**PG.GOVT COLLEGE FOR GIRLS, SECTOR-42, CHANDIGARH**

**Teaching Plan Odd Semester (PG 1st Year)**

**Session (2021-2022)**

**Class: B.A. I**   **Name of the Teacher: AMANDEEP KAUR**

**Subject: Advertising and PR Period : 2nd (4-6), 4th (1-2)**

**Paper : 104 Room No :**

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| **S. No** | **Dates** | **Topics to be covered** |
| Week 1 | 1-09-2021 to 04-09-2019 | Introduction: Definition, scope, concept and function of Advertising |
| Week 2 | 06-09-2021 to 11-09-2021 | Advertising in marketing – mix; |
| Week 3 | 13-09-2021 to 18-09-2021 | Types of Advertising : media based classification, purpose base classification |
| Week 4 | 20-09-2021 to 25-09-2021 | Advertising Media: characteristics: Selectivity, Proximity, Trade Acceptability, Flexibility, Reach Cost, Production Quality, Shelf Life |
| Week 5 | 27-09-2021 to 01-10-2021 | Preparation of Media Plan: Media Buying, Media & Scheduling |
| Week 6 | 04-10-2021 to 09-10-2021 | Code of Ethics of Advertising in India |
| Week 7 | 11-10-2021 to 16-10-2021 | Public Relations: Definition and Role, PR Activities, different types of channels of communications. |
| Week 8 | 18-10-2021 to 19-10-2021 | Revision |
| **Mid Semester Exam (21st October 2021 – 30th October 2021)** | | |
| Week 9 | 01-11-2021 to 06-11-2021 | PR vis-à-vis Publicity, propaganda, advertising, PR in Marketing Mix, |
| Week 10 | 08-11-2021 to 13-11-2021 | Brief introduction to Integrated Marketing Communication. |
| Week 11 | 15-11-2021 to 20-11-2021 | Organisation; different types of organisation; Importance of Communication within organisation |
| Week 12 | 22-11-2021 to 27-11-2021 | Brief introduction to Mass Communication |
| Week 13 | 29-11-2021 to 04-12-2021 | Publics in PR: Internal & External & their importance |
| Week 14 | 06-12-2021 to 11-12-2021 | Code of Ethics in PR |
| Week 15 | 13-12-2021 to 16-12-2021 | Revision |