

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and The Arts
Programme:	MA in Advertising and Public Relations; MA Communication for Social Change
FHEQ Level:	7
Course Title:	Advertising and Public Relations in the Global Marketing Communications Mix
Course Code:	APR 7103
Total Hours:	200
Timetabled Hours:	39
Guided Learning Hours:	21
Independent Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

Explores how the disciplines of advertising and PR are brought together within the global marketing communications mix, both in theory and in practice. It provides an advanced critical understanding of the role of integrated communications – including all marketing techniques, public affairs, internal communications, brand management, and specialty services as well as advertising and public relations - in the development and dissemination of organisational communications strategy.

Prerequisites:

MA APR and MA PCSC students only

Aims and Objectives:

- To explore the nature of the marketing communications mix
- To enable students to successfully combine and apply advertising and PR within the marketing communications mix
- To explore debates about the role of advertising and PR within the marketing communications mix, place them in an international context, and relate them to contemporary developments.

Programme Outcomes:

MA APR: A, B, C, D, E, F, G

MA PCSC: B2; B4; C1; D2

A detailed list of the programme outcomes is found in the Programme Specification. This is maintained by Registry and located at: <https://www.richmond.ac.uk/programme-and-course-specifications/>

Learning Outcomes:

By the end of this course, successful students should be able to: By the end of this course, successful students should be able to:

- Display a critical and sophisticated understanding of the marketing communications mix in contemporary organisations, in the UK and internationally
- Demonstrate how advertising and PR techniques can be combined and used to maximum effect within the marketing communications mix.
- Use effective presentational skills, in writing and orally, to debate issues and persuade audiences.

Indicative Content:

- An understanding of marketing and the nature of the marketing communications mix
- The characteristics of the marketing services industry including all marketing techniques, public affairs, internal communications, brand management, and specialty services
- The role advertising and PR play within the marketing communications mix
- Evaluation techniques
- Debates about integrated communications
- International differences and developments
- Developing, articulating and managing integrated communications strategies

Assessment:

This course conforms to the University Assessment Norms approved at Academic Board and are located at <https://www.richmond.ac.uk/university-policies/>

Teaching Methodology:

Teaching will include interactive lectures, supplemented with a range of audiovisual aids, designed to introduce students to the key concepts of professional practice.

Guest speakers and activities will contribute alternative perspectives and experience. Students will develop their critical understanding of these concepts and their practical application through a range of seminars, workshops and group and individual exercises undertaken in class and out of class. Their group and individual presentations and written work will be discussed in class feedback sessions which explore responses to issues arising from professional practice. The teaching will be supplemented with individual tutorials designed to address students' personal needs.

Indicative Text(s):

- Cornelissen, Joep, *Corporate Communication: A Guide to Theory and Practice* (Sage Publications Ltd, 2011).
- Fill, C, et al, *Marketing Communications: Interactivity, Communities & Content* (Pearson Education, 2009).
- Handy, Charles B., *Gods of Management: The Changing Work of Organisations* (Souvenir Press Ltd, 2009).
- Kitchen, P, et al, *A Primer on Integrated Marketing Communications* (Routledge, 2004).
- Kitchen, P, et al, *A Reader in Marketing Communications* (Routledge, 2005).
- Kotler, P, et al, *Principles of Marketing* (Pearson Education, 2009).
- Roper, S & Fill, C, *Corporate Reputation: Brand and Communication* (Pearson, 2012).
- Wilson Richard M.S., Gilligan, Colin, *Strategic Marketing Management: planning, implementation and control* (Butterworth-Heinemann, 2004).

Journals

Web Sites

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Registry Services
Revision – annual update	May 2023	
Revision 2 – update to programme outcomes and prerequisites	October 2023	
Total Hours Updated	April 2024	

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