

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications & The Arts
Programme:	Communications: Advertising and PR Digital Communication and Social Media
FHEQ Level:	5
Course Title:	Principles of Advertising and PR
Course Code:	COM 5130
Total Hours:	120
Timetabled Hours:	45
Guided Learning Hours:	0
Independent Learning Hours:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course builds upon to the introductory PR and advertising courses at Level 4 and enables students to develop their knowledge of advertising and PR and how these two disciplines can be used to achieve a range of objectives. It will examine the relative strengths and weaknesses of the two disciplines and their evolving relationship.

Prerequisites:

One of the following:

COM 4400 Introduction to Advertising Practice

COM 4405 Advertising, PR and the Media

Aims and Objectives:

- To explore the key principles of advertising and PR and their practical application
- To demonstrate how advertising and PR can be used separately and together to achieve desired objectives in a range of situations.
- To examine the context in which advertising and PR are undertaken and how this impacts on their use.

Programme Outcomes:

Communications: Advertising and PR: A5(i), A5(ii), B5(i), B5(ii), C5(i), C5(iii), D5(i), D5(ii)

Digital Communication and Social Media: A5(i), A5(ii), B5(i), B5(ii), C5(i), C5(iii), D5(i), D5(ii)

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:

- Demonstrate a critical understanding of the relationship between PR and advertising
- Show a practical understanding of how PR and advertising can be used separately and together to achieve practical objectives
- Display an understanding the ways in which PR and advertising are managed, including the role of the marketing services groups
- Demonstrate a sophisticated awareness of the apportioning of responsibilities for digital media
- Understand the basis on which media targeting and buying choices are made
- Show an understanding of relevant regulatory and ethical issues
- Understand debates about current trends and future developments
- Evaluate the consequences of digital media on the relationship between PR, advertising, and audiences.

Indicative Content:

- The relationship between PR and advertising
- How to utilise PR and advertising to achieve practical objectives
- The role of the marketing services groups
- Who does what in the era of social media
- Media choices: media targeting and media buying
- Regulatory and ethical issues
- Current trends and future developments
- Parasocial relationships, influencers, and social media.

Assessment:

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

Teaching Methodology:

Teaching will include interactive lectures, and including contributions from guest speakers, supplemented with a range of audiovisual aids, designed to introduce students to key concepts. Students will develop their critical understanding of these concepts and their practical application through a range of group and individual exercises undertaken in and outside class.

Black, C, *The PR Professional's Handbook* (Kogan Page, 2014)

Tench, Ralph. *Exploring Public Relations and Management Communication*, (Pearson Education 2020).

Campaign

PR Week

www.ipa.co.uk Institute of Practitioners in Advertising

www.prca.org.uk Public Relations and Communications Association

www.warc.com World Advertising Research Centre

See syllabus for complete reading list

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