

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

Public Relations is the art of getting along with people who constantly come in touch with activities of organization. Public Relations Officer provides 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 Relations 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 presentation skills and to make you ready for job interviews, as well as to become confident Public Relations officer.

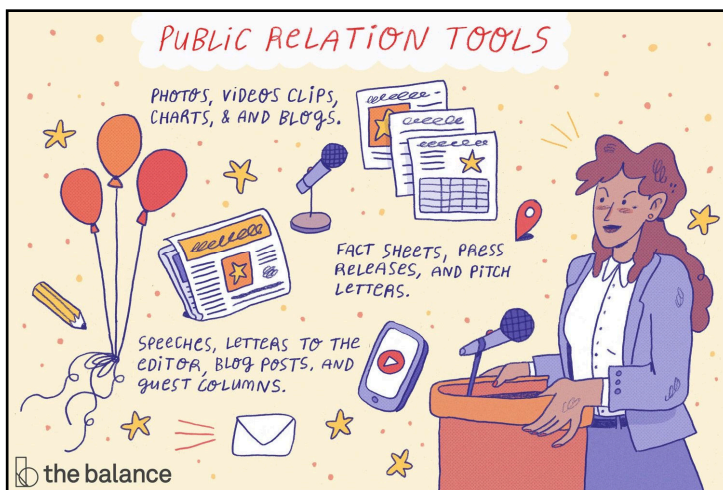
Scope: Today, not only Media but every organization needs good Public Relations Officer. After completing P.G. Diploma in Public Relations, you should become Public Relations Officer. One should start at junior level and progress in a year or two, to higher positions. Bhavan's College will forward good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

Eligibility : Graduation or Equivalent

Time : 6.15pm. to 7.45pm
5 days in a week

Duration: One Academic year of 10 months

Fee : Rs. 45000/- (This includes GST applicable). You can pay in two equal instalments.



EXAMINATION PATTERN

The Programme is divided into two semesters, and there will be an examination at the end of each semester. All group activities and project work is compulsory.

First Semester

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

PI	Journalism & Mass Communication	= 100 Marks
PII	Principles of Public Relations	= 100 Marks
PIII	Advertising Theory and Practice	= 100 Marks
PIV	Project and skill test for 1st semester (Classroom work 100 Marks + Project 100 Marks)	= 200 Marks

Second Semester

Paper V to Paper VIII, towards end of 2nd Semester

PV	Corporate Communication and Event Management	= 100 Marks
PVI	Editing & Production of Publication	= 100 Marks
PVII	Management of Media Business	= 100 Marks
PVIII	Project and skill test for 2nd semester (Classroom work 100 Marks + Project 100 Marks)	= 200 Marks

Total Marks = 500 (First Semester) + 500 (Second Semester) = 1000 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 and projects are compulsory.