P.G. Diploma in Advertising & Public Relations (PGDAPR)

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- यह एकवर्षीय व्यावसायिक पाठ्यक्रम है जिसे अधिकतम तीन वर्ष में पूरा किया जा सकेगा।
- परामर्श/संपर्क कक्षा की समय-सारणी पुस्तक के साथ प्रदान की जाएगी एवं विश्वविद्यालय की वेबसाइट पर भी अपलोड किया जाएगा।

Objective

Advertising & Public Relations is the fundamental task for the growth of any organization. By the programme, students learn all strategies & basics of Advertising & Public Relations.

Course Structure	Credit
• Introduction to Advertising and Public Relations	6
• Principles and Objectives of Public Relations	6
• Brand Management and Strategy in Advertising	6
• Strategic Public Relation and Management	6
• Corporate Communications	6
• Tools in Advertising and Public Relations	6

PGDAPR -01

Introduction to Advertising and Public Relation

CONTENTS

INTRODUCTION

BLOCK - I

UNIT 1 EVOLUTION AND GROWTH OF ADVERTISING: NATIONAL AND GLOBAL

1.0 Introduction
1.1 Unit Objectives
1.2 Definitions of Advertising
1.3 Advertising – Nature, Scope and Importance
  1.3.1 Nature and Scope of Advertising
  1.3.2 Importance of Advertising
1.4 Objectives of Advertising
1.5 Functions of Advertising
1.6 Advertising Models
1.7 Types of Advertising
  1.7.1 Advertising on the Basis of Target Audience
  1.7.2 Advertising on the Basis of Geographic Area
  1.7.3 Advertising on the Basis of the Medium Used
  1.7.4 Advertising on the Basis of Advertising Purpose
1.8 Benefits, Expectations and Uses of Advertising
  1.8.1 Benefi ts of Advertising
  1.8.2 Advertiser and Consumer Expectations from Advertising
  1.8.3 Uses of Advertising
1.9 Advertising as a Marketing Tool
1.10 Evolution and Growth of Advertising
1.11 History of Indian Advertising
1.12 Summary
1.13 Key Terms
1.14 Answers to 'Check Your Progress'
1.15 Questions and Exercises
1.16 Further Reading

BLOCK - II

UNIT 2 ADVERTISING: OBJECTIVES, CAMPAIGNS, AGENCY AND BUDGET

2.0 Introduction
2.1 Unit Objectives
2.2 Definitions
  2.2.1 Advertising Objectives
  2.2.2 Advertising Campaign
  2.2.3 Advertising Agency
  2.2.4 Advertising Budget

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2.3 Advertising Objectives
2.3.1 Need for Stating Advertising Objectives
2.3.2 Classification of Advertising Objectives
2.4 Advertising Campaigns
2.4.1 Phases of Advertising Campaign
2.4.2 Advertising Plan
2.4.3 Length of Advertising Campaign
2.4.4 Phases of Advertising Campaign
2.5 Advertising Agency
2.5.1 Evolution and History of Advertising Agencies
2.5.2 Advertising Agency Compensation
2.5.3 Types of Advertising Agencies
2.5.4 Organizational Structure of Advertising Agencies
2.6 Advertising Budget
2.6.1 Setting an Advertising Budget
2.6.2 Methods of Budget Allocation
2.7 Case Studies
2.8 Summary
2.9 Key Terms
2.10 Answers to 'Check Your Progress'
2.11 Questions and Exercises
2.12 Further Reading

BLOCK - III

UNIT 3 ADVERTISING MEDIA, MEDIA PLANNING AND SCHEDULING, ADVERTISING EFFECTIVENESS, REGULATIONS OF ADVERTISING IN INDIA

3.0 Introduction
3.1 Unit Objectives
3.2 Need of Advertising Media
3.3 Defining Advertising Media
3.4 Types of Advertising Media
3.5 Advantages and Disadvantages of Advertising Media
3.5.1 Newspapers
3.5.2 Magazines
3.5.3 Yellow Pages/Directories
3.5.4 Direct Mail/Direct Marketing
3.5.5 Radio
3.5.6 Television
3.5.7 Telephone/Mobile Phone Advertising
3.5.8 Out-of-Home Media
3.6 Need of Media Planning and Scheduling
3.7 Defining Media Planning
3.8 The Media Planning Process
3.9 Factors Responsible for the Selection of Media/Media Mix
3.9.1 Reach
3.9.2 Frequency
3.9.3 Weight
3.9.4 Cost Per Thousand

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3.9.5 Cost Per Point (CPP)
3.9.6 Impact
3.9.7 Selectivity
3.10 Defining Media Scheduling
3.11 Types of Media Scheduling
3.12 Factors Affecting Media Scheduling
3.13 How to Write a Media Plan
3.14 Case Studies
3.15 Need of Assessing Advertising Effectiveness
3.16 Defining Advertising Effectiveness
3.17 Measurement of Advertising Effectiveness
3.18 Barriers of Advertising Effectiveness
3.19 Ways of Achieving Advertising Effectiveness
3.20 Need of Advertising Regulations
3.21 Defining Advertising Regulations
3.22 Advertising Regulations in India
3.23 Summary
3.24 Key Terms
3.25 Answers to 'Check Your Progress'
3.26 Questions and Exercises
3.27 Further Reading

BLOCK - IV

UNIT 4 NATURE AND SCOPE OF PUBLIC RELATIONS

4.0 Introduction
4.1 Unit Objectives
4.2 Need of Public Relations
4.3 Definitions
4.3.1 Public Relations
4.3.2 Publicity
4.3.3 Public Opinion
4.3.4 Propaganda
4.4 Difference between publicity, public opinion, propaganda and public relations
4.5 Nature and scope of public relations
4.5.1 Elements of Public Relations
4.5.2 Publics in Public Relations
4.5.3 Public Relations Process
4.5.4 Tools of Public Relations Communication
4.5.5 Scope of Public Relations
4.5.6 Role of Public Relations
4.5.7 Public Relations as a Management Function
4.5.8 Benefits of Public Relations
4.5.9 Limitations of Public Relations
4.6 Qualifications and responsibilities of a Public Relations Officer
4.7 Summary
4.8 Key Terms
4.9 Answers to 'Check Your Progress'
4.10 Questions and Exercises
4.11 Further Reading

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UNIT 5 HOUSE JOURNALS, CORPORATE COMMUNICATION, PROFESSIONAL ORGANIZATIONS IN PUBLIC RELATIONS

5.0 Introduction
5.1 Unit Objectives
5.2 Tools of Public Relations
    5.2.1 Press Release
    5.2.2 Case Histories/Studies
    5.2.3 Articles
    5.2.4 Interviews
    5.2.5 Corporate Publications
5.3 Corporate Communication
5.4 Professional Organizations in Public Relations
5.5 Summary
5.6 Key Terms
5.7 Answers to 'Check Your Progress'
5.8 Questions and Exercises
5.9 Further Reading

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PGDAPR - 02

Principles and Objectives of Public Rela

CONTENTS

INTRODUCTION

BLOCK - I

UNIT 1 PUBLIC RELATIONS—AN OVERVIEW

UNIT 2 PR AND OTHER FORMS OF PUBLIC COMMUNICATION

UNIT 3 ORGANIZATION, MANAGEMENT AND PR

BLOCK - II

UNIT 4 FINANCIAL PUBLIC RELATIONS

UNIT 5 PUBLIC RELATIONS—CRISIS MANAGEMENT

UNIT 6 PRESS AND PUBLIC RELATIONS

BLOCK - III

UNIT 7 CORPORATE PUBLIC RELATIONS – I

UNIT 8 CORPORATE PUBLIC RELATIONS – II

UNIT 9 CORPORATE PUBLIC RELATIONS – III

BLOCK - IV

UNIT 10 PUBLIC RELATIONS WRITING

UNIT 11 PUBLIC RELATIONS PROCESS

UNIT 12 PR RESEARCH

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brand Management and strategy in Advertising

CONTENTS

INTRODUCTION

BLOCK - I

UNIT 1 BRAND: AN OVERVIEW

1.0 Introduction
1.1 Unit Objectives
1.2 Brand Attributes/Characteristics
1.3 Brand Personality
    1.3.1 Reinforcing Brands
1.4 Brand Image and Brand Association
1.5 Summary
1.6 Key Terms
1.7 Answers to 'Check Your Progress'
1.8 Questions and Exercises
1.9 Further Reading

UNIT 2 BRAND IDENTITY

2.0 Introduction
2.1 Unit Objectives
2.2 Perspectives of Brand Identity
2.3 Brand Identity Structure
    2.3.1 Value Preposition and Credibility
    2.3.2 Organizational or Corporate Association
2.4 Brand Loyalty
2.5 Strategic Brand Analysis
    2.5.1 Leveraging of Brands
    2.5.2 Managing Brand System
2.6 Summary
2.7 Key Terms
2.8 Answers to 'Check Your Progress'
2.9 Questions and Exercises
2.10 Further Reading

BLOCK - II

UNIT 3 ORGANIZING BRAND BUILDING AND BRAND LEADERSHIP

3.0 Introduction
3.1 Unit Objectives
3.2 Classic vs. New Imperatives of Brand Building
    3.2.1 Brand Success and Failure
3.3 Brand Leadership Tasks
3.4 Brand Positioning and Repositioning
    3.4.1 Repositioning
    3.4.2 Brand Extension
    3.4.3 Brand Architecture

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3.5 Summary
3.6 Key Terms
3.7 Answers to 'Check Your Progress'
3.8 Questions and Exercises
3.9 Further Reading

BLOCK - III

UNIT 4 MARKET COMPLEXITY AND BRANDING

4.0 Introduction
4.1 Unit Objectives
4.2 Brand Confusion
4.3 Branding Beyond Advertising
4.4 Role of Sponsorship and Web
4.4.1 Acquiring Customers on the Web
4.5 Summary
4.6 Key Terms
4.7 Answers to 'Check Your Progress'
4.8 Questions and Exercises
4.9 Further Reading

UNIT 5 BRAND EQUITY

5.0 Introduction
5.1 Unit Objectives
5.2 Measuring Brand Equity
5.2.1 Concept of Brand Equity: Measuring Brand Equity
5.3 Summary
5.4 Key Terms
5.5 Answers to 'Check Your Progress'
5.6 Questions and Exercises
5.7 Further Reading

BLOCK - IV

UNIT 6 GLOBAL BRANDS

6.0 Introduction
6.1 Unit Objectives
6.2 Planning, Process and Practice of Global Branding
6.2.1 Process of Globalization in the Indian Context
6.3 Brand Franchise
6.3.1 Retailer Issues in Branding
6.4 Brand Ambassador
6.5 Celebrity Branding
6.6 B2B Branding
6.7 Service Branding
6.8 Summary
6.9 Key Terms
6.10 Answers to 'Check Your Progress'
6.11 Questions and Exercises
6.12 Further Reading

CASE STUDIES

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Strategic Public Relation and Management

CONTENTS

INTRODUCTION

BLOCK - I

UNIT 1 INTRODUCTION TO CUSTOMER RELATIONSHIP MANAGEMENT

1.0 Introduction
1.1 Unit Objectives
1.2 Evolution of CRM
1.3 What is CRM?
  1.3.1 Definitions of CRM
  1.3.2 Factors Motivating Companies to Adopt CRM
1.4 Role of CRM in Improving Customer Relationships
  1.4.1 Benefits of CRM
1.5 Summary
1.6 Key Terms
1.7 Answers To 'Check Your Progress'
1.8 Questions and Exercises
1.9 Further Reading

UNIT 2 OVERVIEW OF RELATIONSHIP MARKETING

2.0 Introduction
2.1 Unit Objectives
2.2 Customer is King
  2.2.1 Why Organizations Lose Customers
2.3 CRM and Relationship Marketing
  2.3.1 Fundamental Requirements of Relationship Marketing
  2.3.2 Advantages of Relationship Marketing
  2.3.3 Strategies for Practising Relationship Marketing
2.4 Orientation to Knowledge Management
  2.4.1 Knowledge Requirements of CRM
2.5 Relationship Building as a Process
2.6 Summary
2.7 Key Terms
2.8 Answers to 'Check Your Progress'
2.9 Questions and Exercises
2.10 Further Reading

BLOCK - II

UNIT 3 TYPES OF CUSTOMER RELATIONSHIP MANAGEMENT

3.0 Introduction
3.1 Unit Objectives
3.2 Types of Customer Relationship Management
  3.2.1 Operational CRM
  3.2.2 Analytical CRM
  3.2.3 Collaborative CRM

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3.3 Sales Force Automation
3.4 Lessons from Failed CRM Initiatives
3.5 Summary
3.6 Key Terms
3.7 Answers to 'Check Your Progress'
3.8 Questions and Exercises
3.9 Further Reading

UNIT 4 CUSTOMER NEEDS AND VALUES

4.0 Introduction
4.1 Unit Objectives
4.2 Understanding the Customer
4.3 Understanding Customer Values
4.4 Customer Life Cycle
4.5 Customer Value Management Strategy
4.6 Summary
4.7 Key Terms
4.8 Answers to 'Check Your Progress'
4.9 Questions and Exercises
4.10 Further Reading

BLOCK - III

UNIT 5 THE CRM ROADMAP

5.0 Introduction
5.1 Unit Objectives
5.2 The CRM Strategy
5.2.1 Defining a CRM Strategy
5.3 Implementing CRM Initiatives
5.3.1 Steps for Successful Implementation of CRM strategy
5.4 Summary
5.5 Key Terms
5.6 Answers to 'Check Your Progress'
5.7 Questions and Exercises
5.8 Further Reading

UNIT 6 BASIC ELEMENTS OF CRM AND CRM STRATEGIES

6.0 Introduction
6.1 Unit Objectives
6.2 Role of Leadership
6.3 Requirements for a Rewarding CRM Implementation
6.4 Customers' Lifetime Value
6.5 Potential for Up-Selling and Cross-Selling
6.5.1 Potential for Up-Selling
6.5.2 Potential for Cross-Selling
6.6 Customer Retention
6.7 Customer's Life Cycle
6.8 Complaint Resolution
6.9 Customer Database
6.10 Technological and Infrastructural Support

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6.11 Summary
6.12 Key Terms
6.13 Answers to 'Check Your Progress'
6.14 Questions and Exercises
6.15 Further Reading

UNIT 7 CRM AND E-CRM

7.0 Introduction
7.1 Unit Objectives
7.2 What is E-CRM?
7.2.1 Difference between CRM and E-CRM
7.3 E-CRM Strategy and Technology
7.4 Evaluating Service Providers of CRM Software
7.5 Summary
7.6 Key Terms
7.7 Answers to 'Check Your Progress'
7.8 Questions and Exercises
7.9 Further Reading

BLOCK - IV

UNIT 8 HUMAN RESOURCE MANAGEMENT AND CRM

8.0 Introduction
8.1 Unit Objectives
8.2 Involvement of People
8.3 Employees as Customers
8.4 Summary
8.5 Key Terms
8.6 Answers to 'Check Your Progress'
8.7 Questions and Exercises
8.8 Further Reading

UNIT 9 CUSTOMER RELATIONSHIP MANAGEMENT IN INSURANCE AND BANKING SECTORS

9.0 Introduction
9.1 Unit Objectives
9.2 Customer Relationship Management in the Insurance Sector
9.2.1 Customer-Centric Process in the Insurance Industry
9.2.2 Insurance and CRM Initiatives
9.2.3 Necessity for CRM Implementation
9.3 Customer Relationship Management in the Banking Sector
9.3.1 The Retail Strategy
9.3.2 ICICI Bank's CRM Initiatives
9.4 Summary
9.5 Key Terms
9.6 Answers to 'Check Your Progress'
9.7 Questions and Exercises
9.8 Further Reading

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UNIT 10 CRM: A WIN–WIN STRATEGY

10.0 Introduction
10.1 Unit Objectives
10.2 Liberalization and Globalization of Economy
10.3 CRM and Technology
  10.3.1 Operational CRM and Role of Technology
  10.3.2 Data Warehouse and Analytical CRM
  10.3.3 Data Mining
  10.3.4 IT Support for Intermediaries
10.4 Collaborative CRM and its Application in Financial Services
10.5 Retaining and Acquiring Customers
  10.5.1 Role of Employees in Customer Retention
  10.5.2 High Net Worth Customers
10.6 Giving Unique Identity to Customers and Complaint Management
10.7 Fulfilling the Changing Needs of Customers
  10.7.1 Taking Care of Customers' Lifetime Value
10.8 Technology and People
10.9 Summary
10.10 Key Terms
10.11 Answers to 'Check Your Progress'
10.12 Questions and Exercises
10.13 Further Reading

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Corporate Communication

CONTENTS

INTRODUCTION

BLOCK - I

UNIT 1 COMMUNICATION SKILLS

1.0 Introduction
1.1 Unit Objectives
1.2 Meaning and Nature of Communication
  1.2.1 Characteristics of Communication
  1.2.2 Need for Communication
  1.2.3 Factors Affecting Communication
  1.2.4 Essentials of Communication Skills
  1.2.5 Human Behaviour and Its Impact on Communication
1.3 Process of Communication
1.4 Models and Theories
1.5 Evolution of Business Communication
1.6 Importance of Communication
  1.6.1 Essential Features of Business
  1.6.2 Mastering Communication Skills
  1.6.3 Importance of Internal and External Communication in Business
1.7 Scope of Business Communication
1.8 Objectives of Business Communication
1.9 Classification of Business Communication
  1.9.1 Classification Based on Communication Channels
  1.9.2 Classification Based on Style and Purpose
1.10 Channels of Business Communication
1.11 Barriers to Business Communication
1.12 4Ss and 7Cs of Effective Communication
1.13 Summary
1.14 Key Terms
1.15 Questions and Exercises
1.16 Further Reading

UNIT 2 PRINCIPLES OF COMMUNICATION

2.0 Introduction
2.1 Unit Objectives
2.2 The Effective Communication Skills Questionnaire
  2.2.1 What to Communicate?
  2.2.2 What is the Objective?
  2.2.3 How to Communicate?
  2.2.4 Whom to Address?
  2.2.5 When to Communicate?
  2.2.6 How Often to Communicate?
  2.2.7 How to Get Feedback?
  2.2.8 How to Evaluate Communication?
2.3 Skills Pertinent to Communication
  2.3.1 Skills in Oral Communication
  2.3.2 Skills in Written Communication
  2.3.3 Non-Verbal Communication
  2.3.4 Skills Appropriate to Other Methods

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2.4 Humour in Communication
2.5 Interpersonal Communication
2.5.1 Interpersonal Communication Skills are Direct and Interactive
2.5.2 Effective Communication Calis for Insight into Human Behaviour
2.5.3 Training and Other HRD Efforts Focus on Developing Interpersonal Skills
2.5.4 How You Say It is What Matters
2.5.5 Develop a Positive Attitude
2.5.6 Bad Feelings should not Hinder Communication
2.5.7 Use Logic to Cope with Difficult Situations
2.5.8 Harmonious Interpersonal Relationships are the Secret of Business Development
2.6 Leadership and Communication Skills
2.7 Intrapersonal Communication
2.7.1 Intrapersonal Communication is an Inward Looking Exercise
2.7.2 Intrapersonal Communication Overcomes Negative Feelings
2.7.3 Intrapersonal Communication is Essential for Interpersonal Communication
2.8 Understanding Audience Psychology
2.8.1 Build Your Confidence
2.8.2 Reading Skills
2.9 Communication: The Ethical Dimension
2.9.1 Business Organizations are Perpetual Entities
2.9.2 Commitment to Core Business Principles
2.9.3 Beyond Caveat Emptor
2.9.4 Corporate Governance and Communication
2.9.5 Cardinal Principles of Communication
2.9.6 Communication Policy
2.10 Myths and Realities of Communication
2.11 Summary
2.12 Key Terms
2.13 Questions and Exercises
2.14 Further Reading

BLOCK - II

UNIT 3 LISTENING SKILLS

3.0 Introduction
3.1 Unit Objectives
3.2 Hearing vs Listening
3.3 Listening Process
3.4 Types of Listening
3.5 Bad Listening Habits
3.6 Barriers to Effective Listening
3.6.1 Physiological and Psychological Barriers
3.6.2 Speaker-End Barriers
3.7 Guidelines for Effective Listening
3.7.1 Listener's Positive Approach
3.7.2 Distraction-Free Environment
3.7.3 Speaker's Motivation to Talk
3.7.4 Appreciate and Grasp the Subject
3.8 Listening and Body Language
3.9 Listening Styles
3.10 Listening in Different Contexts
3.11 Summary
3.12 Key Terms
3.13 Questions and Exercises
3.14 Further Reading

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UNIT 4 ORAL SKILLS

4.0 Introduction
4.1 Unit Objectives
4.2 Listening and Feedback
  4.2.1 Delivering Messages and Receiving Feedback
  4.2.2 Cultural Effects on Feedback Styles
4.3 Telephonic Message
4.4 Electronic Communication
4.5 Guidelines for Effective Oral Communication
4.6 Summary
4.7 Key Terms
4.8 Questions and Exercises
4.9 Further Reading

UNIT 5 PRESENTATION SKILL

5.0 Introduction
5.1 Unit Objectives
5.2 Introduction to Presentation Skills
  5.2.1 Presentation Skills
  5.2.2 Importance of Presentation Skills
5.3 Planning the Presentation
  5.3.1 Occasion and Purpose
  5.3.2 Environment Analysis
  5.3.3 Audience Analysis
  5.3.4 Topic Selection
  5.3.5 Research
  5.3.6 Organization of Material
  5.3.7 Speech Articulation
5.4 Structuring and Organizing a Presentation
  5.4.1 Principles of Presentation
  5.4.2 Determination of Presentation Techniques
  5.4.3 Delivery of Presentation
5.5 Qualities of a Skilful Presenter
5.6 Use of Visual Aids in a Presentation
5.7 Summary
5.8 Key Terms
5.9 Questions and Exercises
5.10 Further Reading

BLOCK - III

UNIT 6 NON-VERBAL COMMUNICATION

6.0 Introduction
6.1 Unit Objectives
6.2 Non-Verbal Communication
6.3 What is Body Language?
  6.3.1 Characteristics and Functions of Body Language
6.4 Body Language vs Verbal Language
6.5 Gestures
  6.5.1 Head
  6.5.2 Hands
  6.5.3 Walking Styles

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6.5.4 Territorial Gestures
6.5.5 Gesture Clusters
6.6 Postures
6.7 Cross-Cultural Comparisons
6.8 Body Language in Business
6.8.1 Body Language and the Boss
6.8.2 Body Language and Salespeople
6.9 Improving Body Language
6.10 Summary
6.11 Key Terms
6.12 Questions and Exercises
6.13 Further Reading

UNIT 7 PUBLIC SPEAKING

7.0 Introduction
7.1 Unit Objectives
7.2 Preparation of Speech
7.3 Styles of Speech
7.4 Presentation of Speech
7.5 Guidelines for Effective Speech Making
7.6 Audience Analysis
7.7 Understanding Competing Motives and Viewpoints
7.8 Summary
7.9 Key Terms
7.10 Questions and Exercises
7.11 Further Reading

UNIT 8 OVERCOMING FEAR AND DEVELOPING CONFIDENCE

8.0 Introduction
8.1 Unit Objectives
8.2 What is Fear Psychosis?
8.3 Importance of Fear Psychosis
8.4 How to Overcome Stage Fright
8.4.1 Grooming; 8.4.2 Training Programmes
8.5 Effective Speaking
8.5.1 Preparation; 8.5.2 Techniques for Fear Reduction
8.5.3 Causes, Symptoms and Reactions
8.6 Fear Management
8.6.1 Fear of Job Interview
8.6.2 Fear: Reasons, Outcomes, Measures
8.6.3 Fear of Commitment
8.6.4 Fear of Conflict
8.6.5 Fear of Losing a Job
8.6.6 Fear Psychosis
8.7 Personality Development
8.7.1 Characteristics of Personality; 8.7.2 Personality Development
8.7.3 Developing a Pleasing and Influencing Personality
8.8 Developing a Positive Attitude
8.9 Developing Confidence
8.9.1 Accentuate the Positive
8.10 Building Self-Confidence
8.11 Self-Effectiveness
8.12 Self-Analysis

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8.13 Tips for Better Interpersonal Skills
8.14 Summary
8.15 Key Terms
8.16 Questions and Exercises
8.17 Further Reading

BLOCK - IV

UNIT 9 INTERVIEWS

9.0 Introduction
9.1 Unit Objectives
9.2 Types of Interviews
9.2.1 Promotion Interview
9.2.2 Exit interview
9.2.3 Reprimand Interview
9.2.4 Grievance Interview
9.2.5 Stress Interview
9.2.6 Orientation Interview
9.2.7 Telephone Interviews
9.3 Job Interviews
9.4 Conducting the Interview
9.4.1 Be well Informed
9.4.2 Do Your Homework
9.4.3 Understand Your Role
9.4.4 Put Them at Ease
9.4.5 Test Knowledge, Not Ignorance
9.4.6 Supply of Questions
9.4.7 Listening Skills
9.4.8 Follow a Process of Elimination
9.4.9 Finalize the Performance-Rating Matrix Beforehand
9.4.10 Conduct with Dignity
9.4.11 The Ultimate Test
9.5 Summary
9.6 Key Terms
9.7 Questions and Exercises
9.8 Further Reading

UNIT 10 MEETINGS AND CONFERENCE

10.0 Introduction
10.1 Unit Objectives
10.2 Meetings
10.2.1 What is a Meeting?
10.2.2 Objectives of a Meeting
10.3 Conducting Meetings
10.3.1 Planning a Meeting
10.3.2 Drawing the Agenda
10.3.3 Conducting the Meeting
10.3.4 Minutes of the Meeting
10.4 Guidelines for Effective Meetings
10.5 Summary
10.6 Key Terms
10.7 Questions and Exercises
10.8 Further Reading

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UNIT 11 GROUP DISCUSSION

11.0 Introduction
11.1 Unit Objectives
11.2 What is a Group?
11.3 What is Group Discussion?
11.4 Conducting a Group Discussion
11.5 Types of Group Discussion
11.6 Important Ingredients for Success in Group Discussions
  11.6.1 Important Traits for Success in a Group Discussions
  11.6.2 Body Language
11.7 Evaluating Oral Presentation
11.8 Successful Group Discussion Techniques
11.9 Qualities of a Successful Participant
11.10 Summary
11.11 Key Terms
11.12 Questions and Exercises
11.13 Further Reading

UNIT 12 VOICE

12.0 Introduction
12.1 Unit Objectives
12.2 Importance of Voice Clarity
12.3 Voice Types and Characteristics
12.4 Voice Clarity Determinants
  12.4.1 Modulation, Intonation and Inflection
12.5 Voice Exercises
  12.5.1 Voice Development Principles
  12.5.2 Exercises
12.6 Syllables, Consonants and Diphthongs
  12.6.1 Syllables
  12.6.2 Consonants
  12.6.3 Diphthongs
12.7 Pronunciation Skills
12.8 Summary
12.9 Key Terms
12.10 Questions and Exercises
12.11 Further Reading

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PGDAPR-06

Tools Advertising and Public Relation

CONTENTS

BLOCK - I

UNIT 1 INTRODUCTION TO MARKETING COMMUNICATION

1.1 Learning Objectives
1.2 Introduction
1.3 A Model of Communication Effects
1.3.1 History of Marketing Communication; 1.3.2 Source, Message and Medium Factors
1.3.3 Consumer Behaviour: Perspective and Advertising Response Process
1.4 Promotional Mix in Marketing Communication
1.5 Integrated Marketing Communication Strategy
1.6 Promotion and IMC Planning and Strategy: Simulation of Primary and Selective Demand
1.6.1 Public Relations and Publicity; 1.6.2 Sponsorships
1.6.3 Objectives of Sponsorship; 1.6.4 Exhibitions
1.6.5 Objectives of Exhibitions; 1.6.6 Planning for an Exhibition
1.6.7 Word-of-Mouth Promotion; 1.6.8 Sales Promotion
1.6.9 Event Management; 1.6.10 Internet and Marketing Communication
1.7 International Market Environment for Promotion and IMC
1.7.1 Effects of Internet on Global Marketing
1.8 Let Us Sum Up
1.9 Further Reading/References
1.10 Answers to Check Your Progress
1.11 Probable Questions

BLOCK - II

UNIT 2 MESSAGE AND MEDIA STRATEGIES

2.1 Learning Objectives
2.2 Introduction
2.3 Advertising Objectives
2.3.1 Need for Stating Advertising Objectives; 2.3.2 Classification of Advertising Objectives
2.3.3 Determining Advertising Objectives; 2.3.4 Requirements for Setting Good Advertising Ob
2.3.5 Using Direct *vs* Indirect Advertising Objectives
2.3.6 Traditional *vs* Heretical Views on Using Sales Volume as an Advertising Objective; 2.3.7 Defining Advertising Objectives
2.4 Creative Strategy: Creative Idea, Creative Execution Tactics
2.4.1 Preparing the Creative Brief; 2.4.2 Alternative Creative Strategies
2.4.3 Corporate Image Advertising; 2.4.4 Endorsers and Message Appeals in Advertising
2.4.5 Use of Fear Appeal; 2.4.6 Role of Humour in Advertising
2.4.7 Role of Music in Advertising; 2.4.8 Use of Sex Appeal in Advertising
2.4.9 Subliminal Message and Symbolic Embeds
2.5 Creative Execution: Attention and Structure of Advertisements
2.5.1 Print Advertisement; 2.5.2 TV Commercials
2.6 Media Strategy and Implementation
2.6.1 Expanding Role of Media Planners; 2.6.2 Media Objectives
2.6.3 Developing Media Strategies; 2.6.4 Process of Selecting Media Vehicles
2.6.5 Assessing the Effectiveness of the Media Plan
2.6.6 Media Blocking Chart
2.7 Measuring Advertising Effectiveness
2.7.1 What should be Measured?; 2.7.2 When and How to Measure?

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2.8 Let Us Sum Up
2.9 Further Reading/References
2.10 Answers to Check Your Progress
2.11 Probable Questions

BLOCK - III

UNIT 3 CUSTOMER RELATIONSHIP MANAGEMENT: PROCESS AND TECHNOLOGY

3.1 Learning Objectives
3.2 Introduction
3.3 Concept of Customer Relationship Management
3.3.1 Meaning of CRM; 3.3.2 Definitions of CRM
3.3.3 Factors Motivating Companies to Adopt CRM
3.4 Practice and Technology of CRM
3.4.1 Benefits of CRM; 3.4.2 Defining a CRM Strategy
3.5 Customer Life Cycle
3.5.1 Understanding Customer Values; 3.5.2 Meaning of Customer Life Cycle
3.5.3 Market Share *vs* Share of Customer; 3.5.4 Customer Lifetime Value
3.6 Process of Customer Relationship Management
3.6.1 Benefits of a CRM Process; 3.6.2 Why You Need to Create this Process
3.6.3 CRM Business Transformation; 3.6.4 Four Cs (Elements) of CRM Process
3.6.5 CRM Process for Marketing Organization
3.7 Negotiation with Key Customers: Call Centres, Customer Interaction
3.8 Negotiation as a Process
3.9 Tools of Negotiation
3.10 Negotiation Audit
3.11 Application Providers and CRM
3.12 Let Us Sum Up
3.13 Further Reading/Endnote
3.14 Answers to Check Your Progress
3.15 Probable Questions

BLOCK - IV

UNIT 4 CUSTOMER CENTRIC BUSINESS

4.1 Learning Objectives
4.2 Introduction
4.3 Importance of Customer Support in Businesses
4.4 Internal Process and Customers
4.5 External Process and Customers
4.6 Key Customers
4.7 Customer Strategy Grid
4.8 Partner Relationship Management
4.8.1 Steps in Partnership Relationship Management
4.8.2 Optimizing Partner Relationship Management
4.8.3 Technology of Partner Relationship Management
4.9 Let Us Sum Up
4.10 Further Reading
4.11 Answers to Check Your Progress
4.12 Probable Questions

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