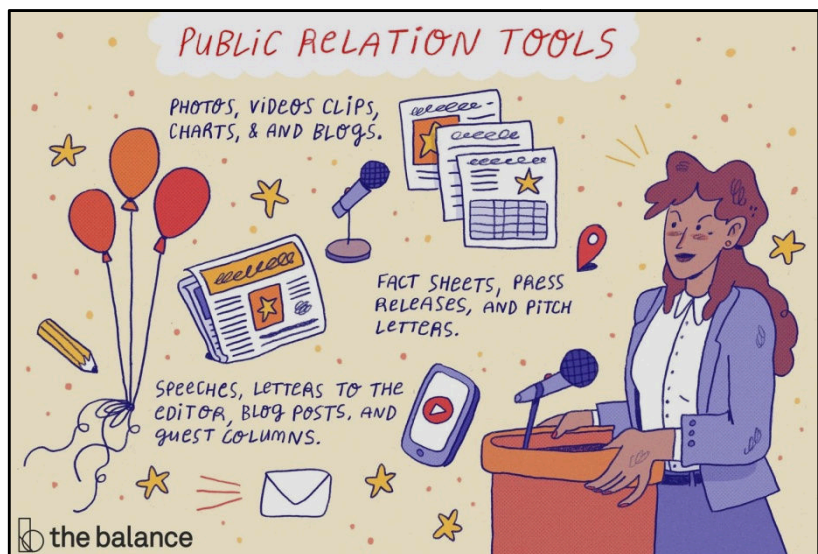


Bharatiya Vidya Bhavan's
Sardar Patel College of Professional Studies
One year P.G. Diploma in Public Relations (DPR)

Public Relations is the art of getting along with people who constantly come in touch with activities of organization. Public relation officer provide communication services to organizations that involve Writing, Researching, Rendering advice to management, planning and implementing communication activities as well as evaluating the effectiveness of their plans. While learning P.G. Diploma in Public Relation you get engaged in several assignments and projects, which develops required communication, analytical and organizational skills. You also get training on Computer Skills to make you comfortable with application of Information Technology in Digital Communication. During the course you also learn about publicity campaign, and organization of promotional events with Media releases. Emphasis is also given on personality development, to develop your presentations skills and to make you ready for job interviews, as well as to become confident Public Relation officer.

Scope: Today, not only Media but every organization needs good Public Relation Officer. After completing P.G. Diploma in Public Relation, you should become public Relation Officer. One should start at junior level and progress in a year or two to higher positions. Bhavan's College will forward good performing students for internship training as per availability.



Eligibility : Graduation or equivalent

Time : 3 hrs. Per day – 5 days in a week

Duration : One Academic year of 10 months

Fee : Rs. 65,000/- plus GST as per Govt. Rules. You can pay in Four Instalments or Rs. 60,000/- (+GST) in Lumpsum.

One year P.G. Diploma in Public Relations (DPR)

EXAMINATION PATTERN

The Programme is divided into two semesters, and there will be an examination at the end of each semester. Also there will be evaluation test at the end of every month as a one paper covering all subjects and topics of theory and practical covered during that month of study. Marks of these internal examinations will be notified on final marksheet.

Group A – Internal Examinations: Internal examinations as Monthly Evaluation Tests and Assignments will be held at the end of September, October, November, January, February, March & April.

Students must appear and pass in minimum 5 Evaluation tests and minimum 5 assignments.

Each Evaluation tests of 50 marks X 5 papers	= 250 marks
Each assignment of 50 marks X 5 assignments	= 250 marks
Total (Group A)	= 500 marks

Group B – Final Examinations

Paper I to Paper V, towards end of 1st Semester.

Paper VI to Paper X, towards end of 2nd Semester

PI	Journalism & Mass Communications	= 50 Marks
PII	Public Relation – Principles	= 50 Marks
PIII	Advertising Theory and Practice	= 50 Marks
PIV	Corporate Communication	= 50 Marks
PV	Editing & Production of Publications	= 50 Marks
PVI	Media & Society	= 50 Marks
PVII	Editing and Production of Publications	= 50 Marks
PVIII	Media Ethics, Press Law as per Constitution of India	= 50 Marks
PIX	Computer Application for Media	= 50 Marks
PX	Life Management	= 50 Marks
Total (Group B)		= 500 marks

Group C – Other Evaluations

1. Participation in Practicals & Projects during 1st semester = 100 marks
2. Participation in Practicals & Projects during 2nd semester = 100 marks
3. Practical Examination in the month of December = 50 Marks
4. Practical Examination in the month of April = 50 Marks
5. Skill Test in December = 50 Marks
6. Skill Test in April = 50 Marks
7. Internal Assessment as per attendance, general behaviour, sincerity in class work, homework, submission etc. = 100 marks

Total (Group C) = 500 marks

Group A	+	Group B	+	Group C	=	(Total)
500	+	500	+	500	=	1500 marks

To qualify for Diploma student must secure 35% marks in individual subject and 40% aggregate. He/She must attend 80% of the theory and practical classes. And submission of all assignments are compulsory.