

KUSHABHAU THAKRE
PATRAKARITA AVAM JANSANCHAR VISHWAVIDYALAYA
RAIPUR (Chhattisgarh)
P.G. Diploma in Corporate Communication (PGDCC)
Scheme of examination

Semester – I

PAPER	CODE	TITLE	THEORY	INT. ASS	MARKS
PGDCC	101	Introduction to Communication	75	25	100
PGDCC	102	Practices of Corporate Communication	75	25	100
PGDCC	103	Tools and Techniques of Corporate Communication	75	25	100
PGDCC	104	Corporate Communication and Management Practical & Viva-Voce	75	25	100 100

Semester – II

PGDCC	105	An Introduction to Advertising	75	25	100
PGDCC	106	Use of new Media in Corporate Communication	75	25	100
PGDCC	107	Corporate Communication and Marketing	75	25	100
PGDCC	108	Project Report Practical & Viva - Voce		Studies	100 100
Total					1000

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Scheme of examination

<u>Subject / Paper</u>			
Semester – I		Max	Min. Passing MKS
PGDCC	101 Introduction to Communication CE+AA	75 25	30 10
PGDCC	102 Practices of Corporate Communication CE+AA	75 25	30 10
PGDCC	103 Tools and Techniques of Communication CE+AA	75 25	30 10
PGDCC	104 Corporate Communication and Management CE+AA	75 25	30 10
Practical & Viva-Voce		100	40
Total		500	225 (45%)
Semester – I			
PGDCC	105 An Introduction to Advertising CE+AA	75 25	30 10
PGDCC	106 Use of new Media in Corporate Communication CE+AA	75 25	30 10
PGDCC	107 Corporate Communication and Marketing CE+AA	75 25	30 10
PGDCC	108 Project Report	100	40
Practical & Viva - Voce		100	40
Total		500	225
G.T.		1000	445(45%)

PG Diploma in Corporate Communication (PGDCC)

Course of Studies

Semester –I

Paper - I

PGDCC 101 Introduction to Communication

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

- | | | |
|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit -I	Communication and Mass Communication, Meaning, definitions, Nature and scope, Understanding Factors in Communication, Mass Communication Characteristics of Mass Communication.
Unit -II	Types of Communication, Verbal and Non-Verbal, Intra personal, Interpersonal, Group Communication, functions of Communication, Barriers to Communication.
Unit -III	Elements of Communication, Communication Process, Models and Theories, Major,
Unit -IV	Channels of Communication, Formal, Informal, System, Communication Networks, Direction of Communication, Downward, Upward Communication, Vertical Communication Internal and External Communication in organization,
Unit -V	Communication Revolution, Technological Development & Impact on Society, Convergence, Social Implications,

Reference Books

- | | |
|---|-----------------|
| 1. Understanding Mass Communication | Defleur, Melvin |
| 2. Mass Communication Theory and Practice | Uma Narula |
| 3. Communication Theories and Models | Andal |
| 4. Issue in Mass Communication | Ed. J.S.Yadav |
| 5. Information Ages | Hobart |
| 6. Communication & Management | Niraj Kumar |

Paper - II

PGDCC 102 Practices of Corporate Communication

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit –I	Significance & Objectives of Corporate Communication, Tools & Strategies of Image Projection, Designing Communication Plans & Understanding, Different Publics, Establishing Media Relations,
Unit -II	Nature, Process, Types and Principle of Corporate Communication, Planning and Forecasting, Importance of Corporate Communication Negotiation,
Unit –III	Corporate Citizenship, Corporate Catalysts, Corporate Growth, Media Initiatives, Sources of Corporate Communication.
Unit-IV	Governance, Corporate Governance, Stakeholders Concept, Directors, Responsibilities and the duty of Loyalty in Practice, Public company and Corporate Officers, Corporate financial relations,
Unit –V	PR in Industry, Private & Public sector, Companies and Corporations, Communicating the Corporate sector, Brand Building, Corporate in Initiative Sources, Corporate Identity,

Reference Books

- | | |
|---|-------------------------|
| 1. Corporate Communications | Joseph Fernandez |
| 2. What is Corporate | John Colley |
| 3. Public Relations Management | V.K. Singh & B. Narayan |
| 4. Lecturers on Applied Public Relations | K.R. Balan |
| 5. Introduction to Public Relations | S. Ganesh |
| 6. Marketing Management | Philip Kotlar |
| 7. कार्पोरेट एवं वित्तीय जनसम्पर्क | शशिकान्त शुक्ला |
| 8. भारत में संचार और जनसंचार | जे.पी. विलानिलम |
| 9. जनसंचार सिद्धान्त और व्यवहार | जे.जी. विलानिलम |
| 10. Jethwany Jaishree, Corporate Communication, Oxford Publication New Delhi. | |

Paper - III

PGDCC 103 Tools and Techniques of Corporate Communication

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

Unit –I	Advertising, Publicity, Advertising Vis-à-vis Publicity, Propaganda, Diplomacy, Promotion, Campaigns, Lobbying,
Unit –II	Tools of Corporate Communication; Press Release, Features, Press Conference, Press Briefing, Press Visit, Press tour
Unit –III	Local Media, Regional media, newspapers, weekly newspapers, Local TV and Radio channels, National Media; National TV and Radio, Sunday newspaper, New Social media,
Unit –IV	Photography, Use of Radio, Television and Cinema, Reach and Role of different mass media in Corporate Communication, ABC of Communication,
Unit –V	Media evaluation feedback system Simple Media monitoring system – A dimensional model of media evaluation, case studies; in house media evaluation system,

Reference Books

- | | |
|---|-----------------------------------|
| 1. Corporate Communication | Joseph Fernandez |
| 2. The Effective Communication | Johu Adair |
| 3. Advertising Principle and Practices | Chunawala & Sons |
| 4. Advertising | Jethwany |
| 5. Advertising and Its Role in Modern Marketing | S. Watcon Dunn & Arnold M. Barban |
| 6 जनसम्पर्क: सिद्धान्त और व्यवहार | सुशील त्रिवेदी और शशिकांत शुक्ल |
| 7 जनसम्पर्क: एक परिचय | सुशील त्रिवेदी और शशिकांत शुक्ल |
| 8 मीडिया विविध आयाम | सुशील त्रिवेदी और शशिकांत शुक्ल |

Paper- IV

PGDCC – 104. Corporate Communication and Management

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

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|---|---|-----------|
| 1 | 05 Short Answered questions (Covering 5 Units)
(Not more than 100 words) -5 Marks each =05×5 | =25 Marks |
| 2 | 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) -10 Marks each =05×10 | =50 Marks |

- Unit –I Corporate Communication as a Management function, Corporate, management and business Communication, The vocabulary of Corporate Communication,
- Unit –II Communication Management, Crises Communication Management, Corporate Communication and Communications Management, disciplines, Corporate perspective, decision making, Corporate Communication manager, Adoption of Corporate Communication,
- Unit –III Corporate Communications in theoretical perspective, stakeholders and strategic Management, Stakeholder Management and Corporate Social responsibility Organizational identity and Corporate identity, Brand identities
- Unit –IV Direction, Motivation and Leadership, Direction meaning, Principles and Techniques, Motivation, Meaning, Significance and Theories, Leadership, Meaning, importance and style,
- Unit –V Corporate Communication : Challenges,

Reference Books

- | | |
|---|--------------------------|
| 1 Corporate Communication Theory and practice | - Joep Comelissen |
| 2. Corporate Communications | - Joseph Fernandez |
| 3. Principles of Management | - J.F. Stoner & Freeman. |
| 4. Development of Management Skill | - S.K. Chakraverty. |
| 5. Corporate Peacock : New Plans for public Relations | - Rita Bhimani |
| 6. Marketing Management | - Philip Kotlar |

PG Diploma in Corporate Communication (PGDCC)

Course of Studies

Semester –II

Paper - I

PGDCC 105 An Introduction to Advertising

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

- 1 10 Objective Questions (Covering 5 Units) -1 Marks each =10×1 = 10 Marks
- 2 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -3 Marks each =05×3 =15 Marks
- 3 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) =50 Marks

Unit –I	Advertising; Meaning, Definition Objectives and Importance of Advertising, Relationship with Public Relations and Marketing, Need for Advertising.
Unit –II	History of advertising, Various Advertising media and their development Structure of an ad agency, Basic Relationship between the players (Client, agency, media, consumer), E-business,
Unit –III	The Advertising industry, advertisers; advertising agencies; media etc. Need for research in advertising,
Unit –IV	Types of advertising; Consumer advertising, Industrial advertising; classified, Retail, financial pr and advertising, Internet advertising; Web advertising; Online advertising .
Unit –V	Social advertising, what is SA, Need and objectives, How SA forms a duty and an advantage for corporate citizens.

Reference Books.

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|--|---|
| 1. Advertising – Principles and Practice | - William Wells. |
| 2. Contemporary Advertising | - William F Arens. |
| 3. Handbook of Advertising | - Herschel, Nelson. |
| 4. Advertising & its role in Modern Marketig | - S.Watson, Dun & Arhold M. Barban
B. S. Rathore |
| 6. Advertising Principles & Practices | – Chunawala |
| 7. विज्ञापन कला | – शशिकान्त शुक्ल |
| 8. विज्ञापन : एक परिचय | – सुशील त्रिवेदी और शशिकांत शुक्ल |

Paper – II

PGDCC 106 Use of new Media in Corporate Communication

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

- 1 10 Objective Questions (Covering 5 Units) -1 Marks each =10×1 = 10 Marks
- 2 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -3 Marks each =05×3 =15 Marks
- 3 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) =50 Marks

Unit –I	Communication matter, Effective communication through managers and supervisors, Mass methods customer complaints, Team briefing, five cardinal principles, Implementation,
Unit –II	Consultation; Basic principles of consultation, structuring consultation, committee work, quality circles and suggestion,
Unit –III	Report Writing, House journals and other publications; ways and means, readers, publications, Production in Borden, Folders, book list etc.
Unit –IV	Face to face; preparing to speak, meeting, minutes, Interviewing Communicating with the out side world; Letter- structure and style, Telephone- answering the telephone secretary,
Unit –V	New Communication Technology ; New Social Media, Introduction, meaning and Importance, Role of Communication Technology in Corporate PR, Information Technology and Communication Technology, Internet, Video Conferencing, E-mail, future of Communication with changing environment of Information Technology,

Reference Books

1. Communication Development – V. S. Gupta
2. Communication & Management – Niraj Kumar
3. Communication & The Art – Rekha Jhangi
4. Communication & Society : The emerging Human Concern – Kamlesh Mahajan

Paper - III

PGDCC 107 Corporate Communication and Marketing

Maximum Marks-75

Minimum Marks -30

Note - Scheme of Examination

- 1 10 Objective Questions (Covering 5 Units) -1 Marks each =10×1 = 10 Marks
- 2 05 Short Answered questions (Covering 5 Units)
(Not more than 50 words) -3 Marks each =05×3 =15 Marks
- 3 05 long Answered questions of 10 Marks each
With internal choice of one question from each unit
(Not more than 500 words) =50 Marks

Unit –I	Corporate Citizenship, Code of Corporate Ethics, The catalytic Role of Public Relations in planning for corporate citizenship.
Unit –II	Corporate Reputation; CC for social conscience of corporate bodies, Management and Modern Society, philosophy of Democracy in the work place, Social Audit, Public Relations and Management.
Unit –III	Public Relations for Health Education, Public Relations for Public Utilities, Public Relations Strategy, Traffic Management for Safe Driving, Environmental Pollutions; Culture and Arts, Image building and Impression Management.
Unit –IV	Marketing; Definition and importance of marketing, evolution of marketing; concept of marketing; marketing process; consumer behavior,
Unit –V	Marketing Research; Importance and Process, Understanding the market Information System, Product, Price, Distribution Channels, Promotion,

Reference Books

- | | |
|------------------------------|--------------------------|
| 1. Communication Effectively | - Lali Arredondo |
| 2. Marketing an Introduction | - Gary and Philip Kotler |
| 3. Marketing | - Joel R. Evans |
| 4. Marketing Management | - Ramaswamy |
| 5. Principles of Marketing | - Kotler and Armstrong. |
| 6. P.R.Panorama | - Dr. Manohar Prabhakar |

PGDCC 108 - Project Report (Studies)

The report (about 10,000 words) should be on

- a) Analysis Case study or Corporate Communication
- b) New Project**