



**Centre for Distance and Online Education (CDOE)
Tezpur University**

Tezpur, Assam- 784028

ASSIGNMENT FOR AUTUMN SEMESTER END EXAMINATION, 2024

Course Name- ADVERTISING AND PUBLIC RELATIONS

Course Code- MAMCD / MMC 103

Full Marks= 30

1. Conceptualize a public awareness campaign for a pressing social issue, such as mental health or climate change. Include a campaign concept note, creative strategies, and three advertising copies (radio, television, and social media). 15
2. Analyse a successful rebranding case in India (e.g., Tata Tea's "Jaago Re"). Discuss the campaign's approach, creative strategies, and its impact on brand perception. 15

**** All questions must be attempted.**
