

SARDAR PATEL UNIVERSITY
Programme: BBA (Information Technology Management)
Semester: VI
Syllabus with effect from: November/December-2013

Paper Code:UM06EBBI02	Total Credit:3
Title Of Paper: Publicity Management	

Unit	Description in detail	Weighting (%)
I	Conceptual Foundation Introduction, Role of publicity, Steps for Free Publicity, Media Approach, Setting up Internal and External Communication, Strength and Weakness of Publicity	25%
II	Pre-Production and Production Identifying Publicity and Marketing Potential, Publicity and marketing Plans, Publicity and marketing Budget, unit Publicity and Photography	25 %
III	Production Press Release, Press Kit, Art Work, Additional Publicity and marketing Materials and Tools	25 %
IV	Release Film Festivals, Media Interviews, Distribution and Television sales	25 %

Basic Text & Reference Books:-

- E Book : The Publicity Hand Book By David R. Yale and Andrew Carothers
- E Book : Publicity and Marketing By Gabrielle Free and Cloudine Domingue

