

## **M.A. (Media Organization, Public Relations and Advertising)**

This course has been designed with a comprehensive approach for our students. The key objective is to develop students' understanding of organizational set up and functioning of various media; Print media, Electronic media and Online media. It also includes the elementary as well as emerging concepts of Public Relations and Advertising. During this period of two years students will be apprised of various aspects such as their organizational setup, business models, graphics and layout designing, printing, broadcasting, copywriting, editing, media planning, research, campaign design and audio-visual production to name a few.

The prime focus of this course is to provide theoretical cum practical orientation to the students. The practical input will improve their critical thinking and analytical abilities. They will acquire administrative and managerial skills required to meet the expectations of any media organization. It will also enhance their communication and creative skills which are imperative for Advertising and PR industry. This curriculum also aims at sensitizing the students on ethical issues pertaining to media industry.

While doing this course students will also become familiar with the technical 'know-how' of computer, graphic designing software and camera.