

**3Years UGC Approved B.Voc Degree Programmes
of Derozio Memorial College
Affiliating under WEST BENGAL STATE UNIVERSITY**



Bachelor of Vocation B.Voc [3-Years' Undergraduate Programmes under Undergraduate Curricular Framework (UGCF) With Multidisciplinary Courses] under NEP, 2020

B.Voc in Public Relations

(Effective from Academic Year 2023-24)

1. Academic Credit - An academic credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.

2. Courses of Study – Courses of study indicate pursuance of study in a particular discipline. Every discipline shall offer three categories of courses of study, viz. Discipline Specific Core courses (DSCs)–sub-divided into Major and Minor Courses, Ability Enhancement Courses(AECs), Skill Enhancement Courses (SECs) and Value-added Courses (VACs).

a) Ability Enhancement course(AEC), Skill Enhancement Course(SEC) & Value Addition Course (VAC): These three courses shall be a pool of courses offered by all the Departments in groups of odd and even semesters from which students can choose.

I. AEC courses are the courses based upon the content that leads to knowledge enhancement through various areas of study. They are Language and Literature subjects which will be mandatory for all disciplines.

II. SEC courses are skill-based courses in all disciplines and are aimed at providing hands- on- training, competencies, skills, etc. SEC courses may be chosen from a pool of courses designed to provide skill-based instruction and is offered by the Department of Commerce, West Bengal State University. The details, combination and related instruction is duly mentioned in the Admission Advisory issued in this regard, by the university authority.

III. VAC courses are value-based courses which are meant to inculcate ethics, culture, constitutional values, soft skills, sports education and such similar values to students which will help in all round development of students. The valued-added courses are to be taken from the fixed options provided by the university.

Structure of the 3-Year Multidisciplinary UG Programme
Table 3: Semester-wise and Course category-wise distribution of credits

SEM	Core Course (A)	Core Course (B)	Core Course (C)	MDC	AEC	SEC	VAC	Internship	Total credits
I	MA-1(5)	MB-1(5)	MC-1(5)		AE1(3)		VA1(3)		21
II	MA-2(5)	MB-2(5)	MC-2(5)		AE2(3)		VA2(3)	4**	21
Exit with Certificate									4**+42
III	MA-3(5)	MB-3(5)	MC-3(5)		AE3(3)	SE1(3)			21
IV	MA-4(5)	MB-4(5)	MC-4(5)	MD1(3)		SE2(3)		4**	21
Exit with Diploma									4**+84
V	MA-5(5)	MB-5(5)	MC-5(5)	MD2(3)		SE3(3)			21
VI	MA-6(5)	MB-6(5)	MC-6(5)	MD3(3)		SE4(3)		4**	21
Credits	Exit with B.Voc Degree								4**+126

3-year Multidisciplinary UG Degree: Students who wish to undergo a 3-year Multidisciplinary UG programme will be awarded UG Degree (B.Voc) after successful completion of three years, securing 130 credits (Table 3) which includes 4-credit of summer internship/apprenticeship/NSS/NCC/Study tour with Field Work.

Scheme of Syllabus and Examination Pattern according to UGC Guideline

(For the students admitted during the academic year 2023 Batch onwards)

B.Voc in Public Relations MDC(DRAFT)

Distribution of Courses across the Semesters

Total Credits: **130(126 + Internship 4)** over 3 Years (6 Semesters)

SEM	Core Course (A)	Core Course (B)	Core Course (C)	MDC	AEC	SEC	VAC	Internship	Total
I	Introduction to Communication (5)	Fundamentals of Public Relations and Event Management (5)	Reporting and Editing for Print, Audio- Visual and New Media (5)		Communicative English/ Modern Indian Language- Bengali (1) (3)		Environmental Studies (3)		21
II	Tools of Media Relations and Crisis Communication (5)	Event Planning and Control (5)	Projects on PR and Event Management (5)		Communicative English/ Modern Indian Language Bengali (2) (3)		Introduction to Cyber Security and Web Technology (3)	NSS/NCC/Apprenticeship/ Study Tour/Internship [4**]	21
	EXIT WITH CERTIFICATE								4**+42
III	PR Campaign and Event Marketing and event accounting (5)	Event marketing, Advertising and Public Relations (5)	Corporate Social Responsibility and its implications (5)		Communicative English/ Modern Indian Language Bengali (3) (3)	Camera Handling and shooting techniques (3)			21
IV	HR Management and PR (5)	Videography and editing and Corporate Communication Through Audio Visual Media (5)	Business Management (5)	Advance Photography (3)		Basics of Computer fundamentals and Photo Editing (3)		NSS/NCC/Apprenticeship/ Study Tour/Internship [4**]	21
	EXIT WITH DIPLOMA								4**+84
V	Strategic Public Relations and Client Relation-An Introduction (5)	Institutional Event Planning and Media Economics (5)	Print and Online Journalism (5)	Basics of VFX and animation (3)		Sound Editing (3)			21

VI	Media Research and Dissertation on PR and Media Related Issues, CSR (5)	Media Industry and Management (5)	Pre and Post Production of Corporate PR And Event Management (5)	Creative Writing (3)		Writing for News and Public Relations in Digital age and Behavioral Skill Development (3)		NSS/NCC/Apprenticeship/Study Tour/Internship	21
	30	30	30	9	9	12	6	4**	4**+126

UG Certificate: Students who opt to exit after completion of the first year and have secured 42 credits will be awarded a UG certificate if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship during the summer vacation of the first year. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

UG Diploma: Students who opt to exit after completion of the second year and have secured 84 credits will be awarded the UG diploma if, in addition, they complete one vocational course of 4 credits or a 4-credit work-based learning/internship/apprenticeship during the summer vacation of the second year. These students are allowed to re-enter within a period of three years and complete the degree programme within the maximum period of seven years.

3-year UG Degree: Students who wish to undergo a 3-year UG programme will be awarded UG Degree in the Major discipline after successful completion of three years, securing 130 credits which include 4- credit of summer internship/apprenticeship.

3-year Multidisciplinary UG Degree: Students who wish to undergo a 3-year Multidisciplinary UG programme will be awarded UG Degree (B.A/B.Sc/B.Com/B.Voc) after successful completion of three years, securing 130 credits (Table 2) which includes 4- credit of NSS/NCC/Apprenticeship/ Study Tour/Internship. These students are allowed to re-enter the degree programme within three years and complete the degree programme within the stipulated maximum period of seven years.

COURSE STRUCTURE FOR THE 3YEARS' UNDER GRADUATE PROGRAMME WITH MULTIDISCIPLINARY COURSES

Subject Code	Subject Name	Credit	Marks Distribution			Nature of Course
SEMESTER-1			Internal Attendance (C.E.)	External (END SEM)	TOTAL	
PRMMCOR101T	Introduction to Communication	5	(40+10)	50	100	COR-1
PRMMCOR102T	Fundamentals of Public Relations and Event Management	5	(40+10)	50	100	COR-2
PRMMCOR103T	Reporting and Editing for Print, Audio-Visual and New Media	5	(40+10)	50	100	COR-3
PRMMGAE101T	Communicative English / Modern Indian Language-Bengali (OPTIONAL)	3			50	AEC-1
PRMMVAC101T	Environmental Studies	3			50	VAC
SEM.1TOTAL		21			400	
SEMESTER-2						
PRMMCOR204T	Tools of Media Relations and Crisis Communication	5	(40+10)	50	100	COR-4
PRMMCOR205T	Event Planning and Control	5	(40+10)	50	100	COR-5

Draft UGCF B.Voc 3-Years' Undergraduate Programme with Multi-disciplinary Courses vide approval of structure at the Meeting of the Board of Studies in B.Voc Degree Programmes, Derozio Memorial College affiliating under WBSU, held on 30.05.2023. and as resolved at the Workshop held on

PRMMCOR206P	Projects on PR and Event Management	5	(40+10)	50	100	COR-6
PRMMGAE202T	Communicative English / Modern Indian Language-Bengali (OPTIONAL)	3			50	AEC-2
PRMMVAC202T	Introduction to Cyber Security and Web Technology	3			50	VAC
INTERN201M	NSS/NCC/Apprenticeship/Study Tour/Internship	4*			50	Internship
SEM.2TOTAL		21			400	
EXIT WITH CERTIFICATE						4**+42
SEMESTER-3						
PRMMCOR307T	PR Campaign and Event Marketing and event accounting	5	(40+10)	50	100	COR-7
PRMMCOR308T	Event marketing, Advertising and Public Relations	5	(40+10)	50	100	COR-8
PRMMCOR309T	Corporate Social Responsibility and its implications	5	(40+10)	50	100	COR-9
PRMMGAE303T	Communicative English / Modern Indian Language-Bengali (OPTIONAL)	3			50	AEC-3
PRMMGSE301P	Camera Handling and shooting techniques	3			50	SEC-1
SEM.3TOTAL		21			400	
SEMESTER-4						
PRMMCOR410T	HR Management and PR	5	(40+10)	50	100	COR-10
PRMMCOR411P	Videography and editing and Corporate Communication through Audio Visual Media	5	(40+10)	50	100	COR-11
PRMMCOR412T	Business Management	5	(40+10)	50	100	COR-12
PRMMGMD401T	Advance Photography	3			50	MDC-1
PRMMGSE402T	Basics of Computer fundamentals and Photo Editing	3			50	SEC-2
INTERN401M	NSS/NCC/Apprenticeship/Study Tour/Internship	4*			50	Internship
SEM.4TOTAL		21			400	
EXIT WITH DIPLOMA						4**+84
SEMESTER-5						
PRMMCOR513T	Strategic Public Relations and Client Relation-An Introduction	5	(40+10)	50	100	COR-13
PRMMCOR514T	Institutional Event Planning and Media Economics	5	(40+10)	50	100	COR-14
PRMMCOR515T	Print and Online Journalism	5	(40+10)	50	100	COR-15
PRMMGMD502P	Basics of VFX and animation	3			50	MDC-2
PRMMGSE503P	Sound Editing	3			50	SEC-3
SEM.5TOTAL		21			400	
SEMESTER-6						
PRMMCOR616T	Media Research and Dissertation on PR and Media Related Issues, CSR	5	(40+10)	50	100	COR-16
PRMMCOR617T	Media Industry and Management	5	(40+10)	50	100	COR-17

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PRMMCOR618P	Pre and Post Production of Corporate PR and Event Management	5	(40+10)	50	100	COR-18
PRMMGMD603T	Creative Writing	3			50	MDC-3
PRMMGSE604P	Writing for News and Public Relations in Digital age and Behavioral Skill Development	3			50	SEC-3
	SEM.6TOTAL	21			400	
EXIT WITH 3 Years B.Voc DEGREE						
	GRANDTOTAL				2450	126+4*

PUBLIC RELATIONS SEMESTER - I

INTRODUCTION TO COMMUNICATION [PRMMCOR101T]

Unit-1-Basic Concepts of Communication

- Communication-Meaning, Definition, Scope, Nature & Function
- Forms, Process & Elements of Communication
- Various Types and Barriers of Communication
- Medium of Mass Communication and Typology of Audience

Unit-2-Models of communication

- Models of Communication- Meaning and its Utility
- SMR, SMCR, Lasswel, Osgood
- New comb, Dance's Model, Gatekeeping, Shannon & Weaver
- Bredrock, Wilbur Schramm, Spiral of Silence

Unit-3-Theories of communication

- Hypodermic Needle Theory, Two-step Theory, Multi step Theory
- Authoritarian, Libertarian, Communist and Social Responsibility Theory
- Diffusion of Innovation, Game Theory, Cultivation Theory
- Agenda Setting, Uses & Gratification & Personal Influence Theory

Unit-4-Basic Concept of Journalism

- Journalism-Concept, Dimension & Function
- Career in Journalism- Different Media patterns
- Indian Society-Demography, Socio-Economic & Political Profile
- New Trends in Journalism- Citizen Journalism, Sting operation, Paid News etc.

•Essential Readings:

A History of Communication Study-Everett Rogers

Mass Communication Theory: An introduction-Denis McQuail Mass

Communication in India – Keval J Kumar

The Dynamics of Mass Communication-J.R.Dominick

FUNDAMENTALS OF PUBLIC RELATIONS AND EVENT MANAGEMENT [PRMMCOR102T]

- Definitions of Public Relations
- Publics in PR-Internal and External PR
- PRO/Communication Manager-Ethics and professionalism-Brief-Communications skills for PRO.
- Organizational Communication-Discussion with PR manager.
- The tools and media used in communication with the public.
- Strategic Media Relations
- Differences between publicity, propaganda and advertisement.
- Press Conference, Press Visit, Press Release (case study)
- Conflict management-issues, crisis-case study
- Corporate social responsibility

- Public Affairs.
- Introduction to Event Management
- Planning for Event Management
- Human Resources in Event Management
- Basic Accounting and marketing for Event Management
- Distribution channel in Event Business
- Seminary work presentations
- Test

REPORTING AND EDITING FOR PRINT, AUDIO-VISUAL AND NEW MEDIA [PRMMCOR103T]

- What is a News Story- news sources- Objectivity and its limits- Types of Stories? Hard and Soft
- Differences in form and their implications on the practice of journalism. How does the 'medium' influence content – print, radio and TV.
- How do these work in TV, Radio, Newspaper and in Online Media?
- Elements of broadcast news
- General assignment reporting/ working on a beat; news agency reporting
- The Newspaper newsroom
- Role of sub/copy-editor, News editor and Editor, chief of bureau, correspondents
- Editorial page: structure, purpose, edits, middles, letters to the editor, special articles, light leader
- Introduction to editing: Principles of editing, Headlines; importance, functions of headlines, typography and style, language, types of headline, style sheet, importance of pictures, selection of news pictures
- Newspaper Page make up
- Interviewing- Radio and television recording and editing
- Live telecast
- Online Journalism: Meaning, Concept, Definition
- Internet as Medium of Communication
- Intranet, www, Email, Blog, Social media, Web Server
- Different Features of Online Media
- Reporter- role, functions and qualities

COMMUNICATIVE ENGLISH [PRMMGAE101T]

1. Verbal Communication and Writing Skills

a. Grammar & Vocabulary

i) GRAMMAR

- Tense
- Parts of Speech
- Phrasal Verb
- Appropriate Preposition

- Articles

ii) **VOCABULARY**

❖ BUSINESS ENGLISH – COMMERCIAL ENGLISH

Abbreviations in Business/Commercial English, Appointments in Business/Commercial English English, Confirming English, English, Delivery Complaints Information Orders English Refusing Sample English, Words

❖ COMMON ERRORS

at, by in English – Common Errors, *become, get, go, turn* in English – Common Errors, *give* in English – Common Errors, *the Internet* in English – Common Errors, Word order in English – Common Errors

❖ CONFUSING WORDS

because, as, since or for, big, great, high, large or tall, borrow or lend, bring or take, country or land, disability, handicap or impairment, play, electric, have or have got, it's or its, jail or prison, listen or hear, life, lives or live, look, see or watch, do mistake, much or many, play, game or match, 's- is or has, say or tell, see, visit, attend or go to, since or for, sky or heaven, some or any, street or road, then or than, there is-are, there, this, that –these, those, two, when, which or what, whose, wife, you're or your

❖ CUSTOM AND TRADITION

(Capital, Nationality, Language)

❖ ENGLISH VOCABULARY

Abbreviations in English

Analyzing texts–Vocabulary– A–M*written separately Analyzing texts – Vocabulary – N – Z

Animals in English–Learning English with pictures –A–K Animals

pictures Car Smiles Environment Family

English, Flowers Football

Fruit in English–Learning English

pictures Halloween

Jobs in English– Vocabulary List

Kinds of Sports in English–Vocabulary List

pictures Sports

pictures pictures The The points of the compass in English

pictures Types

pictures Weather Work Working

❖ IDIOMS IN INFORMAL ENGLISH

mails, Informal Informal Vocabulary, Phrases with *as ... as ...*, Proverbs in English

❖ OPPOSITES – LIST IN ALPHABETICAL ORDER

Opposites in English– Wordlist –A–F, Opposites in English–Wordlist –G–L, Opposites in English – Word list – M – R, Opposites in English – Word, list – S – Z

❖ SYNONYMS – LIST IN ALPHABETICAL ORDER

Synonyms in English– Wordlist –A–F, Synonyms in English–Wordlist –G–L, Synonyms in English – Word list –M – R, Synonyms in English – Word list –S – Z

❖ SENTENCES FOR ROLEPLAY

Asking the way – Sentences in English, At a hotel (guest – receptionist) – Sentences in English, their Complex sentences, Conjunctions in English, Freetime/Hobbies – Sentences in English, Meeting people – Sentences in English, Phrases for conversations in English, School life – Sentences in English, Sentences for phoning other people in English

❖ SENTENCES FOR SHORT TALKS

At a hotel, At a souvenir shop, At a supermarket, At school, Going to the cinema, In Dresden, A talk with an English-speaking guest, Travelling

❖ SAMPLETALKSANDPRESENTATION

A talk about Calcutta, A talk about Delhi, Describ in gaplace of interest

❖ TECHNIQUESINTHECLASSROOMANDATHOME

Analysing texts(Summarizing a story, with its characters & opinion) Essays, Classroom Creative Describing Describing How How Mnemonics Nursery Parts in English, Phrases for discussions in English, Topics for creative writing in English, Topics for speaking in English Lessons, Writing better sentences in English, Writing informal letters or e-mails in English

❖ VARIOUS

Cardinal and ordinal numbers in English, How to say the time in English – Examples and Reference, How to write numbers in words, Measures, Weights and Temperature conversion in English, Months, Days of the week in English, **Phrasal verbs in English – Summary, Quotes in English**, Signs of the Zodiac – Traits, SMS – Text messages, Temperature Conversion Fahrenheit – Celsius, The date in English – Writing and Spelling

❖ WORKINGWITHTEXTS

Types of texts in English, Working with texts – General Vocabulary

b. Writing

- Resume
- CV
- Emails(Formal)
- Letters
- Documents
- Paragraph

c. Use of Proper Language (both Vernacular and English)

d. Telephone Etiquettes

e. Reading and Accentuation (Pronunciation)

2. Verbal & Non-Verbal Communication/ Interpersonal Skills/Para linguistic Skills

i) Verbal Communication

- ✓ Self-Presentation
- ✓ Group Discussion
- ✓ Preparation for job related Interview
- ✓ Mock interview Sessions

ii) Non-Verbal Communication

- ✓ Body Language
- ✓ Hand Gestures
- ✓ Mannerisms

iii) Interpersonal Skills

- ✓ Verbal communication
- ✓ Nonverbal Communication
- ✓ Listening
- ✓ Questioning
- ✓ Manners
- ✓ Problem Solving
- ✓ Social Awareness
- ✓ Self-Managements
- ✓ Responsibility & Accountability
- ✓ Assertiveness

- iv) **Paralinguistic Skills**
- ✓ Pitch
 - ✓ Loudness
 - ✓ Fluency
 - ✓ Rate
- v) **Overall Personality Development**

OR,

 Modern Indian Language- Bengali [PRMMGAE101T]

AE-1: বাংলা ভাষা উচ্চারণ ও সাধারণ ব্যবহারিক বানান চর্চা, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা

প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: রবীন্দ্রনাথ ঠাকুর: সহজপাঠ (১ম ও ২য় ভাগ), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit II: রবীন্দ্রনাথ ঠাকুর: সহজপাঠ (৩য় ও ৪র্থ ভাগ), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit III: বাংলা ব্যাকরণ: পদ পরিচয়, পদান্তর, সন্ধি, সমাস, ক্রিয়া ও ক্রিয়ার কাল, বাংলা বানান চর্চা

কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

১। পরেশচন্দ্র মজুমদার- বাংলা বানান বিধি, ২। পবিত্র সরকার- বাংলা বানান সংস্কার, সমস্যা ও সমাধান, ৩। নির্মল দাশ- বাংলা ভাষার ব্যাকরণ ও তার ক্রমবিকাশ, ৪। বামনদেব চক্রবর্তী- উচ্চতর বাংলা ব্যাকরণ, ৫। সুনীতিকুমার চট্টোপাধ্যায়- বাঙ্গলা ভাষা প্রসঙ্গে/ সংক্ষিপ্ত ভাষা-প্রকাশ বাঙ্গলা ব্যাকরণ, ৬। সুকুমার সেন- ভাষার ইতিবৃত্ত, ৭। পরেশচন্দ্র ভট্টাচার্য- ভাষাবিদ্যা পরিচয়।

প্রশ্নের ধরন: ১ ও ২ একক থেকে একটি করে ব্যাখ্যামূলক/রচনামূলক/বোধমূলক প্রশ্নের উত্তর দিতে হবে। শব্দসংখ্যা অনধিক ৩০০ হওয়া বাঞ্ছনীয়। প্রশ্নের মান হবে ১০। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে ; অর্থাৎ ২ x ১০=২০ এবং ১ ও ২ একক থেকে ৫ মানের একটি করে সংক্ষিপ্ত ব্যাখ্যামূলক/টীকা জাতীয়/বোধমূলক/ বিশ্লেষণমূলক প্রশ্নের উত্তর দিতে হবে। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে ; অর্থাৎ ৫ x ২= ১০। শব্দসংখ্যা অনধিক ১৫০ হওয়া বাঞ্ছনীয়। একক ৩ থেকে মোট ২০ নম্বর প্রশ্নের উত্তর দিতে হবে। এস্থলে প্রশ্নের মান নির্ধারণের ক্ষেত্রে প্রশ্নকর্তার স্বাধীনতা থাকবে।

 ENVIRONMENTAL STUDIES [PRMMVAC101T]

UNIT-I-THE MULTIDISCIPLINARY NATURE OF ENVIRONMENTAL STUDIES

UNIT II-NATURAL RESOURCES

UNIT III-ECOSYSTEMS

UNIT IV-BIODIVERSITY

UNIT V-POLLUTION

PUBLIC RELATIONS SEMESTER- II

+TOOLS OF MEDIA RELATIONS AND CRISIS COMMUNICATIONS [PRMMCOR204T]

- Relationship management theory
- Functional perspective on PR
- Media relations
- New media and online reputation
- Situational crisis communication theory
- PR Media Tools of Engagement
- Ethics in PR, relationship building and trust
- Strategy for good media relations.
- Inter-Media Publicity, Press Conference.
- Traditional Media as a PR tool– Types– Advantages - Role of traditional Media in rural India. Outdoor media as a PR tool–Hoardings–Posters–Transit media – Bus panels–Neon signs– Direct Mail – advantages
- **Crisis Planning and Crisis Communication**
(Developing a crisis communications strategy in line with the crisis management plan. Creating the Crisis management manual. Empowering crisis communication team members and internal employees. External stakeholder engagement techniques in a crisis.)
- Define the role of the crisis manager.
- Describe the emergency response scenarios.
- Describe common crisis management plan weaknesses.
- Develop contingency plans.
- Implement damage control.
- 5s Principle for crisis in PR
- Design an activity of PR in crisis

+ EVENT PLANNING AND CONTROL [PRMMCOR205T]

- Introduction to Event planning and management
- Event Production
- Role of event planner and Qualities of good event planner
- Importance of organizing events and its components
- Techniques, Selections, Coordination, Creativity, Designing, Marketing,
- Sponsorships and Production of Special, Corporate and Sports events
- Leisure, tourism and events planning, monitoring and evaluation,

- Drawing upon the inter-relations between tourism and arts, sports, cultural and business events in contexts to local, national and
- International tourism thus enabling students to prepare for employment in both the public and private sectors.
- Introduce students to key elements of conference management,
- Types of conference, Details Planning of Why, What and Where the conference, Executive checklist, Session Planning and Timing, Type of
- Presentation,
- Role of delegates / audience, Policies related to conference, Promotion of Conference, Documentation and administration related to
- organization of Conference.
- Venue Design, Site Design, Audio-Visual production, Budgeting; Negotiation, Technical Design, Health & Safety, Adaptation and
- Coordination
- Follow-up with events coordinators, Run Charts, Flight booking of Artists & Guest, Visa assistance
- Hotel booking, Airport and hotel transfers
- Booking of conference facilities and technical equipment i.e. Sound, Lights, Audio Visual facilities, Hiring of interpreters,
- Catering services,
- Secretarial support, preparation of Badges, Nameplates, Conference kits, brochures, Posters, Backdrop, Panels, Standaees, Banners etc.

PROJECTS ON PR AND EVENT MANAGEMENT [PRMMCOR206P]

- **Practical (Project based)** [PREPARING PRESS RELEASE, PRESS COMMUNIQUE, HAND OUT, HOUSE JOURNAL, LOGO MAKING ETC]

COMMUNICATIVE ENGLISH [PRMMGAE202T]

READING AND WRITING COMPETENCE

Unit 1: Accurate Grammatical Usage

- Common Grammatical Errors
- Sentence Structure
- Phrasal Verbs and Idioms
- Word Class: Lexical and Functional Category
- Understanding American expressions

Unit 2: Reading Comprehension

- Skimming and Scanning, Identifying Main Ideas, Drawing inferences
- Summarizing

- Critical Reading
- **Unit 3: Writing Composition**
- Precis
- Composition: Reflective, Descriptive, Narrative and Argumentative
- Dialogue Writing

RECOMMENDED READINGS:

- *A Practical English Grammar* – A.J. Thomson, A.V. Martinet – OUP
- *Function in English*- Jon Blundell et al- OUP
- *Oxford Practice Grammar* – John Eastwood – OUP
- *A Remedial English Grammar* – F.T. Wood
- *Word Power Made Easy*- Norman Lewis- Penguin2
- *Intermediate English Grammar*- Raymond Murphy- CUP
- *Advanced Grammar in Use*- Martin Hewings- CUP
- *Practical English Usage*- Michael Swan- OUP
- *Oxford Word Skills*- OUP
- *Functions of English* - Lee Jones- CUP
- *Practice Makes Perfect: Advanced English Reading and Comprehension*– Diane Engelhardt McGraw Hill
- *Write Rightly: A Course for Sharpening your Writing Skills*, Geetha Rajeevan, CUP
- *Writing with a Purpose*, C. Tickoo and J. Sasikumar, OUP

OR,

Modern Indian Language- Bengali [PRMMGAE202T]

AE-2 চলচ্চিত্র ও বাংলা সাহিত্য, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: সভ্যজিৎ রায়- বিষয় চলচ্চিত্র, কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

চলচ্চিত্রের ভাষা: সেকাল ও একাল, চলচ্চিত্র রচনা: আঙ্গিক, ভাষা ও ভঙ্গি, চলচ্চিত্রের সংলাপ প্রসঙ্গে

Unit II: ধীমান দাশগুপ্ত- সিনেমার অ আ ক খ, কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

সিনেমার শিল্পরূপ: শিল্প কী- সিনেমা কি শিল্প- সিনেমার শিল্পরূপ: বিবিধ সম্পর্ক- সাহিত্য ও

চলচ্চিত্র- কবিতা ও চলচ্চিত্র- নাটক ও চলচ্চিত্র- চিত্রকলা ও চলচ্চিত্র- সংগীত ও চলচ্চিত্র - আদিম

শিল্পকলা ও চলচ্চিত্র- স্থাপত্য ও চলচ্চিত্র- নৃত্য ও চলচ্চিত্র - আলোকচিত্র ও চলচ্চিত্র- ভাবীকালের

শিল্পকলা ও চলচ্চিত্রের ভবিষ্যৎ।

Unit III: চণ্ডী মুখোপাধ্যায়- সিনেমায় রবীন্দ্রনাথ/রবীন্দ্রনাথের সিনেমা(প্রতিভাস), কমপক্ষে ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

(১। মধু বসু-র 'গিরিবালা', ২। 'দেনাপাওনা' রবির নয়, শরৎ-এর, ৩। নরেশ মিত্র-র 'বউ ঠাকুরাণীর হাট' অভিনয়ে উত্তম, গানে লতা, ৪। রবীন্দ্রনাথের তিনটি গল্প নিয়ে সভ্যজিৎ রায়ের 'তিন কন্যা', ৫। রবীন্দ্রনাথের 'নটনীড়' রূপান্তরিত হল সভ্যজিৎ রায়ের 'চারুলতায়', ৬। রবীন্দ্র-ভাবনায় চিরকালই অনুপ্রাণিত ছিলেন স্বত্বিক ঘটক, ৭। স্বত্বপূর্ণ ঘোষের 'চোখের বালি' একবিংশ শতাব্দীর প্রথম রবীন্দ্র চলচ্চিত্র, ৮। রবীন্দ্রনাথের 'চতুরঙ্গ' উপন্যাস নিয়ে সিনেমা একবিংশ শতাব্দীতে, ৯। রবীন্দ্রনাথের কবিতা নিয়ে বুদ্ধদেব-এর ১৩ ছোটো ছবি, ১০। রবীন্দ্রনাথের জীবন নিয়ে রবীন্দ্র ১৫০-তে স্বত্বপূর্ণ-এর বায়োপিক)

INTRODUCTION TO CYBER SECURITY AND WEB TECHNOLOGY **[PRMMVAC202T]**

• Fundamentals of Cyber security	• Network Security
• Database Security	• Server Security
• Web Application Security	• IT Security Compliance
• Android Penetration Testing	• Computer Forensics
• Python Programming	• Project work

NSS/NCC/ APPRENTICESHIP/STUDY TOUR/INTERNSHIP [INTERN201M]

Student will complete study tour (Local/National places). They will complete internship Reports of all activities must be signed in due course. These reports must be compiled together and submitted during examination for final evaluation.

PUBLIC RELATIONS SEMESTER- III

PR CAMPAIGN & EVENT MARKETING AND EVENT ACCOUNTING **[PRMMCOR307T]**

- Definition of PR management.
- Client orientation & ethical issues.
- Setting goals & objectives.
- Campaign Design.
- Timeline & Budget development.
- Campaign plan Presentation.
- PR as marketing tool.
- RACE Formula.
- Research in PR & Marketing.
- The age of Public Relations marketing- The marketing plan-Product Publicity
- Public Relations Marketing Activities

❖ EVENT ACCOUNTING

- Basic cost concepts, cost classification, allocation and absorption of costs, Cost centres etc.;
- Cost analysis for managerial decisions –Direct costs, Break Even Analysis, Relevant costs etc.;
- Pricing– Joint costs, Make or buy, relevant fixed costs, sunk costs etc.;
- Cost analysis and control, standard costing, variance analysis, unit and output costing, budgeting and control- Procurement of Funds - Investment - Funds Flow Management - Working Capital Decisions - Pricing Strategies Understand the need of fund raising with pricing strategies.
- Event marketing budget - Resources to fund the budget, Potential sponsors, rate of return on event marketing.
- Marketing program to festivals, fairs, and other special events – Media Programmes & their Coordination - Brand events- Measure the effectiveness of marketing festivals and events.
- Tapping all resources for funding to meet budget as per event marketing.

EVENT MARKETING AND ADVERTISING AND PUBLIC RELATIONS **[PRMMCOR308T]**

Module-1

Nature of Marketing- Process of marketing - Understanding marketing of events, events as marketing strategies; Intercommunications context of the modern marketing, events as a marketing tool, Marketing mix Events with in the marketing mix, advantages of events to the brand marketer, matching event traits with the personality of your company Sponsorship; Scope of event marketing activities.

Module-2

The Evolution of Event Marketing, Consumer Socialization in the Twentieth Century, Need for Event Marketing Strategy, Strategies for Stakeholders, Internal Event Marketing, Event Strategy Formulation, SWOT Analysis, The Why, Who, When, Where & What of Event Marketing

Module-3

The six p's of event marketing, perspective of the event sponsor, event sponsorship practicalities, sponsorship in a communication context, synergy between sponsor & event, identifying potential sponsors, in-kind sponsorship, cause-related event marketing.

Module-4

Image creation of Event Management Group-Branding, Advertising Publicity and Public relations of Event Management Group

Module-5

Market Segmentation: Meaning and Definition, Ways to segment: No Segmentation, Complete Segmentation, Segmentation according to income, age, literacy etc. Characteristics of effective segmentation, Strategies towards market segmentation. event development and event Life Cycle – Meaning, Process, Product concept, Advertising and Sales Promotion: Meaning, Publicity, Propaganda, Sales promotion, and personal selling, Advertising effectiveness, Sales Promotion, Methods of Sales Promotion.

Module-6

- Definitions of Public Relations
- Publics in PR-Internal and External PR
- PRO/Communication Manager-Ethics and professionalism-Brief-Communications skills for PRO.
- Organizational Communication-Discussion with PR manager.
- The tools and media used in communication with the public.
- Strategic Media Relations
- Differences between publicity, propaganda and advertisement.
- Press Conference, Press Visit, Press Release (case study)
- Conflict management-issues, crisis-case study
- Corporate social responsibility
- Public Affairs.

Reference:

- *Event Marketing second edition by C.A. Preston*
- *"Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, by R" Schmitt, Bernd H.*
- *The Complete Guide to Successful Event Planning by Shennon Kilkenny*
- *Accounting and Management Essentials, You by Vibrant Publishers, Kalpesh Ashar*
- *Time-Driven Activity-Based Costing: A Simpler by Robert S. Kaplan, Steven R. Anderson*

CORPORATE SOCIAL RESPONSIBILITY AND ITS IMPLICATIONS **[PRMMCOR309T]**

- Meaning and definition of CSR.
- Globalization & CSR.
- The strategic importance of CSR implementation.
- The role of stakeholders in CSR.
- CSR as a legal field- Role of Law and ethics.
- CSR and social legitimacy.

- Success and failure with CSR initiatives.
- The five stages of organization growth with CSR.

COMMUNICATIVE ENGLISH [PRMMGAE303T]

CREATIVE WRITING

- Writing Short Story, Poetry, Free Verse, Plays, Script, Autobiography
- Creating Characters
- Plots
- Writing for Children (Fantasy)
- Comic Script Writing
- Writing Diaries/Journals Readings

References:

On Writing Well: The Classic Guide to Writing Non-fiction- William Zinsser, Harper Perennial
Writing Tools- Peter Clark. Hachette Book Group USA
The Elements of Style- William Strunk Jr. & E.B. White, Pearson. 1999.

OR,

Modern Indian Language- Bengali [PRMMGAE303T]

AE- 3মুদ্রণ শিল্প ও প্রকাশনা, পূর্ণমান ৫০, ক্রেডিট ৩, কমপক্ষে ৪৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit I: গ্রন্থ রিডিং, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit II: কম্পিউটারে বাংলা লিখন ও মুদ্রণ শিল্পে প্রযুক্তির ব্যবহার, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

Unit III: প্রকাশনা সম্পর্কিত সাধারণ ধারণা, ক্রেডিট ১, ১৫ ঘণ্টা প্রত্যক্ষ পাঠদান আবশ্যিক।

গ্রন্থতালিকা:

১। প্রবীর কুমার লাহা- গ্রন্থ সংশোধন নির্দেশিকা (নিউ বেঙ্গল প্রেস), ২। স্বপন চক্রবর্তী সম্পাদিত মুদ্রণের সংস্কৃতি ও বাংলা বই ৩। ত্রিপুরা বসু- বাংলা পাতুলিপি পাঠ ও পরিভ্রম্য, ৪। চিত্তরঞ্জন বন্দ্যোপাধ্যায় সম্পাদিত দুই শতকের বাংলা মুদ্রণ ও প্রকাশন, ৫। শ্রীপাহ- যখন ছাপাখানা এলো, ৬। আশিস খাঙ্গার- উনিশ শতকের বাংলা ছাপাখানা

প্রশ্নের ধরন: প্রতিটি একক(১-৩) থেকে একটি করে ব্যাখ্যামূলক/রচনামূলক/বোধমূলক প্রশ্নের উত্তর দিতে হবে। শব্দসংখ্যা অনধিক ৩০০ হওয়া বাঞ্ছনীয়। প্রশ্নের মান হবে ১০। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে; অর্থাৎ ৩ x ১০=৩০ এবং প্রতিটি একক থেকে ৫ মানের একটি করে সংক্ষিপ্ত ব্যাখ্যামূলক/টীকা জাতীয়/বোধমূলক/বিশ্লেষণমূলক প্রশ্নের উত্তর দিতে হবে। প্রতিটি এককে একটি করে বিকল্প প্রশ্ন থাকবে; অর্থাৎ ৩ x ৫= ১৫। প্রতিটি উত্তরের শব্দসংখ্যা অনধিক ১৫০ হওয়া বাঞ্ছনীয়। তিনটি একক মিলিয়ে অতিসংক্ষিপ্ত ১ মানের মোট পাঁচটি (৫) প্রশ্নের উত্তর দিতে হবে; অর্থাৎ ৫ x ১=৫। এক্ষেত্রে কোনো বিকল্প প্রশ্ন থাকবে না।

CAMERA HANDLING AND SHOOTING TECHNIQUES [PRMMGSE301P]

1. Cameras, film speeds, projection, aspect ratios
 2. Staging—Setting, lighting, costumes
 3. Lighting—techniques, types, shadows, silhouettes, contours
 4. Shots and shot relationships
 5. Lenses—perspectives, wide- angle, normal, telephoto, depth of field
 6. Special effects—process shots, front projection, green screening
 7. Framing—angle, level, height, distance, mobile, panning
 8. Using Video Equipment & Manual Functions to Tell a Visual Story
 9. Identify parts and the various functions of a digital video camera.
 10. Demonstrate various compositional techniques, angles and camera movement using a digital video camcorder.
 11. Identify and complete the necessary steps in each of the 3 stages of production.
 12. Develop an idea for a short film and the mefilm which fits a three-act story structure
 13. Create a detailed shot list of necessary shots to tell a visual suspense story.
 14. Use a digital video camcorder to capture desired footage.
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PUBLIC RELATIONS SEMESTER –IV

HR MANAGEMENT AND PR [PRMMCOR410T]

Module-1

Introduction to Human Resource Management- Concept, Importance, History of HRM-Trends Shaping HRM, Important Trends in HRM -Translating HRM Functions into Practice-The Legal and Ethical context of HRM-Manager's Role in HRM- Models of HRM –HR Policies, HR Procedures, HRIS, HRM Skills, HRM Toolkits

Module-2

Recruitment, Selection and Placement: Human Resource Planning, Job Analysis-Recruitment-Goals, Sources, Selection-Process, Employment Tests, Interviews, Placement

Module-3

Training and Development: Employee Orientation- Employee Training-Methods, Employee Development Methods, Evaluating Training Programmes-Performance management and Appraisal- Coaching, Career Planning-Talent Management –Knowledge Management

Module-4

Compensation: Compensation Administration, Job Evaluation-Concept, Methods, Job Evaluation and the Pay Structure-Incentive Plans-Employees Benefits and Services.

Module-5

Role of PR in HR- Employee Relations- Internal Publics and External Publics- Crisis Management in an Event- Crisis Communication- Corporate Public Relations and Communication- Business and financial RelationManagement-MarketingCommunication-GovernmentAffairs-MediaRelations-Publicaffairs and publicity- Writing skills for PR for different field- Project planning and report writing

Suggested Readings:

1. Decenzo and Robbins, Human Resource Management-Prentice Hall of India.
2. Garry Dessler and BijuVarkkey, Human Resource Management, Pearson Education, New Delhi.
3. Michael Armstrong: Handbook of Human Resource Management, Kogan Page
4. V.S.P Rao, Human Resource Management, Text and Cases, Excel Books, New Delhi.
5. A.K.Ghosh, Human Resource Management (with cases), Manas Publications, New Delhi
6. T.V. Rao & D.F. Pereira, Recent Experiences in HRD, Oxford & IBH, New Delhi.

VIDEOGRAPHY AND EDITING AND CORPORATE COMMUNICATION THROUGH AUDIO VISUAL MEDIA [PRMMCOR411P]

- Introduction to Audio and its digital representation
- Digital Audio recording, Editing and Reproduction
- Digital Music Making
- Basics of Video and standards

- Video Editing—Media Management—Working in the audio Effects & transition, Animation, Titles
- Special effects

Corporate Communication through Audio-Visual Media

This practical component draws on the theoretical component named 'Introduction to AV narrative'. Visual composition- that is arrangement or placement of visual elements in any work-of art will be dealt with. What is good composition? How to composite a frame for effective storytelling? Such questions will be handled here. Software named Adobe after Effects will be taught to students- with following elements included: Compositing stream, color grading, animated camera movement, interfaces, 2D and 3D texting, text animations and so on. Other details of the assignments should be concerned by the faculties. These assignments can be carried out as individual or group activity

BUSINESS MANAGEMENT [PRMMCOR412T]

Unit:1- INTRODUCTION

Management- concept, Importance, functions, Management as a Profession, Management as Science and Art, Different levels of Management, Contribution of Taylor and Fayol, Scope of Management in Public Relations.

Unit:2- PLANNING

Concept, Importance, Types, Steps, Barriers to effective Planning and suggestive measures to overcome the barriers, Forecasting-Concept, Techniques.

Unit:3- ORGANIZING

Concept, Importance, Principles, Delegation of Authority-Examples, steps and principles, Centralization and Decentralization of Authority, Span of Control's

Unit:4- LEADERSHIP

Concept, types and functions of Leadership, Leadership models-Tannenbaum and Schmidt's Model, Blake and Mouton Model.

Unit: 5-MOTIVATION, CO-ORDINATION AND CONTROL

Motivation-Concept, Importance, Motivation Theories- Maslow, McGregor and Herzberg theory of Motivation, Co-Ordination-Concept, Significance and Principles, Control-Concept, Importance, Steps and tools used for controlling.

Suggested Readings:

1. KOONTZ AND WEIRICH, ESSENTIAL OF MANAGEMENT, TATA McGraw-Hill, NEW DELHI
2. DRUCKER P.F, MANAGEMENT CHALLENGES FOR THE 21ST CENTURY, BUTTERWORTH, OXFORD.
3. STONER AND FREEMAN, MANAGEMENT, PHI, NEW DELHI
4. TRIPATHI, P.C REDDY, PRINCIPLES OF MANAGEMENT, TATA McGraw HILL, NEW DELHI



ADVANCE PHOTOGRAPHY (PRMMGMD401T)

Unit-1-Introduction to Digital Photography

Understanding film and paper photography
Learning about the digital revolution
Advantages and disadvantages of digital photography over film photography
How photos are used today

Unit-2-Digital Retouching & Image Enhancement

- Image Size-Resolution-Selection tools and techniques-
- History-Retouching tools-Layers-Photo Mounting Techniques-Incorporation of text into picture.
- Digital Manipulation: Applying selective effects to images and filters with masks and different digital darkroom effects.
- Placing photos in other Documents-Using photos on the web.

Unit-3-Special Filters and Object Lighting

- Colour sensitivity of film, types of filter, filter factors, contrast and density of filters and its definitions.
- General-ND, 803, 81A, 85B, CC, IR, Polarized, Heat filter, dichroic, graduated, fog, contrast and correction their classification, working principles, uses and available models.
- Type of object lighting: Daylight, Artificial light and their Combination-Angle
- Exposure: Types, Function and use (methods of using incident and reflected type meters)- Selection of shutter speed and aperture- Manual exposure setting Method-Selection of exposure in case of Varying/Combined illumination.

Unit-4-Special Shooting Techniques

- Definition, camera lens, additional equipment, filter, light, film, accessories, positioning, depth of field,
- Exposure and precaution for: Photomacrography-Photomicrography-High Speed Photography With motor driven camera-Underwater Photography-Medical Photography-Astronomical Photography-Intra Red (IR) Photography-Ultra Violet (UV) Photography-Forensic Photography
- Strobe light Photography
- Multiple exposures
- Press Photography and Ethics

ADVANCE PHOTOGRAPHY (PRACTICAL)

- Practical Assignments may be given on all the topics covered on the syllabus



BASICS OF COMPUTER FUNDAMENTALS AND PHOTO EDITING **[PRMMGSE402T]**

Unit-1: Introduction to computers

- Introduction to computers, characteristics and limitations of computer
- Uses of computers, computer generations. Number systems: binary, hexa and octal numbering system
- Input and output devices: Keyboard and mouse, inputting data in other ways

Types of Software: system software, Application software, commercial, open source, domain and free ware software, Memories: primary, secondary and cache memory. Windows basics: desktop start menu, icons.

Unit-2: Introduction to ADOBE PHOTOSHOP

- Introduction to Adobe Photoshop, getting started with Photoshop, creating and saving a Document in Photoshop, page layout and background, Photoshop program window-title bar, menu bar, option bar, image window. Image title bar, status bar, ruler. Palettes, toolbox, screen modes, saving files, reverting files, closing files.

Unit- 3: Working with Images

- Images: working with images, image size and resolution
- Image editing, colour modes and adjustments, Zooming & Panning an Image
Rulers, Guides & Grids- Cropping & Straightening an Image, image backgrounds, making selections. Working with tool box: working with pen tool, save and load selection-working with erasers-working with text and brushes
- Colour manipulations: colour Modes-Levels-Curves-Seeing Colour Accurately-Patch tool- Cropping-Reading your palettes - Dust and scratches- Advanced Retouching- smoothing skin

Unit-4 Layers

- Working with layers- layer styles-opacity-adjustment layers
- Filters: The filter menu, Working with filters- Editing your photo shoot, presentation How to create adds, artistic filter, blur filter, brush stroke filter, distort filters, noise filters. Pixelate filters, light effects, difference clouds, sharpen filters, printing.

NSS / NCC/ APPRENTICESHIP / STUDY TOUR / INTERNSHIP [INTERN401M]

Student will complete study tour (Local/National places). They will complete internship Reports of all activities must be signed in due course. These reports must be compiled together and submitted during examination for final evaluation.

PUBLIC RELATIONS SEMESTER-V

STRATEGIC PUBLIC RELATIONS AND CLIENT RELATION-AN INTRODUCTION [PRMMCOR513T]

Unit I-Understanding Organizational Communication

- a) Defining structure of an organization
- b) Various kinds of organizations
- c) Management hierarchy
- d) Various kinds of communication in an organization
- e) Role and scope of corporate communication
- f) Interface of corporate communication department with various management disciplines

Unit II: Understanding Corporate Communication

- a) Definitions, concept and genesis of CC
- b) Difference and similarities between PR and CC
- c) CC and public affairs, CC and corporate affairs
- d) Publics in CC-Financial publics, media, opinion makers, government, elected representatives
- e) Present state of CC in India
- f) Organizing corporate communication activities
- g) Areas of strategic thinking in corporate communication
- h) Ethics and laws in corporate communication

Unit III: Corporate Communication Tools

- a) Lobbying
- b) Sponsorship
- c) Financial communication
- d) Corporate reputation
- e) Corporate identity
- f) Media mileage

Unit IV Financial Communication

- a) Defining financial communication
- b) Growth and role of financial communication in present context
- c) Overview of Indian financial system
- d) Capital market-stock exchanges, SEBI-functioning and mandate
- e) Financial institutions
- f) Financial products (bonds, debentures, shares etc.)
- g) Legal and ethical aspects in financial communication
- h) Financial communication campaigns

Unit V Corporate Identity and Corporate Brand Management:

- a) Defining corporate identity
- b) Integrating corporate identity in to communication process
- c) Making of house styles-the wherewithal
- d) Case studies in corporate identity
- e) Definition and role of corporate image
- f) Corporate brand management

Unit VI: Importance and need for IMC

- a) Importance and need for IMC, Role of PR in IMC, Campaign Theories, Public Opinion in PR Campaign,
- b) PR campaigns for product sales, Folk Media-introduction, basics, role and importance), Media Effects, Marketing communications Mix – Role, Objective, Attributes, Direct Marketing & Personal Selling,
- c) Sales Promotion & Media Management, Brand, Brand Identity, Brand Promise & Brand Equity, Role of IMC in Brand Management.

Unit VII-Creating Contents for Internal/External Use:

- a) Principles of effective writing: the style of technical communication
- b) Routine good news, good will messages
- c) Bad news messages and persuasive messages
- d) Writing proposals, minutes, memo, notice, circulars and business reports, technical articles
- e) Content creation for cyber media-e-mail, e-contents, blogs, designing of corporate web pages
- f) Content writing for mobile phone, SMS
- g) Slide presentations
- h) Audio, video presentations

Recommended Reading:

1. Barry, A. (2005) *PR Power: Inside Secrets from the World of Spin*. London: Virgin Books.
2. Bhimani, R. (1995) *Corporate Peacock: New Plumes of Public Relations*. New Delhi: Rupa
3. Campbell, A., (2013) 'Unsexy Social: How Social Media is Adding Value to Regulated Industries in Unexpected Ways'. *Sapient Nitro Whitepaper*
4. Christensen, L, et. al., (2008) *Corporate Communications: Convention, Complexity and Critique*. London: Sage
5. Cutlip, S. M. and A. H. Center, (1971) *Effective Public Relations*. New York: Prentice Hall
6. Kitchen, P. J. and D. Moss, (1995) 'Marketing and Public Relations: An Exploratory Study'. Amsterdam: ESOMAR whitepaper
7. Kotler, P. (2000) *Marketing Management*. Upper Saddle River, NJ: Prentice Hall
8. McKee, KB et. al., (2005) *Applied Public Relations: Cases in Stakeholder Management*. New York: Routledge

INSTITUTIONAL EVENT PLANNING AND MEDIA ECONOMICS [PRMMCOR514T]

Unit-I Introduction of Event Planning and Management

- Introduction to Event planning and management,
- Event Production,
- Role of event planner and Qualities of good event planner
- Importance of organizing events and its components, Techniques, Selections, Coordination, Creativity, Designing, Marketing, Sponsorships and Production of Special, Corporate and Sports events

Unit-II Event Management Financial

- Basic cost concepts, cost classification, allocation and absorption of costs, Cost centers etc.;
- Cost analysis for managerial decisions –Direct costs, Break Even Analysis, Relevant costs etc.;
- Pricing–Joint costs, Make or buy, relevant fixed costs, sunk costs etc.;
- Cost analysis and control, standard costing, variance analysis, unit and output costing,

budgeting and control.

Unit –III Creating an Event

- Conceptualization and Planning
- The Nature of Planning, Project Planning, Planning the Setting, Location and Site
- The Operations Plan, The Business Plan, Developing the Strategic plan
- Organization: Setting up an Event Organization structure
- The Committee Systems, Committee and Meeting Management

Unit–IV Programming and Service Management

- Programming and Service Management
- Programme Planning, The Elements of Style,
- Developing a Program Portfolio
- The Programme Life Cycle
- Scheduling

Unit-V Human Resource and Revenue

- Human Resource Management (i) Need Assessment, Policies and Procedures, Job Descriptions, Recruitment and Motivation
- Generating Revenue: Fund- Raising, Grants, Merchandizing and Licensing, Food and Beverage Sales
- The Price of Admission, Sponsorship
- Financial Management: (i) The Budget and Cost-Revenue Management, Cash Flow Management, Accounting, The Key Financial Statements, Measures of Financial Performance, Financial Controls
- Risk Management

Unit-VI Evaluation and Assessment

- Market Research: Determine the causes of attendance of the People in the Events, Consumer Research on Events, Visitor Surveys
- The Sampling Method, Attendance Counts and Estimates, Market Area Surveys
- Communications-Reaching the Customer
- The Communication Mix, Developing and Communicating a Positive Image
- Evaluation and Impact Assessment: I. Evaluation Concepts, Observation Techniques and Applications, Evaluation of Costs and Benefits, New Trends and demands in the event management process.

Unit-VII Media Economics

What is media economics

- Understanding media economics and its importance
- Key concepts–definitions, uses, and discussions
- Characteristics of Media Economics
- Media economics- relevance, rationale, and research.
- Value creation, competition and markets in the media industry
- Advertising and Media Economy
- Media production
- Economic Theory: A Model of Market Structures
- Globalization in the media markets

PRINT AND ONLINE JOURNALISM [PRMMCOR515T]

Unit-I: Basics of News

- Reporting News: definition, concept, elements, values, sources, lead writing,
- Different kinds of reporting, reporting crime, weather, city life, speech, accident, disaster, court, election, riots, war/conflict/tensions.
- Interviewing—kinds, purposes, technique. Interpretative reporting—purposes, techniques.

Unit-II: Types of Reporting

- Objective, Interpretative and Investigative reporting—purposes, sources, styles, techniques.
- Columns—development, criticism, reviews,
- Feature writing, news analysis, backgrounding
- Political reporting. Beat Reporting, Legislative reporting. -Diplomatic reporting. Culture and sports Reporting, Court Reporting, Environment and Science Reporting, Fashion Reporting, Business reporting and civic reporting
- Page-3 Reporting, Citizen Journalism. Data Journalism, Gonzo Journalism, Open-Source Journalism, Mobile Journalism, Preventive journalism

Unit-III: Editing in Print

- Editing: Meaning, purposes, symbols, tools, lead, body, paragraphing.
- Newsdesk, editorial department set up, newsflow, copy management and organization Headlines –techniques, styles, purposes, kinds of headlines.
- Dummy page-makeup, layout, principles of photo editing—Magazine editing, layout, graphics.

Unit-IV: Introduction to Online Journalism

- Definitions, types, History and Development
- Online/Web Media, E-paper, e-magazine,
- E-paper / sprint paper
- Role and Responsibility of online journalist News and data: collection, writing and editing Ethics of online journalism Virtual communities and Online Newspaper
- Alternative & Participatory Media

Unit-V: Weblog Journalism

- Weblog Journalism: Types of Blogs
- Blog Popularity Blog Search Engine, Blog Aggregator
- Blogging & the Mass Media Functions of Blogging
- Weblog & Democracy Media Sphere & Blogosphere
- Blog and Citizen Journalism
- Video Sharing: YouTube & Others New Trends in Blogs
- News Portal: Concept & Growth

SUGGESTED READINGS:

- *News Reporting and Editing* – K M Srivastava □ *Professional Journalism* – M V Kamath □ *Basic News Writing* – Melvin Mencher □ *Theory and Practice of Journalism* – B N Ahuja □ *Media Speaks*
- Management Matters* – Debanjan Banerjee □ *News Editing Theory and Practice* – Sourin Banerjee □ *Editing and Design* – Harold Evans □ *The Art of Modern Journalism* – J J Aster □ *Professional Journalists* – John Hohenberg □ *Journalist's Handbook* – M V Kamath

BASICS OF VFX AND ANIMATION [PRMMGMD502P]

Module1: GRAPHIC DESIGN

- ✓ What is Graphic Design
- ✓ Vector & Raster
- ✓ Types of Font style and Size
- ✓ Typography Principles
- ✓ Color Theory
- ✓ Mood board for idea Generation

Module2: ADOBE PHOTOSHOP

Photoshop is an image creation, graphic design and photo editing software developed by Adobe. The software provides many image editing features for pixel-based images, raster graphics and vector graphics.

- ✓ Photo Editing
- ✓ Digital Painting
- ✓ Graphic Design
- ✓ Web Design

Module3: VIDEO EDITING (ADOBE PREMIERE PRO / FINAL CUT PRO)

- ✓ Types of File Format
- ✓ Video Cut & Mix
- ✓ Video Transition Effects
- ✓ Title Making
- ✓ Color Correction
- ✓ Video Filters
- ✓ Video Masking
- ✓ Multiple Camera Editing
- ✓ Sound Mixing
- ✓ Use of Sound FX

✓ Module4: ADOBE AFTER EFFECTS

- ✓ Adobe After Effects is a 2.5D animation software used for animation, visual effects, and motion picture compositing. After Effects is used in film, TV, and web video creation.
- ✓ This software is used in the post-production phase, and has hundreds of effects that can be used to manipulate imagery.
- ✓ 2D Vector Animation
- ✓ Basic 3D Animation
- ✓ Character Animation
- ✓ Kinetic Typography
- ✓ UI/UX mock-up animations
- ✓ Visual Effects
- ✓ Object and Camera Tracking
- ✓ Green Screen
- ✓ Element 3D (plugin)
- ✓ Logo Animation
- ✓ Creating template from scratch

Module 5: 2D ANIMATION

❖ 2D Animation Production fundamentals

- ✓ Pre-Production,
- ✓ Production,
- ✓ Post-Production,
- ✓ The principles of Animation

❖ Adobe Illustrator/Photoshop

- ✓ Character Design
- ✓ Facial expression
- ✓ Environment design
- ✓ Prop design

❖ Adobe Character Animator

- ✓ Auto Lip sync
- ✓ Body Tracking
- ✓ Facial expression

❖ After Effects/Animate CC

- ✓ Charactering
- ✓ Character walk and run cycle
- ✓ Pick and drop objects
- ✓ Object animation
- ✓ Character Animation
- ✓ Character lip sync
- ✓ Facial expression

SOUND EDITING [PRMMGSE503P]

❖ Introduction to DAW & Setups

- ✓ What is a Digital Audio Workstation?
- ✓ Signal Flow & Equipment's You Need
- ✓ Setting Up Your System
- ✓ Setting Audio Preferences
- ✓ Setting MIDI Preferences
- ✓ Optimizing Performance
- ✓ Introduction to Session View
- ✓ Understanding Ableton's Interface
- ✓ Live's Browser
- ✓ Loading, Playing & Moving Clips
- ✓ MIDI and Audio Clip Properties
- ✓ Working with Scenes
- ✓ Setting Tempo

❖ **Types of Tracks & Effects**

- ✓ Live's Mixer
- ✓ Exclusive Armand Solo
- ✓ Using Sends and Returns
- ✓ Creating Manual Feedback for Returns
- ✓ 2WaysofBuildingHeadphone Cues
- ✓ Grouping Tracks
- ✓ Using Effect Devices
- ✓ The Hot Swap Switch
- ✓ EQ and Filters
- ✓ Soloing Different EQ Bands
- ✓ EQing in Stereo, L/R and M/S
- ✓ Compressors and Dynamic Processing
- ✓ Different Types of Delay Effect
- ✓ Using Reverb Effectively
- ✓ Side Chain Gating
- ✓ SideChain Compression

❖ **Effects & Automations**

- ✓ Using Audio & Midi Effects
- ✓ Arpeggiator | Chord| Scale
- ✓ Keyboard Mapping
- ✓ MIDI Controller Mapping
- ✓ Automation Envelopes
- ✓ Recording Real Time Automation
- ✓ Drawing Automation Manually
- ✓ Automating Clips in Session View
- ✓ Unlinking Clip Length and Automation
- Editing Automation
- ✓ Using Fadesand Cross Fades

PUBLIC RELATIONS SEMESTER- VI



MEDIA RESEARCH AND DISSERTATION ON NPR & MEDIA RELATED ISSUES, CSR [PRMMCOR616T]

Unit-1: Understanding Research

- Research-Meaning and Nature
- Purposes of research Types of research: Descriptive and analytical, Applied and fundamental, Quantitative and qualitative, Conceptual and empirical, Inductive and Deductive
- Research Variables: dependent, independent, extraneous
- Research Approaches

Unit-2: Concepts in Media Research

- Population, Sample, Sample Error, Pilot survey,
- Nonresponse Measurement Scales- Types

Unit-3: Methodology and tools for Research

- Internet tools for research (research gate/ INFLIBNET/ India Stat/ UNDP databanks/ World Bank data banks)
- How to use Google for research/using Google scholar effectively
- Using Word for references, end note, foot note adding
- Types of Research Design: Qualitative Research Types & Quantitative Research Types

Unit-4: Hypothesis, Research Design and Sampling

- Hypothesis and research questions
- Research design
- Sampling-meaning and types
- Random sample survey

Unit-5: Research Data and Research Tools

- Source of data-Primary and Secondary
- Preparing a questionnaire
- Observation method
- Interview method

Unit-6: Data Analysis and Interpretation

- Tabulation and classification of data
- Data analysis and interpretation
- Statistical Analysis
- Graphical presentation

Unit-7: Report writing

- Report writing
- Writing Executive Summary
- Preparation of Bibliography
- Ethics in Communication Research

Recommended Reading:

1. Berger, A. (2000) *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches*, London: Sage.
2. Brooker, W and D. Jermyn. (eds.) (2003) *The Audience Studies Reader*, London and New York: Routledge
3. Bryman, A. (1994) *Analyzing Qualitative Data*, London and New York: Routledge.
4. Creswell, J. (2009) *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, California: Sage.
5. David Nachmias and Chava Nachmias, (1999) *Research Methods in Social Sciences*. St. Martin Press: New York.
6. Hanson, J., & Maxcy, D. J., (Eds.), (1999) *Sources: Notable selections in mass media*, 2nd edition. Guilford, CT: McGraw-Hill/Dushkin
7. Jensen Klaus B and Jankowski, N., (1991) *A Handbook of Qualitative Methodologies for Mass Communication Research*, London and New York: Routledge.
8. Machin, D., (2002) *Ethnographic research for media studies*, London: Arnold.
9. Marie M. Davies and Nick Mosdel, (2006) *Practical Research Methods for Media and Cultural Studies*. Edinburgh: Edinburgh University Press
10. Roger D. Wimmer and Joseph R. Dominick, (2011) *Mass Media Research: An Introduction*. Boston: Wadsworth. • *Research Methodology: Methods and Techniques* by C R Kothari • *Mass Media Research: An Introduction*: Roger D. Wimmer, Joseph R. Dominick

DISSERTATION ON PR & MEDIA RELATED ISSUE, CSR

- Students will do a micro research project (7000 to 8000 words) on any topic of **SOCIAL, POLITICAL, CULTURAL INTEREST**. The dissertation must include proper reference, bibliography.
- Students getting the project accomplished have to prepare a suitable presentation (of 10 minutes) strictly on the topic for Viva-Voce.

MEDIA INDUSTRY AND MANAGEMENT [PRMMCOR617T]

- Financial Management
- Business accounting
- Management perspective and process
- Management control system
- Public Relations management
- Organizational Behavior
- Marketing management (With Experimental Learning)
- Managerial communication

PRE AND POST PRODUCTION OF CORPORATE PR AND EVENT MANAGEMENT [PRMMCOR618P]

- Corporate Image Management
- Event Planning and classification
- Preparation for different kind of Event Management
- Corporate Identity

- Events, Sponsorships, Trade Shows
- Corporate Advertising
- CC/PR in Brand Building
- Corporate Website
- Facebook, Twitter, LinkedIn, YouTube Accounts
- Corporate Blog
- Building Online Corporate Community
- Shooting, Editing, Animation
- Pre-Production and Post-Production work for PR and Event Management

CREATIVE WRITING [PRMMGMD603T]

Unit-1 General Theory of writing

- Readability, a Writer's Ultimate Goal, Creative Writing: Meaning, Area and Importance; Creative Process: Various Principle
- Introduction to writing skill How to achieve lucidity and directness Authenticity and credibility Authorial Voice

Unit-2 Regulation of Expression

- Lucidity and Directness, Aim of Writing, Writer's Views
- Substance of Writing, Selection of Subjects and Mode
- Self-Expression, Language-Style, Craft
- Authenticity of Fact, Credibility, Reliability, Honesty and Clarity
- Authorial Voice, Approach of Writer

Unit-3 Content of Writing

- Determining Subject, Meaning, Various Problems
- Determining of Subject, Various Problems, Purposes, Planned Hypothesis
- Opening Narratives & Opening Writing, Beginning-Creative Importance, Attention Drawing
- Building a Climax, Writing, Development-Dialogue, Theme, Essay, Poetry
- Literary Ending, Kinds of Ending, Writing: End, Importance, Sense of System and End Various Forms of Concluding Stories

Unit-4 Determining the forms of News

- Documentary Script Writing
- News Writing for Print, Radio and Audio-visual Media
- News writing for online media.

WRITING FOR NEWS AND PUBLIC RELATIONS IN DIGITAL AGE AND BEHAVIORAL SKILL DEVELOPMENT [PRMMGSE604P]

- Writing for Web Media—Guidelines, Planning, Structure, news writing and Style-Headlines, Blurbs, Lead
- Copywriting
- Blogs—Types of blogs—Personal blogs, Collaborative or Group blogs, Corporate or Organizational blogs, Aggregated blogs, Reverse blogs, Vlog, Photo blog— Micro blogging

- Press/News releases.
- Factsheets.
- Feature articles.
- Social media messages.
- Speeches.
- PowerPoint presentations.
- Brochures.

❖ **BEHAVIORAL SKILL**

UNIT-I

- Techniques in Personality development a) Self-confidence b) Career Planning and Development c) Goalsetting d) Time Management and effective planning.

UNIT-II

- Written communication, Basics of Letter writing, memorandum, notice, email, and report writing. Resume writing.

UNIT-III

- Communication skills and Personality Development a) Intra personal communication and Body Language b) Inter personal Communication and Relationships c) Leadership Skills d) Team Building and public speaking

Unit-IV

- Mental health at the workplace; Economic and consumer behavior; Emotional Intelligence and Leadership.

INTERNSHIP/STUDY TOUR [* INTERN601M]

Student will complete study tour (Local/National places). They will complete internship Reports of all activities must be signed in due course. These reports must be compiled together and submitted during Semester-VI examination for final evaluation.
