

Public Relations and Advertising



Name of Course: PG Diploma in Advertising and Public Relation

Duration: 1 year

Provided by: RKSMVV & SNU

Date of Commencement: Will be inform latter

Course Overview: With the advent of digital space and information access to the consumer; marketing and advertising have on one hand become more competitive and demanding, while simultaneously becoming more cautious and responsible. The identities in the present time are nothing but mere brands. It is very important to raise the brand value, be it for a person or a product, for it to fare in times such as these.

While advertising and PR are powerful weapons to generate returns on marketing investment, they can backfire if not used properly. Therefore, an organization aims at strategically using these weapons for maximising profits.

So Ramakrishna Sarada Mission Vivekananda Vidyabhavan has started a one-year diploma course on Advertising and Public Relations to equip interested students with the skills of marketing and advertising tools. The students are taught the basic and advanced study of public relations making them proficient in organizing conferences, clear the image of the brand, construct press releases and create a positive image of the organization or individual as a brand.

Course Objectives: Throughout the course, students are taught the skills of communicating through various mediums; polish their analytical, evaluative and creative skills. As this course deals with the relation of candidates with the masses, aspirants are required to have good communication competence in the form of writing and speech, patience to deal with different kinds of public and be abreast with the latest happenings of the industry.

The curriculum balances the study through theory and project sessions to help students learn the nuances of the field.

Syllabus in Modules:

- Public Relation
- CrisisManagement
- Marketing
- Advertising
- Photography

Job Opportunities:

- Marketing coordinator.
- Copywriter.
- Fundraiser.
- Direct marketing spokesperson.
- Media buyer.
- Investor relations.
- Account executive.
- Public information officer

Who can take the Course: Graduates with minimum 45%.

Course Fee

1st Semester Course Fee – 15,000/-

2nd Semester Course Fee – 15,000/-

Concession is available for the economically challenged meritorious students.