**Post Graduate Govt. College for Girls, Sector-42, Chandigarh**

**Teaching Plan (Even Semester) Session (2019-2020)**

**Class: PGDMC (Sem II)**   **Name of the Teacher: Amandeep Kaur**

**Subject: advertising and PR Period: 5th**

**Paper: Room No: English Dept. room**

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| **S. No** | **Dates** | **Topics to be Covered** |
| Week 1 | 09-01-2020 to 11-01-2020 | Introduction to the syllabus |
| Week 2 | 13-01-2020 to 18-01-2020 | Advertising Copy writing |
| Week 3 | 20-01-2020 to 25-01-2020 | USP |
| Week 4 | 27-01-2020 to 01-02-2020 | AIDA |
| Week 5 | 03-02-2020 to 08-02-2020 | Advertising Layout and design |
| Week 6 | 10-02-2020 to 15-02-2020 | Stages of Layout |
| Week 7 | 17-02-2020 to 22-02-2020 | Advertising agency |
| Week 8 | 24-02-2020 to 29-02-2020 | Advertising Campaign |
| Week 9 | 02-03-2020 to 05-03-2020 | Code of ethics of advertising in India |
| Mid Semester Exams (06-03-2020 to 13-03-2020) | | |
| Week 11 | 14-03-2020, 16-03-2020 to 21-03-2020 | PR tools |
| Week 12 | 24-03-2020 to 28-03-2020 | PR tools Continued…. |
| Week 13 | 30-03-2020 to 04-04-2020 | PR process |
| Week 14 | 07-04-2020 to 11-04-2020 | PR process Continued…. |
| Week 15 | 15-04-2020 to 18-04-2020 | Revision |
| Week 16 | 20-04-2020 to 24-04-2020 | Revision |
| Week 17 | 27-04-2020 to 02-05-2020 | Revision |
| Week 18 | 04-05-2020 | Revision |