

**Bharatiya Vidya Bhavan's**  
**Sardar Patel College of Communication & Management**

Details of P. G. Diploma Courses – Evening Classes – **Old Pattern**

Following courses will be offered in 2020-2021 session

1. P. G. Diploma in Journalism
2. P. G. Diploma in Mass Communication
3. P. G. Diploma in Public Relations
4. P. G. Diploma in Marketing & Advertising

- **Timing:-** 6:15 pm to 7:45 pm – Monday to Friday
- **Eligibility:-** Graduation from recognized University.  
Those who have appeared in final year examination and waiting for result, also can apply.
- New batch will start from – Monday **7<sup>th</sup> September 2020**.
- Academic session – September 2020 to end of June 2021.

**Fee: For all courses:**

Rs. 45,000/= if paid in Lumpsum before start of the batch.

Rs. 50,000/= if paid in 3 instalments.

1<sup>st</sup> Instalment – Rs. 20,000/- at the time of admission

2<sup>nd</sup> Instalment – Rs. 15,000/- before 10<sup>th</sup> of November 2020

3<sup>rd</sup> Instalment – Rs. 15,000/= before 10<sup>th</sup> of January 2021

**Note:** Fee is inclusive of G.S.T. applicable.

**Features of P. G. Diploma courses (Evening Classes)**

- ❖ Students can join M.A. in Mass Communication from IGNOU along with this P. G. Diploma. Guidance will be provided for admission.
- ❖ Expert faculties from Industry. You will learn what is practised at Industry.
- ❖ Learning subject on 'Life Management' helps student to become a Good Human Being.
- ❖ Recommendation for Internship will be provided by college to sincere students, so that one can get job as early as possible.

## **SUBJECTS OF STUDIES P. G. COURSES (Evening Batch)**

### **P. G. Diploma in Journalism**

Paper I	Journalism & Mass Communication
Paper II	Reporting
Paper III	Writing
Paper IV	Editing
Paper V	Media Ethics – Press Law as per Constitution of India
Paper VI	Life Management

### **P. G. Diploma in Mass Communication**

Paper I	Journalism & Mass Communication
Paper II	Print Media
Paper III	Electronic Media
Paper IV	Advertising & Corporate Communication
Paper V	Management of Media Business
Paper VI	Life Management

### **P. G. Diploma in Public Relations**

Paper I	Public Relation – Principles
Paper II	Advertising Theory and Practice
Paper III	Corporate Communication
Paper IV	Editing & Production of Publications
Paper V	Media Management & Event Management
Paper VI	Life Management

### **P. G. Diploma in Marketing & Advertising**

Paper I	Marketing Management
Paper II	Advertising Theory and Practice
Paper III	Marketing Research & Applied Psychology
Paper IV	Theory of Art & Production
Paper V	Creative advertising for Media
Paper VI	Life Management