

## Diploma in Public Relations & Advertising Course Structure

---

### Semester 1

- Basics of Mass Communication
- Public Relations
- Advertising
- New Media
- Public Relations Lab
- Advertising Lab
- Soc -1

### Semester 2

- Production Techniques & Methods
- Marketing
- Media Planning
- Creativity And Campaign Planning
- Advertising, Marketing And PR
- Project And Viva-Voce
- Soc -2