

St Joseph's University, Bengaluru
School of Communication & Media Studies

SJUET – March 2026

M.A Advertising and Public Relations

This is some basic material for your reading and viewing. Please read/ view it critically; spend time and energy studying and reflecting on it. Know what you consume! This will form the basic material for your entrance exam.

In addition, there will be questions on logic, basic statistics, English language and grammar, current affairs, general knowledge of the world around you, and more specifically, from the general domain of communication and mass media.

Part A: Creativity and Critical Thinking

Reading material:

1. <https://www.bgateway.com/resources/marketing-and-sales/advertising-the-basics>
2. <https://prsi.org.in/>
3. <https://www.ascionline.in/>
4. <https://the-ken.com/>
5. <https://www.ama.org/marketing-vs-advertising/>

YouTube Video links:

1. <https://www.youtube.com/watch?v=YCK3bq6JpLw>
2. <https://www.youtube.com/watch?v=n48Ib9rbr1U>
3. <https://www.youtube.com/watch?v=1-vmSYPCw98>
4. <https://www.youtube.com/watch?v=8Q-S9I7D650>
5. <https://www.youtube.com/watch?v=0LfjDZMiip4&t=55s>

Part B. Current Affairs and Program Aptitude Questions:

Current affairs and knowledge relating to the course (program) will be tested on day of the test on-the-spot.

Part C. Language, Grammar, and logical reasoning:

Language, grammar, and logical reasoning questions will be part of the entrance test. Hence, please be prepared for the unexpected.