

Diploma in Public Relations and Advertising (DMPR)

Duration : 4 Semesters

Course Units: 21

Department: Entrepreneurship and Economics

School : Business and Economics

Course Structure

Course Code	Course Title	Semester	Credit	Lecture Hour (hrs/week)
DUCU 1101	Communication Skills	1	3	3
DUCU 1102	Co-operative Philosophy and Psychology	1	3	3
DUCU 1103	Computer Application	1	3	3
DUCU 1104	Life Skills	1	3	3
DMPR 1101	Foundation of Public Relations	1	3	3
DMPR 1102	Advertising Copywriting	1	3	3
DMPR 1103	Mass Communication	1	3	3
DMBA 1102	Principles and Practice of Management	2	3	3
DUCU 1106	Development Studies And Ethics	2	3	3
DUCU 1107	Research Methods	2	3	3
DMPR 1104	Psychology	2	3	3
DMPR 1105	Writing for Public Relations	2	3	3
DMPR 1106	Public Relations Theory and Practice	2	3	3
DMPR 1107	Mass Media and Public Relations	2	3	3
DMHR 1203	General Economics	3	3	3

DMPR 1202	Advertising and Sales Management	3	3	3
DMPR 1203	Audio and Visual Aids	3	3	3
DMPR 1204	Reporting and Writing for Print Media	3	3	3
DMPR 1205	Sociology and Ethics	3	3	3
DUCU 1201	Entrepreneurship Skills	3	3	3
DMPR 1206	Media Law	3	3	3
DUCU 1202	Industrial Attachment	4	3	3