



**MADURAI KAMARAJ UNIVERSITY**  
**(University with Potential for Excellence)**  
**DIRECTORATE OF DISTANCE EDUCATION**



**Department of Advertising and Public Relations**

Dear Student,

Greetings.

The Contact-cum-Practical Training Programme for the I and II year students of **M.A. Advertising and Public Relations** and **P.G. Diploma in Advertising and Public Relations** courses offered by this Directorate is scheduled to be held at Madurai as follows:

Year	Date	Venue
<b>First Year</b> <b>M.A. Advertising &amp; Public Relations :-</b> For the Enrolment Numbers beginning with 18AT, 18AS, 18CT and other absentees of the previous occasions		
<b>Second Year</b> <b>M.A. Advertising &amp; Public Relations:-</b> For the Enrolment Numbers beginning with 17AT, 17AS, 17CT, 17CS other absentees of the previous occasions	23.10.2018 to 29.10.2018 (07 days)	Seminar Hall, PG Block (II Floor), Directorate of Distance Education, Madurai Kamaraj University, Palkalai Nagar, Madurai – 625 021.
<b>PG Diploma in Advertising &amp; Public Relations:</b> For the Enrolment Numbers beginning with 18AT, 18AS, 18CT and other absentees of the previous occasions.		

The training programme will be held for 7 days for I year and another 7 days for II year including Government holidays. This programme is **COMPULSORY** for all the students of M.A. Advertising and Public Relations and PG Diploma in Advertising and Public Relations Courses. Students failing to participate in this programme will not be eligible to attend the practical examination. Marks for the practical examination will be awarded to the students on the basis of their performance and other assignments given in the programme.

Only those students who have paid the tuition fees fully in each year will be permitted to attend the training programme. They should produce evidence of payment of fees on the

first day of the programme. They should bring Admission card and Identity card for verification.

The students other than MKU own Academic Centres (Palkalainagar and City Centres) should collect Rs.2000/- from the concerned Academic Centres (Tamilnadu and Other States) and pay through online payment to MKU.

The old students who have already completed the course and who have appeared for the theory papers but so far not attended the training programme held in the previous years, can also attend the above training programme and appear for the practical examination on payment of the training programme late fee of Rs.2000/- for first and second years separately, even if they have paid the same along with the tuition fees earlier.

**The students are instructed to pay the fee through online payment.**

**The students may please note that training programme for I year and II year will be conducted only once in a year for both Academic and Calendar year students. So you are requested to attend the programme without fail.**

Programme schedule will be given to the students on the first day of the programme.

A list of assignments is appended for your reference and you are directed to submit your assignments on the first day of the programme. Late submission will not be entertained.

Second year students should submit a project work in the form of bound / spiral volume (computer typed - between 60 to 80 pages). Two copies should be produced. The enclosed format must be pasted on the first page.

With Best Wishes,

Dr. S. SALEEMA RABIYATH  
Asst. Professor, Department of JMC

Dr. J. Vijayadurai,  
Director  
Directorate of Distance Education

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<p>For Further Details Please Contact Dr. S. SALEEMA RABIYATH Cell: 99767 96865, 79042 82986</p>
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## **IMPORTANT INSTRUCTIONS TO THE STUDENTS**

Students are expected to adhere to the following guidelines:

1. Attendance is compulsory throughout the programme. The defaulters have to appear in the next programme. Attendance will be taken in the forenoon and afternoon on all the seven days of the programme. If any one is found absent, he/she will not be permitted to write the Practical Exam and will be marked as absent in the practical examination.
2. The programme will be held between 10.00 am. to 5.00 pm. with a lunch break between 1.00 pm to 2.00 pm. The training programme will be devoted to lectures and practicals (Preparation and Presentation of Audio Ad, Video Ad and Print Ad) conducted by eminent media professionals. The participation and performance of the students will be assessed by class room and home assignments.
3. Based on the practical lessons and the special lectures given during the training programme, a practical test will be conducted on the last day of the programme for I and II year separately.
4. Students have to mention the details of the practical paper like PAPRTP1, PAPRTP2, GAPRTP or ADF, ADL in the University Exam application form, when they apply for the theory examination. They have to pay the exam fees for the practical paper along with the exam fees for the theory papers. (The second year students should pay the exam fees for the Project Report – PAPRPR or ADM also)
5. Students who fail to participate in this programme will miss the opportunity to attend the practical examination. Hence students are advised to attend the Training Programme during their period of study.
6. **Please bring your Laptop ( Loaded with Softwares like 1) CS2, 2) INdesign, 3) Pagemaker, 4) Corel draw Higher version, 5) MS Office (Must), 6) Maya, 7) Flash etc., (atleast any three – MS Office is Must)**
7. **Do not forget to bring your University ID card. And also all the students are instructed to bring their Course Completion Certificate, Mark Sheets (If they received), Tuition fees and Examination fees paid Receipts and details.**

### **Regarding Accommodation**

The students should make their own arrangements for boarding and lodging during the period of the training programme. However, accommodation facilities may be available at reasonable tariff at the Faculty Guest House and the Ladies Hostel in Madurai Kamaraj University Campus, Palkalainagar. Those students who need accommodation may contact Dr. S. Saleema Rabiyyath, Asst. Prof., Department of Journalism and Mass Communication, Mobile: 9976796865, 7904282986.

Faculty Guest House	:	Rs.250/- per day (Double cot) (Two candidates are permitted to stay in one room)
Ladies' Hostel	:	Rs. 200/- per day including food.

**LIST OF ASSIGNMENTS M.A., Advertisement & Public Relations (I YEAR)**  
**(For the Enrolment numbers beginning with 18AT, 18AS, 18CT)**  
**PG Diploma in Advertising & Public Relations**  
**(For the Enrolment Numbers beginning with 18AT, 18AS, 18CT)**

**Note:** There will be no internal assessment marks for each paper for the students with Enrolment Numbers beginning with **18AT, 18AS & 18CT** since each theory paper has 100 Marks. Instead, they have to submit following:-

- (i) Prepare an Album (Textiles or Cosmetics) collect some 15 numbers of print Advertisements and critically comment on them (about 10 lines) **(10 Marks)**
- (ii) Imagine as though you are a PRO of an organization and prepare or design a House Journal (about 16 pages) **(10 Marks)**  
 (Name of the organization: - **Devasena Spinning Mills, Madurai**)

**List of Assignments (II year) M.A., Advertising & Public Relations**  
**(For the Enrolment numbers beginning with 17AT, 17AS, 17CT, 17CS)**

1. Design Two colour Print Advertisements with the use of computer
  - a) Commercial Ad ----- Pragma Jewellery , Madurai.
  - b) Social awareness Ad ----- Dangers of Tobacco **(5+5=10 Marks)**
2. Imagine as though you are a PRO of an organization and prepare or design a News letter **(4 Pages) (10 Marks)**

Name of the organization: - **Samyuktha Sugar Mills, Madurai. (10 Marks)**

1.	Two Assignments	<b>20 marks</b>
2.	Preparation and Presentation of Audio Ad (10 marks) Print Ad (10 marks) Video Ad (10 marks)	<b>30 marks</b>
3.	Practical Exam (On the last day of the training programme)	<b>50 marks</b>
	<b>Total</b>	<b>100 marks</b>

The minimum marks for passing is 50.

For internal assessment, each student has to submit three assignments for each paper. Each paper carries an internal marks of 25 out of 100 marks, the balance 75 marks for Theory Examination (For A9A, A9C, A8C, and previous year students only)

**M.A. Advertising and Public Relations  
Assignment Questions (Internal)**

**Answer all Questions**

Assignment should be only in handwritten/computer typed material  
(Minimum number of pages: Five in A4 size paper - one side only)

Note: Each subject carries 25 marks for Internal Assessment

Students are advised to 1) use Reference Books - not study materials 2) not to copy from the internet or others. 3) List of reference books should invariably be given in all assignments.

**List of Assignments (I year) M.A., Advt & Pub Rel**

(For the Enrolment Numbers beginning with A9A, A9C, A8C and other absentees of the previous occasions)

**Paper 1: Introduction to Communication (AAO)**

1. Explain the origin and development of communication.
2. Critically analyse the contribution of Advertisement to the growth of Print Media.
3. Elaborate on how one could use the art of persuasive communication to improve the image of an institution.

**Paper II: Introduction to Advertising (ABO)**

1. Narrate the physical and psychological impact of any branded product.
2. Explain the need of a Research in the side of Advertisement.
3. Explain from the economical point of view-how an advertisement could improve the GNP of the country

**Paper III : Principles of Public Relations (ACO)**

1. What are the four elements of Public Relations which help to maintain the good relationship between an organization and people?
2. Explain the state of Public Relations in India with some case studies.
3. What is the impact of globalization, modernization, liberalization on the future of Public Relations?

**Paper IV: Creating Advertisements (ADO)**

1. How does the principles of Design useful in creating Advertisements?
2. What are the key elements in Television Advertisements? - Explain.
3. Explain the usefulness of computers in creating advertisements by creating a Model Advertisement for DDE, Madurai Kamaraj University.

**Paper V: Process of Public Relations (AEO)**

1. Explain the Dynamics of Rumours in damaging the reputation of an institution.
2. How does the Public Relations considered as communication?
3. What are the different methods to sustain the consumer relations in any given situation?

## **LIST OF ASSIGNMENTS (II YEAR) M.A., Advertising & Public Relations**

(For the Enrolment numbers beginning with A9A, A9C, A8C and other absentees of the previous occasions)

### **Paper 1 - Tools of Public Relations (AJO)**

1. What are the types of publicity? Explain with suitable examples.
2. Elaborately comment on the special events in the Public Relations.
3. What is the need of Public Relations periodicals, journals etc to maintain the relations both of media and public?

### **Paper II: Integrated marketing communication (AKO)**

1. Why do the experts think that the Public Relations as part of marketing? Explain with examples.
2. Elaborate the theories of Sales Promotion
3. Explain the challenges and opportunities of the integrated communication.

### **Paper III: Media Planning (ALO)**

1. Analyse the key factors influencing Media Planning
2. Write about the need of measurements and calculations in Media Planning.
3. A media strategy - Explain on the strengths and weakness of each medium.

### **Paper IV: Advertising Campaign (AMO)**

1. Write about the use of secondary research in situation analysis.
2. Define budget strategy in campaigning about environmental awareness programme.
3. How effective is the campaign evaluation in making new decisions about product or service?

### **Paper V: Advertising and Public Relations Research (ANO)**

1. What are the different types of research available in Advertising & Public Relations?
2. How do you measure, the impact of advertising & PR in an organization?
3. Explain the meaning and scope of consumer research.

(For the II year, M.A., Advertising and Public Relations Students only)  
**MADURAI KAMARAJ UNIVERSITY**  
**DIRECTORATE OF DISTANCE EDUCATION, Madurai – 625 021.**  
**PROFORMA - M.A. ADVERTISING AND PUBLIC RELATIONS**  
**SELECTION OF TOPIC FOR THE PROJECT WORK**

1. Name of the Student :

1. Enrolment No.:

2. Address :

II. Topic :

III. The Guide:

1. Name:

2. Academic Qualification :

Subject  
M.A/M.Sc/M.Com/MBA  
M.Phil, in relevant Subject  
Ph.D

3. Designation :

4. Institution :

5. Teaching Experience : UG ..... Years

PG ..... Years

1. M.Phil

2. Ph.D

I am willing to guide Miss/Mrs. /Mr. .... a M.A Advertising and Public Relations Student of DDE., Madurai Kamaraj University, Madurai.

Certified that, I ..... possess the qualifications and experience as furnished in the proforma

Signature of the Student

Signature,  
Name, Designation & Address  
of the Guide with seal

**Instructions on Project work (II year M.A. Advt.& PR)**

**Qualifications and Eligibility to guide the project work are as follows**

1. Assistant Professors / Associate Professors / Professors working in the University Departments of Journalism, Mass Communication, Visual Communication, Media Arts, Marketing Management, Commerce, Economics, Labour Studies, Law.
2. Assistant Professors working in Colleges of Arts and Science with Qualification in M.A. JMC/MCJ/M.A. Advt., & PR/ M.Sc., (Communication / E Media Communication) M.Com/MBA and M.Phil / Ph.D in their respective disciplines.
3. Executives / Managers / Consultants of Advertising Agency or Industry or organization / Editors / Sub-Editors of Newspapers and Magazines / Programme Executives / Producers / Directors of All India Radio, Doordarshan, Satellite and Local TV/ Private FM Stations / Media experts / PRO/APRO /Advocates
4. Proforma duly filled in and signed, pasted /attached with the Project Report is to be sent or to be submitted preferably at the time of training programme.

**Project Work:**

**Note:** The Students can choose any topic / study / research either on Advertising or Public Relations only. No other topic will be accepted.