COURSE BROCHURE

Bachelor of Arts (BA) - Advertising & Public Relations

Higher Education · Undergraduate / Media & Communication Studies

One-time full-course fee

INR 4,999

Access

12 months course access

Study plan

3-year bachelor's route / 4-year honours or research route, where offered

Learning format

Online academic learning support - structured reading, Course Tutor and practice

Programme overview

Supplementary academic support for Bachelor of Arts (BA) - Advertising & Public Relations, with structured concept notes, topic-wise practice, revision and Course Tutor guidance. The underlying degree, credits, examinations and award remain controlled by the learner's recognised institution.

Who this is for

1. Verify the current university, admission eligibility, syllabus and semester structure before enrolment.
2. ZELVU Education provides supplementary academic support and does not award the underlying degree or academic credits.

Published topics and learning focus

1. Advertising & Public Relations: foundational concepts and intellectual history
2. Major theories, thinkers, debates and methods
3. Indian, comparative and global contexts
4. Sources, evidence, interpretation and research methods

5 Applied analysis, writing and interdisciplinary connections

6 Project work, academic integrity and semester revision

Before you choose

1 These are published programme highlights, not certification of complete syllabus coverage. Review the available reading index and programme trial before enrolling.

2 ZELVU provides learning support. It does not award the underlying degree, professional registration or an examination result.

3 Current checkout terms and refund policy apply. Payment and access require successful provider verification.

Take the next step

Explore the programme trial

View current details, scope and terms

Ask ZELVU about this programme

Save this brochure for reference. Details can change: confirm the current programme page and checkout before making a purchase.