



PG DIPLOMA IN CORPORATE COMMUNICATION / EVENT MANAGEMENT

SYLLABUS - Session: 2013-2014

Semester - I

Semester - II

<p>PAPER I: Introduction to Communication</p> <ul style="list-style-type: none">• Introduction to Communication• The Communication Process• Source, Message & Channel Factors• Introduction To Research• Research Applications	<p>PAPER VIII: Digital Marketing</p> <ul style="list-style-type: none">• Introduction to Digital Marketing• Search Engine Optimization• Social Networking• Analytics• Blogs
<p>PAPER II: Principles of Marketing</p> <ul style="list-style-type: none">• Principles of Management• Principles and Concepts of Marketing• Consumer Behaviour• Social & Environment Marketing	<p>PAPER IX: Integrated Marketing Communication</p> <ul style="list-style-type: none">• Basic MC strategies for Building Brands• Creating, Sending and Receiving Brand Messages• The Marketing Communication Functions• Social, Ethical and Legal Issues relating to MC• Measurement, Evaluation and Effectiveness
<p>PAPER III: Brand Management</p> <ul style="list-style-type: none">• Identifying and Establishing Brand Positioning Values• Planning & Implementing Brand Marketing Programs• Measuring and Interpreting Brand Performance• Growing and Sustaining Brand Equity• Managing Brands Over Time	<p>PAPER X : Marketing Research</p> <ul style="list-style-type: none">• Concept• Research Process• PR Research• Research Methods• Data Analysis and Report Writing
<p>PAPER IV – Digital Photography (Event)</p> <ul style="list-style-type: none">• Introduction to Photography• Composition• Product Photography• Digital Image Editing• Effects & Filters	<p>PAPER XI: Audio-Visual Production</p> <ul style="list-style-type: none">• Understanding of Electronic Cinematography• Principles of Video Editing & Post Production• Digital Image Editing• Print Advertisement• Public Service Advertisement/Corporate Film
<p>PAPER V: Client Servicing & Account Planning</p> <ul style="list-style-type: none">• Strategic Advertising Planning• The Marketing & Advertising Plan• Allocating Funds for Advertising• Client Servicing• Account Planning	<p>PAPER XII: Corporate Communication</p> <ul style="list-style-type: none">• Introduction to Corporate Communication• Media Relations• Community Relations• Government Relations• Employee & Customer Communication• Social Media for Corporate Communication• Crisis Communication
<p>PAPER VI: Public Relations Management</p> <ul style="list-style-type: none">• Concept and Origins• Theory, Ethics and Laws Affecting PR Practice• PR in Practice• Role & Scope of Writing in PR• Managing Media Relations	<p>PAPER XIII: Event Management</p> <ul style="list-style-type: none">• Introduction to Events• Event Management• Pre-event Activities• During-event Activities• Post-event Activities• Management Functions in Events• Event Marketing
<p>PAPER VII : Event Marketing</p> <ul style="list-style-type: none">• Overview of Event Marketing• Online• Leading & Co-ordination• Opportunity & Resource Analysis	<p>PAPER XIV: Final Project</p> <ul style="list-style-type: none">• Idea/Product Promotion• Print Advertisement• Public Service Advertisement• Research
	<p>Summer Training • 2 months</p>