

LORETO COLLEGE

TIME PLAN 2020-2021

Name of the teacher: Dr Soumya Dutta

Initials: SD

Teaching Objective:

The students will be able to:-

- Understand the broad spectrum of advertising and public relations.
- Learn about writing reports, features, articles and the usage of software for newspaper designing and preparing advertisement copies.

First year General 3rd Semester GE-3 Topic-wise Time Plan

Topics	Hours allotted	Topics (as per curriculum)	Teaching method	Learning outcome(output)	Assessment
Unit 1	24	<ul style="list-style-type: none">• Advertising:Definition; Different types; Classified and display• Advertisement medium; different types; relative advantages; Selection criteria; Ethics of Advertising; Market Research• Brand positioning; Creative strategy; Market and its segmentation; Sales promotion	Lecture, discussion method, power point presentations using google meet	Understand the concept and types of advertisement, ethics of advertisement, marketing and its different segments.	Continuous Internal Assessment and Internal Examinations using online platform like google forms.
Unit 2	21	<ul style="list-style-type: none">• Advertising agency: structure, functions, important functionaries• Client-Agency relationship• Copy writing; Types of Copy; How to prepare; Principles of writing; Main features; Copy writer: qualities, duties and responsibilities	Lecture, discussion method, power point presentations using google meet	Analyze the relationship between the client and the advertising agency along with the concept of copy writing and its different types, principles, features, and responsibilities.	Continuous Internal Assessment and Internal Examinations using online platform like google forms.

Unit 3	24	<ul style="list-style-type: none"> • Public Relations: Definition; PR as a management function; Publics in PR; Importance of PR • PRO: Qualities and Duties; PR in Public Sector; PR for Private Sector • PR Tools; Press Release; Press Conference; Press Rejoinder • Community Relations, Media Relations; Corporate PR; House Journal; PR Institutions: PRSI, IPR; Crisis PR; Corporate Social Responsibility (CSR) 	Lecture, discussion method, power point presentations using google meet	Understand the concept of public relation and its different aspects.	Continuous Internal Assessment and Internal Examinations using online platform like google forms.
Unit 4 (Practical)	21	<ul style="list-style-type: none"> • Basic knowledge of Computer for print journalism • Writing a News Report in about 150 words from given points; • Writing Headlines from News Stories; Writing Headline, Intro; Writing • Anchor Story; Writing article • Creating a display advertisement on Photo Editing Software 	Lecture, discussion method, powerpoint presentations and screen sharing over google meet to help them understand how to do the practicals.	Justify the importance of some basic knowledge of computers for print journalism including the knowledge of writing a report along with its various aspects.	Continuous Internal Assessment and Internal Examinations using online platform like google forms.