

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and the Arts
Programme:	Advertising and Public Relations
FHEQ Level:	4
Course Title:	Introduction to Advertising, PR and Media
Course Code:	ADPR 4101
Total Hours:	160 (Lev 3-5) (4 US Credit)
Timetabled Hours:	45
Guided Learning Hours:	15
Independent Learning Hours:	100
Credit	16 UK CATS credits 8 ECTS credits 4 UK credits

Course Description:

This course explores fundamental concepts, principles and tools in advertising and public relations, specifically in relation to the broader media industries and the professional contexts of both disciplines. It traces the history and evolution of advertising and public relations and how they interconnect, as well as investigating the political, economic, social and cultural contexts that they operate within. In examining advertising and PR in practice, it identifies key persuasive and creative aspects and techniques used in these fields, along with the planning and skills used to produce them. It also addresses advertising and PR practices in relation to contemporary issues and developments, including criticisms of the industries' role and a range of ethical debates.

Prerequisites:

None

Aims and Objectives:

- To explore critically the characteristics and evolution of both PR and advertising, and the role they play within the media industries.
- To examine and investigate the political, economic, social, and cultural contexts in which PR and advertising are practiced and reflect on their ethical principles.
- To evaluate the role that advertising, PR and journalism play within the media industries and their relationships with each other.
- To develop creative and professional skills in research, critical analysis, and written and oral presentation skills.

Programme Outcomes:

4AI, 4BI, 4CI, 4DI

A detailed list of the programme outcomes are found in the Programme Specification. This is located at the archive maintained by Registry and found 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 broad knowledge and understanding of the core theories and methods used in advertising and public relations.
- Demonstrate a broad understanding of the key issues and core methods relating to the relationship between advertising, public relations, and media.
- Demonstrate broad communication skills (including digital literacy) in deploying ideas and information across a range of different formats and media as applied in advertising and public relations.
- Demonstrate broad skills that are relevant to advertising and pr workplaces in terms of both personal and/or group outcomes.

Indicative Content:

- Current characteristics of advertising and PR industries in the UK and internationally, and their role in the media environment.
- The history and evolution of advertising and PR as disciplines and the contemporary issues affecting them.
- The political, economic and social contexts in which PR and advertising are practiced, alongside key debates in the field.
- Relationships between creatives, communication professionals and the people who employ them.
- Different advertising forms (e.g. product advertising, public and voluntary sector, recruitment, political, corporate advertising).
- The implications of AI technology for both PR and advertising.
- Different PR specialisms, including PR tools and media relation skills.
- Fundamentals of advertising and PR practice, tested through responding to briefs and utilising both creative and technical skills in group and individual work.
- Introduction to ethical, legal and regulatory issues in the communications industry.

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:

This course will be delivered face to face through a combination of lectures and interactive sessions. In addition to classroom activities, there are guided learning elements that are tutor led and arranged through Blackboard. These activities can be asynchronous online sessions, flipped classrooms, set readings with discussion boards or set guest lectures for example. Set activities are monitored by the instructor to ascertain student engagement. Students are encouraged to prepare for class and to play an active part, to raise questions, following-up ideas and interact with a wide range of provided material.

Indicative Text(s):

Davies, N. (2009) *Flat Earth News*. UK: Routledge.

Fletcher, W. (2011) *Advertising: A Very Short Introduction*. Oxford: Oxford University Press.

Hackley, C. and Rungpaka A. (2011) *Advertising and Promotion*. 5th edn. California: SAGE Publications.

Hardy, J. (2018) *The Advertising Handbook*. 4th edn. UK: Routledge.

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

Hobsbawm, J. (2010) *Where Truth Lies: Trust and Morality in PR and Journalism*. 2nd edn. London: Atlantic Books.

McNair, B. (2009) *News and Journalism in the UK*. 5th edn. UK: Routledge.

Moloney, K. (2019) *Rethinking Public Relations: Persuasion, Democracy and Society*. 3rd edn. UK: Routledge.

Morris, T. and Goldsworthy, S. (2016) *PR Today: The Authoritative Guide to Public Relations*. London: Palgrave Macmillan.

Ogilvy, D. *Ogilvy on Advertising* (Numerous editions). London: Welbeck Publishing.

Rosenberg, A. (2021) *A Modern Guide to Public Relations: Unveiling the Mystery of PR*. Runcorn: Veracity Marketing.

Journals

PR Weekly.

Campaign.

Websites

The Public Relations and Communications Association (PRCA). Available at: www.prca.org.uk (Accessed: November 2024).

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
First edition	Nov 2024	