**POST GRADUATE GOVERNMENT COLLEGE FOR GIRLS**

**SECTOR-42, CHANDIGARH**

**Teaching Plan Even Semester (UG and PG)**

**Session (2022-2023)**

**Class: B.A. II**

**Name of the Teacher: Ms. Amandeep Kaur**

**Subject: Advertising and PR, Practical Assignments**

**Period: 5th (1-4)**

**Room No: IT Block**

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| **S. No** | **Dates** | **Topics to be covered** |
| Week 1 | 16/01/2023 – 21/01/2023 | Advertising Copy Writing |
| Week 2 | 23/01/2023-28/01/2023 | Advertising Layout and Design |
| Week 3 | 30/01/2023- 04/02/2023 | Advertising Layout and Design |
| Week 4 | 06/02/2023-11/02/2023 | Advertising Agency |
| Week 5 | 13/02/2023-17/02/2023 | Advertising Campaign |
| Week 6 | 20/02/2023-25/02/2023 | Revision and Practical writing |
| Week 7 | 27/02/2023-04/03/2023 | Introduction to PR |
| Week 8 | 06/03/2023-11/03/2023 | Fact finding |
| Week 9 | 13/03/2023-18/03/2023 | PR Tools |
| Week 10 | 20/03/2023-25/03/2023 | Types of PR Tools |
| Week 11 | 27/03/2023-01/04/2023 | Practical writing and compiling |
| Week 12 | 03/04/2023-08/04/2023 | Practical writing and compiling |
| Week 13 | 10/04/2023-15/04/2023 | Practical writing and compiling |
| Week 14 | 17/04/2023-21/04/2023 | Revision |
| Week 15 | 24/04/2023-29/04/2023 | Revision |