<u>**COURSE SPECIFICATION DOCUMENT**</u>

Academic School / Department: Communications and The Arts

Programme:

MA Advertising and Public Relations

***FHEQ* Level:**   7

Course Title: Advertising and Public Relations in Context

Course Code: APR 7107

Total Hours: 200

Timetabled Hours: 39

Guided Learning Hours: 21

Independent Learning Hours: 140

	20 UK CATS credits
	10 ECTS credits
Credits:	4 US credits

Course Description:

This course explores the public relations and advertising industries, examining their historical interconnections as well as their evolution as distinctive fields. Through investigation of the wider international political, economic, social and cultural contexts, we review their relationships with the broader media, with a particular focus on journalism and the impact both advertising and PR have made on the industry. In addition, the course relates the practice of PR and advertising to international events and contemporary developments, including criticisms of the industries' role and the range of ethical dilemmas they face in the 21st century.

Prerequisites: MA Advertising and Public Relations students only

Aims and Objectives:
- To explore critically the characteristics and evolution of the PR and advertising industries and how they relate to each other.

- To examine and investigate the political, economic, social and cultural contexts in which PR and advertising are practiced.
- To evaluate the role that advertising and PR play within the media industries and their relationships with each other.
- To analyse current international developments and debates about the practice of advertising and PR.
- To develop academic skills in research, critical analysis, and written and oral presentation skills.

Programme Outcomes:

At the end of this course successful students will be able to:

A1; A2; A3; B1; B3; C5; D3; D4

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 awareness of the characteristics and evolution of the PR and advertising industries.
- Show a comprehensive knowledge of the political, economic and social contexts in which PR and advertising operate.
- Demonstrate a critical understanding of the relationship between the advertising, and PR industries and their relationship with the media.
- Display a sophisticated awareness of current international developments and debates about the practice of advertising and PR.
- Demonstrate appropriate academic skills in research, critical analysis, and written and oral presentation skills.

Indicative Content:
- The characteristics of advertising and PR in the UK and internationally
- The history and evolution of the advertising and PR industries
- The political, economic and social contexts in which PR and advertising are practiced.
- The relationship between advertising and PR and their role in the media industries
- Ethical, legal and regulatory issues
- Current international developments and debates affecting advertising and PR
- The impact of AI on advertising, public relations and the media

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:

This course will be based around weekly lectures and seminars following the structure set out in the course syllabus and serving a number of functions. The lectures will be interactive and will provide an introduction to particular topics in the syllabus, examining concepts, theories and case studies, supplemented by audiovisual aids. Guest speakers will offer alternative perspectives. Follow-up seminars will require individual students to take turns to present their own papers exploring aspects of the topics in the syllabus, with other students actively participating, with discussion facilitated by the course instructor. By examining and discussing issues and problems in a seminar setting and reviewing fresh case studies, students as junior research colleagues will be able to learn from each other and resolve questions that arise in the course of lectures and readings. Seminars depend on active participation in debates and discussion and all students will be required to participate. Tutorial support will be available for individual assignments.

Indicative Text(s):

Bivins, T.H. *Mixed Media: Moral Distinctions in Advertising, Public Relations, and Journalism*. 4th ed. (London: Routledge, 2023).

Bourne, C. *Public Relations and the Digital: Professional Discourse and Change.* (London: Palgrave Macmillan, 2023).

McNair, B. *News and Journalism in the UK* (London: Routledge, 2009)

Moloney, K. *Rethinking PR: Public Relations, Propaganda and Democracy* (London: Routledge, 2019)

Fletcher, W*, Advertising: A Very Short Introduction* (Very Short Introductions, 2010)

Hegarty, J, *Hegarty on Advertising* (London: Thames & Hudson, 2017)

Roetzer, R and Kaput, M, Marketing Artificial Intelligence: AI, Marketing and the Future of Business (BenBella Books, 2002)

King, K, Using Artificial Intelligence in Marketing: How to Harness AI and Maintain The Competitive Edge (Kogan Page, 2019)

Warren, A, Spin Machine: Robots, Revolutions and the Future of the PR Agency (Independent, 2021)

Journals

Web Sites

WARC https://www-warc-com.raiul.koha-ptfs.co.uk/

WARC Topic Artificial Intelligence https://www-warc-com.raiul.koha-ptfs.co.uk/topics/data-tech/artificial-intelligence-(ai)

WARC Topics, Categories and Geographies https://www-warc-com.raiul.koha-ptfs.co.uk/topics

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
This retitled course is based upon the old Advertising and PR in Context course. It incorporates the old course content but also relates more directly to journalism.		
Revision 1 – annual update	May 2023	
Course code changed	Jan 2023	
Total Hours Updated	April 2024	