

Programme Objectives (POs) for Advanced Diploma in Public Relations and Advertising (ADPR&AD)

1. **Comprehensive Understanding of PR and Advertising:** Equip learners with a strong foundation in the principles, theories, and practices of Public Relations (PR) and Advertising.
2. **Effective Communication Skills:** Develop proficiency in writing for various media, including newspapers, corporate publications, and advertisements
3. **Strategic PR and Campaign Planning:** Enable learners to design and execute public relations campaigns, media relations strategies, and crisis communication plans.
4. **Advertising and Media Expertise:** Provide knowledge about advertising models, consumer behavior, media buying, and the creative aspects of ad production.
5. **Professional and Ethical Competence:** Foster an understanding of ethical considerations, legal frameworks, and corporate social responsibility in PR and Advertising.

Programme Outcomes (POEs) for Advanced Diploma in Public Relations and Advertising (ADPR&AD)

1. **Industry-Ready Professionals:** learners will be equipped with the skills to work in PR agencies, corporate communication departments, and advertising firms.
2. **Proficiency in Media and Communication:** Learners will demonstrate expertise in crafting effective PR materials, press releases, advertisements, and corporate publications.
3. **Strategic Decision-Making Abilities:** Graduates will be able to design, implement, and evaluate PR and advertising campaigns using research-based strategies.
4. **Ethical and Socially Responsible Practitioners:** Graduates will adhere to ethical standards and legal guidelines while promoting brands, organizations, and social causes.