

# **Pt. Chiranji Lal Sharma Government College, Karnal**

**Department of Journalism & Mass Communication**

## **Lesson Plan ODD Semester (2025-26)**

**Course Code : M24- JMC-307**

**Course Type- PC-5**

**Name of Course : Ad & PR LAB**

**Marks-100**

<b>MAJMC- 3rd Sem</b>		<b>Month</b>
<b>I</b>	1. Prepare ppt on Advertising Copywriting 2. Write ad copy for print, radio, and digital media (headline, body copy, call-to-action). 3. Print Ad Design 4. Design a newspaper or magazine ad layout using tools like Canva, Photoshop, or InDesign. 5. Radio/Audio Commercial Production	Aug-25
<b>II</b>	6. Script, record, and edit a 20–30 second radio spot (jingle or product promo). 7. TV/Video Commercial Production 8. Plan, shoot, and edit a short video ad (30–60 seconds) using mobile or DSLR and basic editing tools. 9. Brand Strategy and Positioning 10. Develop a brand identity for a hypothetical product or service including name, logo, tagline, and target audience.	Sept-2025 revision (1st Assignment)
<b>III</b>	11. Social Media Ad Campaign 12. Create a 1-week mock social media ad campaign (Instagram/Facebook/Twitter) with posts, visuals, and copy. 13. Press Release Writing 14. Draft a professional press release for a product launch, event, or crisis communication scenario. 15. Media Kit Development	Oct-2025 revision (2nd Assignment)
<b>IV</b>	16. Prepare a basic media kit with press release, fact sheet, executive bio, images, and contact info. 17. Public Relations Campaign Plan 18. Design a comprehensive PR campaign for an NGO, brand, or event including objectives, strategies, and tactics. 19. Crisis Communication Simulation 20. Role-play a media crisis situation and prepare response statements, FAQs, and press briefings.	Nov-2025 revision (Unit test in 1st week)

**Dinesh Kumar**

**Assistant Prof. of Mass Communication**

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