# PG Diploma in Corporate Communication / Event Management

## Syllabus - Session: 2013-2014

### Semester - I

**PAPER I: Introduction to Communication**
- Introduction to Communication
- The Communication Process
- Source, Message & Channel Factors
- Introduction To Research
- Research Applications

**PAPER II: Principles of Marketing**
- Principles of Management
- Principles and Concepts of Marketing
- Consumer behaviour
- Social & Environment Marketing

**PAPER III: Brand Management**
- 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

**PAPER IV: Digital Photography (Event)**
- Introduction to Photography
- Composition
- Product Photography
- Digital Image Editing
- Effects & Filters

**PAPER V: Client Servicing & Account Planning**
- Strategic Advertising Planning
- The Marketing & Advertising Plan
- Allocating Funds for Advertising
- Client Servicing
- Account Planning

**PAPER VI: Public Relations Management**
- Concept and Origins
- Theory, Ethics and Laws Affecting PR Practice
- PR in Practice
- Role & Scope of Writing in PR
- Managing Media Relations

**PAPER VII: Event Marketing**
- Overview of Event Marketing
- Online
- Leading & Co-ordination
- Opportunity & Resource Analysis

### Semester - II

**PAPER VIII: Digital Marketing**
- Introduction to Digital Marketing
- Search Engine Optimization
- Social Networking
- Analytics
- Blogs

**PAPER IX: Integrated Marketing Communication**
- 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

**PAPER X: Marketing Research**
- Concept
- Research Process
- PR Research
- Research Methods
- Data Analysis and Report Writing

**PAPER XI: Audio-Visual Production**
- Understanding of Electronic Cinematography
- Principles of Video Editing & Post Production
- Digital Image Editing
- Print Advertisement
- Public Service Advertisement/Corporate Film

**PAPER XII: Corporate Communication**
- Introduction to Corporate Communication
- Media Relations
- Community Relations
- Government Relations
- Employee & Customer Communication
- Social Media for Corporate Communication
- Crisis Communication

**PAPER XIII: Event Management**
- Introduction to Events
- Event Management
- Pre-event Activities
- During-event Activities
- Post-event Activities
- Management Functions in Events
- Event Marketing

**PAPER XIV: Final Project**
- Idea/Product Promotion
- Print Advertisement
- Public Service Advertisement
- Research

**Summer Training • 2 months**