

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and the Arts
Programme:	Advertising and Public Relations
FHEQ Level:	6
Course Title:	Creative Campaigns in Advertising and PR
Course Code:	ADPR 6101
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 US credits

Course Description:

This course focuses on the development and execution of creative campaigns in advertising and public relations. Students will learn to apply advanced concepts and techniques to create impactful campaigns that resonate with target audiences. It builds upon earlier study of advertising and PR and requires students to examine and discuss campaigns involving advertising and PR and to present their own ideas for a fully- fledged campaign bringing together both disciplines. This will include the critical examination and evaluation of past campaigns in a variety of contexts and the planning, pitching and discussion of ideas for campaigns of the students' own devising.

Prerequisites:

70 credits , and ADPR 5102 Persuasive Communication in Advertising and PR, or ADPR 5101 Visual Communications in Practice

Aims and Objectives:

- To demonstrate a critical understanding of advertising and PR campaigns and how both disciplines can be used to maximum effect
- To demonstrate the creative ability to respond to a brief using appropriate advertising and PR techniques and tactics
- To foster critical reflection on ethical principles and their application in campaign creation.

Programme Outcomes:

6AI; 6AII; 6BI; 6CI; 6CIII; 6DIII

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 a systematic understanding of different paradigms in advertising and public relations campaigns.
- Demonstrate the ability to develop critical responses to, and a systematic understanding of, different methodological approaches taken in advertising and public relations campaigns.
- Demonstrate a systematic understanding of the practical issues and problems advertising and public relations practitioners face (explicitly addressing Equality, Diversity and Inclusion/Education for Sustainable Development).
- Demonstrate the communication skills needed to plan and manage for changing contexts, audiences and levels of complexity, and advanced group work.
- Demonstrate the ability to formulate, synthesise and effectively articulate arguments potentially incorporating competing perspectives, concepts and evidence in a range of formats and media including in professional and interpersonal contexts.
- Demonstrate entrepreneurial education in the form of skills and practices that translate directly into employment, ideally in the form of work that contributes to a portfolio.

Indicative Content:

- Advanced approaches and techniques of advertising and PR campaigns
- Planning and development of advertising and PR campaigns (e.g. project management, business proposal, target audience, writing copy, the application of AI)
- Pitching and defending campaign ideas (e.g. oral, written, visual, strategic presentation skills)
- Indicators to evaluate advertising and PR campaigns, and applying these to real-world examples
- Case studies of a range of campaigns in different contexts
- Equality, diversity, and inclusion in both specific campaigns and the communications industry in general
- Critical self-reflection and peer feedback
- Managing client relationships
- Self-presentation and professional and ethical practices in the workplace

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, guest speakers, in-classroom activities and exercises to develop advanced campaign skills. Students will present and discuss their own analyses of past campaigns, while also presenting and then being questioned on their own response to a combined advertising and PR brief.

Indicative Text(s):

Bush, L. and Lindsey, K. (2024) *Diversity, Equity, and Inclusion in Strategic Communications: Becoming Culturally Proficient Communicators*. UK: Routledge.

Gregory, A. (2020) *Planning and Managing Public Relations Campaigns*. 5th ed. London: Kogan Page.

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

Miller, A. (2019) *Public Relations and Journalism in Times of Crisis: A Symbiotic Partnership*. New York: Peter Lang.

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

Moscato, D. (2023) *Environmental Strategic Communication: Advocacy, Persuasion, and Public Relations*. Lanham, MD: Rowman & Littlefield.

Pricken, M. (2008) *Creative Advertising: Ideas and Techniques from the World's Best Campaigns*. London: Thames & Hudson.

Young, M. (2017) *Ogilvy On Advertising In The Digital Age*. London: Goodman.

Journals

Campaign.

Marketing Week.

PR Week.

Websites

The site of the UK Advertising Association, which represents advertisers, media owners and agencies. Available at: www.adassoc.org.uk (Accessed: November 2024).

The IPA site, representing all UK agencies. Available at: www.ipa.co.uk (Accessed: November 2024).

Public Relations Professional Body. Available at: www.prca.org.uk (Accessed: November 2024).

World Advertising Research Centre. Available at: www.warc.com (Accessed: November 2024).

Chartered Institute of Marketing. Available at: www.cim.co.uk (Accessed: November 2024).

Statista: an online research and information service. Available at: <https://www.statista.com> (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 document	Nov 2024	