

MAPR Syllabus 2017

7. SCHEME OF COURSES AND DETAILED SYLLABUS

Semester I

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
	Public Relations Theory and Practice	60	6
	Media Relations and Media Writing	60	6
	Introduction to Organizational Behaviour and HR policies	60	6
	Research in Public Relations-I	60	6
Total		240	24

Semester II

Course Code	Name of Course A. Core Courses	Term work	
		Teaching and Extension	Credits
	Public Relations Campaigns	60	6
	Research in Public Relations- II	60	6
	New Media and Technologies in Public Relations	60	6
	Ethics, Constitution and Media Laws	60	6
Total		240	24

Semester –III

An elective course will be offered only if there are a minimum of ten students opting for it.

Course Code	Name of Course Elective Courses	Term work	
		Teaching and Extension	Credits
	Public Relations in the Private and Public Sector	60	6
	Media Management	60	6
	Media Advocacy	60	6
	Conflict Communication	60	6
	Culture studies and Media	60	6

	Political Communication	60	6
	Video Games and Media	60	6
	Sports Journalism	60	6
	Concepts Of Storyboarding	60	6
	Audio-Visual Production and Post-Production	60	6
	Documentary film making	60	6
	Multimedia Production	60	6
	Storytelling for children	60	6
	Interpersonal communication	60	6
	Family Communication	60	6
	Religion, culture and communication	60	6
	Digital Media Marketing	60	6
	Basic Course for Indian Sign Language Communication	60	6
	Media and Disability Communication	60	6
	Intercultural Communication	60	6

SEMESTER –IV

	A. Interdisciplinary/Cross Disciplinary Courses (I/C courses)	Teaching and Extension	Credits
	Social science research design	60	6
	Perspectives on Communication	60	6
	B. Dissertation	100	10
	Total	220	22