

# PROSPECTUS 2024-25

## SARDAR PATEL COLLEGE OF COMMUNICATION AND MANAGEMENT OFFERS

### JOB ORIENTED PG DIPLOMA COURSES

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- \* PG DIPLOMA IN MASS COMMUNICATION AND JOURNALISM
- \* PG DIPLOMA IN PUBLIC RELATIONS AND EVENT MANAGEMENT
- \* PG DIPLOMA IN MARKETING AND ADVERTISING
- \* PG DIPLOMA IN MARKETING AND SALES MANAGEMENT

#### Course Features :

- # Job Oriented Course
- # Practical and Assignments
- # Placement Assistance
- # Industry Visit
- # Entrepreneur Mind Set Curriculum

**BHARATIYA VIDYA BHAVAN S.P. COLLEGE**

**Mehta Sadan, Room Number- 7  
Kasturba Gandhi Marg, Near Mandi House Metro Station  
New Delhi 110001**

**[www.bvbdelhi.org](http://www.bvbdelhi.org)**

**TEL: 011-23389942 9818452917, 7838811279, 8882808482**



### **About Bharatiya Vidya Bhavan**

**Bharatiya Vidya Bhavan was established in 1938 as a Trust, Society and non profit organization.**

**For the yeoman services rendered, the Bhavan has been recognised as an ‘Institute of National Eminence’ by Government of India and also the recipient of ‘Communal Harmony Award’, ‘Rajiv Gandhi Award for National Integration’ and above all the ‘international Gandhi Peace Prize’.**

**These courses are not affiliated to any University.**

**But the course curriculum is considered as high standard by the Media industry. This is organized and run by the Bharatiya Vidya Bhavan which has its own standing reputation in the country.**

## **FACULTY**

The faculty consist of practicing specialist with experience in teaching and eminent teachers in particular subjects drawn from universities specializations professions, industry, the press and administration.

## **ACADEMIC YEAR**

The academic year which starts normally in July and ends in March is divided into two terms - August to November and December to March. The number of working days during the year is approximately 180. The college observes all public holidays as notified by the Government of India.

## **ELIGIBILITY FOR ADMISSION**

Only graduates of a recognized University are eligible for admission. Those who have appeared for final graduation examination may be admitted provisionally, but if they do not produce evidence of graduation by September end, they will cease to be the student and their fee will be forfeited. One chance will be given to the students with good academic record to continue in the next year with an evidence of graduation.

## **ADMISSION PROCEDURE**

Applications for admission are to be submitted in the attached form along with their copy of mark sheet or certificate of graduation. Outstation candidates can apply on-line through our website: [www.bvdelhi.org](http://www.bvdelhi.org).

**Selected candidates have to submit first installment of fee within given specified time. Pay in UCO bank or A/c department inside BVB, or you can pay on-line with gateway available on website [www.bvbdelhi.org](http://www.bvbdelhi.org).**

**FEE:**

- **Course Fee : Rs 50000/- (This includes GST applicable) students can pay into two equal installments.**
- **Examination Fee: Rs. 2000/-**

**TIME: 6:00 p.m. to 7:30 p.m. (5 days in week)**

**DURATION: One Academic year of 10 months**

**TO QUALIFY:**

- **To qualify for diploma students must secure 35% marks in individual subject and 40% aggregate.**
- **Submission of all assignments and projects are compulsory he or she must attend 80% of the theory classes.**

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## **ONE YEAR PG DIPLOMA IN MASS COMMUNICATION AND JOURNALISM**

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**The PG diploma in Mass communication and journalism courses is specially designed to train students professionally for print media, electronic media, social media, public relations, advertising, event management and corporate communication. After completing this course student can work as a journalist, reporter editor, content writer, TV presenter, TV anchor, producer, social media manager, event manager, public relation officer and corporate communicator. SP College of Communication and Management will offer intensive training program as per availability. Students are advised to attend all classes regular.**

### **Course Structure:**

**Paper I: Journalism and Mass Communication**

**Paper II: Print Media and Electronic Media**

**Paper III: Advertising and Corporate Communication**

**Paper IV: Social Media and Online Journalism**

**Paper V: Public Relations and Management of Media Business**

**Paper VI: Project and Skill Test**

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## **ONE YEAR PG DIPLOMA IN PUBLIC RELATIONS AND EVENT MANAGEMENT**

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**This one year PG diploma in public relations and event management course provides a wide range of opportunities to learn more about effective communication i:e researching, conducting and evaluating, on a continuing basis, programmes of action and communication. Students will get to know about setting objectives, planning, budgeting,**

**recruiting and training staff, developing facilities. During the course you also learn about publicity, campaign and organization of promotional events with media releases. It nurtures student's presentation skills to make them ready for job and interviews as well as to become confident public relations officer and event manager after completion of this course**

### **Course Structure:**

**Paper I: Principles of Public Relations and Communication**

**Paper II: Corporate Public Relations and Media Relations**

**Paper III: Principles and Methods of Event Management**

**Paper IV: Advertising Theory and Practice**

**Paper V: Social Media and Management of Public Relation  
Business**

**Paper VI: Project and Skill Test**

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## **ONE YEAR PG DIPLOMA IN MARKETING AND ADVERTISING**

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**PG diploma in Marketing and Advertising course provides a wide range of knowledge about publicity, propaganda, sales promotion, consumer psychology, behavior and current market scenario. Students will get to know the management of market and creative advertising. Students will learn about the new dynamics of digital marketing which will help them to use social media as a tool of sales and marketing. After completion of this course students will get ample amount of opportunities to work in various field of marketing and advertising. Bhavan's S.P. College will organize internship training to deserving candidates and job assistant as per the availability**

### **Course Structure:**

**Paper I: Marketing Management**

**Paper II: Marketing Research and Applied Psychology**

**Paper III: Advertising Theory and Practice**

**Paper IV: Creative Advertising for Media**

**Paper V: Digital Marketing and Advertising for Business**

**Paper VI: Project and Skill Test**

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## **ONE YEAR PG DIPLOMA IN MARKETING AND SALES MANAGEMENT**

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**PG diploma in Marketing and Sales Management course provides a wide range of knowledge about sales management, sales promotion, consumer psychology, behavior and current market scenario. They will get to know the management of market and sales promotion. Students will learn about the new dynamics of digital marketing which will help them to use social media as a tool of sales and marketing. After completion of this course students will get ample amount of opportunities to work in various field of marketing and sales. Bharatiya Vidya Bhavan will organize internship training to deserving candidates and job assistant as per the availability**

### **Course Structure:**

**Paper I : Marketing Principles and Practices**

**Paper II : Marketing Research and Applied Psychology**

**Paper III : Creative Advertising for Marketing and Sales**

**Paper IV : Sales Promotion and Sales Management**

**Paper V : Digital Marketing and Advertising for Business**

**Paper VI : Project and Skill Test**



Form FRONT

Form BACK