

NAM COLLEGE KALLIKKANDY
DEPARTMENT OF MANAGEMENT STUDIES
CERTIFICATE COURSE ON ADVERTISING AND PUBLIC RELATIONS

OBJECTIVES OF THE COURSE

- To provide basic and emerging concepts and principles in relation to better decision making in the areas of advertising & allied fields, public relations & corporate communication.
- To enable the students to integrate various functions with organizational goals and strategies.
- To sensitize students on various gender/ social communication issues in the light of concepts.
- To provide hands-on training on planning and production of brand and social issue campaign.
- To provide skills on various relevant software especially in media planning and production of campaigns.

SYLLUBUS

Module 1: Basics of Advertising and PR, the similarities and the differences,
Communication strategy and communication crisis management

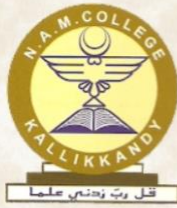
(10 HRS)

Module 2: Digital advertising & Digital Public Relations- basics, skills and techniques
Marketing public relations, Public Relations in Practice, Public Relations campaign
'planning, Ethical and moral basis of advertising , PR Market research and consumer
research

(10 HRS)

Module 3: Advertising Campaigns- design, creation, advertisement, and tools Agency -
Structure & Functions (Advertising and PR) ,Holistic approach- marketing via
advertising, Promotional communication and media planning

(10 HRS)



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APPLY NOW



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