



	<ul style="list-style-type: none"> <li>○ Copy testing</li> <li>○ Media research</li> <li>○ Pretesting, Post Testing and Tracking Research</li> <li>● Public Relation Research</li> <li>● Segments in Event Management Research <ul style="list-style-type: none"> <li>○ Pre event research</li> <li>○ Event research</li> <li>○ Post event research</li> </ul> </li> <li>● Campaign Assessment Research</li> <li>● Event Promotion Research</li> </ul> <p>Module 4 – Trends in Advertising, PR and Events Research</p> <ul style="list-style-type: none"> <li>● Advertising for International Markets and Contemporary Societies</li> <li>● Advertising and Democracy</li> <li>● Building Brand on Internet</li> <li>● Need Assessment of Public Service Advertising</li> <li>● Public Relations as a tool for strengthening Democracy</li> <li>● Role of Internet in Public Relation</li> <li>● CSR as a tool for Public Relations</li> <li>● Internet in Event Management Assessment</li> <li>● Online Events</li> <li>● Scope and Limitations of Advertising</li> <li>● Ethics of Advertising, PR and Events</li> <li>● Media Complexities Scope and Challenges</li> </ul>	<p>25%</p> <p>30%</p>
<b>Examination Scheme</b>	10 CT, 10 A, 05 P, 05 A, EE 70	
<b>Text Books</b>	Baran, Stanley J and Davis, Dennis K, Mass Communication Theory, Thomson Wadsworth, Delhi Consumer Behaviour, Schiffman and Kanuk, Pearson	
<b>Reference</b>	Marketing Management, Philip Kotler, Prentice-Hall, India Ogilvy on Advertising, Ogilvy Media and Communication Research Methods, Arthur Asa Berger, Sage	