DAGMAR Model, Maslow's Hierarchy Model, communication theories applied to advertisinge) Types of advertising and New trendsf) Economic, Cultural, Psychological and Social aspects of advertising | <p>This unit introduces the concept of Advertising and its importance in media.</p> <p>Students will understand the need of advertising, its role in the Marketing Mix, the 4Ps of marketing. Students will be taught various essential theories and models of Advertising such as AIDA, DAGMAR, etc.</p> <p>Another important topic that will be discussed at length will be the need for ethics in advertising, students will also study the</p> | |

| | | |
|------------------------------------|--|---|
| | g) Ethical & Regulatory Aspects of Advertising- Apex Bodies in Advertising- AAAI, ASCI and their codes. | working of ASCI, its Consumer Complaint Council and the recent judgements given by it and they will also write a thorough report on it. |
| Unit II (Week 4 to 6) | <p>This unit will help students to grasp the concepts and skills required for advertising and the importance of effective brand positioning using integrated marketing communications.</p> <p>a) Types of Media for advertising b) Advertising Objectives, Segmentation, Positioning and Targeting c) Media selection, Planning, Scheduling d) Marketing Strategy and Research and Branding e) Advertising department vs. Agency-Structure, and Functions f) Advertising Budget g) Campaign Planning, Creation and Production</p> | The core techniques of advertising such as segmentation, positioning, targeting, will be explained to students with the help of various relevant examples as well as case studies. This unit also deals with the structure and functioning of an advertising industry. Students will be divided into groups and each group will create an advertising campaign and will present it in class. The concept and use of research in advertising will also be explained through case studies of successful brands. |
| Unit III (Week 7 to 9) | <p>This unit deals with the structure and organization of Public relations. Students will also learn about the publicity units of the Government and their essential roles.</p> <p>Students will be learning about the following topics in detail –</p> <p>a) Introduction to Public Relations b) Growth and development of PR c) Importance, Role and Functions of PR d) Principles and Tools of Public relations e) Organization of Public relations: In house department vs consultancy f) PR in govt. and Private Sectors g) Govt's Print, Electronic, Publicity, Film and Related Media Organizations</p> | This unit introduces the concept of Public Relations and its importance in media. Students will understand the need of Public Relations, its role and function and principles. Students will also be taught various essential tools and techniques of Public Relations. |
| Unit IV (Week 10 to 11) | <p>In this unit, students will understand the role of research in PR, the ethical issues in PR and Apex bodies of PR.</p> <p>a) Research for PR b) Managing promotions and functions c) PR Campaign - planning, execution, evaluation d) Role of PR in Crisis management e) Ethical issues in PR-Apex bodies in PR-IPRA code - PRSI, PSPF and their codes.</p> | Students will also create a PR campaign which will include planning and execution. The students will also learn to critically evaluate and understand the importance of ethical practices in PR. There will be extensive class discussion on crisis communication as an important part of PR. |
| Unit V (Week 12 to 14) | This unit is designed to look at the rise of social media and how marketers are integrating social media tools in their overall marketing strategy. | Students will investigate how the marketing community measures success in the new world of social media. Students will learn how to |

| | | |
|--|--|---|
| | <p>Students will investigate how the marketing community measures success in the new world of social media.</p> <p>a) Social Media Technologies and Management b) Integrated Marketing Communication Developing Social Networks c) Social Media Strategies, Tactics and Ethics Social Media Tools d) Measurement Strategies and ROI</p> | <p>successfully have social media presence as an organization and understand techniques for gaining customer and consumer buy-in to achieve marketing goals to properly select social media platforms to engage consumers. Students will also understand the risks and benefits of social media campaigns through case studies.</p> |
|--|--|---|

References

1. David Ogilvy, Ogilvy on Advertising, Pan/Prion Books
2. Frank Jefkins, Advertising Made Simple, Rupa& Co.
3. Chunawalla, Advertising Theory and Practice, Himalaya Publishing House
4. Jethwaney Jaishri, Advertising, Phoenix Publishing House
5. Jefkins Frank Butterworth, Public Relation Techniques, Heinmann Ltd. 6. Heath Robert L, Handbook of Public Relations, Sage Publications,
7. Dennis L. Wilcose& Glen T, Public Relations, Pearson
8. Cutlip S.M and Center A.H., Effective Public Relations, Prentice Hall 9. Kaul J.M., NoyaPrakash, Public Relation in India, Calcutta

Additional Resources

The course is organized around daily lectures and tutorials as per the time table as it is a core paper. Students will be given reading assignments each week to help them follow the course content. These readings will be discussed in class in detail. Students will also be given practical assignments to understand the production of advertisements.

List of Projects

1. Design an ad copy for a product
2. Script writing for electronic media (Radio jingle, TV Commercial)
3. 3 Planning & Designing advertising campaigns
4. Critical evaluation of advertisements
5. Writing a press release.
6. Planning and designing PR campaign
7. Assignment on crisis management

| | |
|---|---|
| <p>Online Resources (If Any)</p> | <p>NA</p> |
| <p>Assignment and Class Test Schedule for Semester</p> | <p>The course is organized around daily lectures and tutorials as per the time table as it is a core paper. Students will be given reading assignments each week to help them follow the course content. These readings will be discussed in class in detail. Students will also be given practical assignments to understand the production of advertisements.</p> <p>Internal Assessment of 25 marks will be in the form of assignments, mid semester test and projects. There are 5 marks for attendance as part of Internal assessment.</p> |