

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and The Arts
Programme:	MA Advertising and Public Relations
FHEQ Level:	7
Course Title:	Advertising and Public Relations in the Marketing Communications Mix
Course Code:	APR 7108
Total Hours:	200
Timetabled Hours:	39
Independent Learning Hours:	21
Guided Learning Hours:	140
Credits:	20 UK CATS credits 10 ECTS credits 4 US credits

Course Description:

This course explores how the disciplines of advertising and PR come together within the 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, internal communications, brand management, and specialty services as well as advertising and public relations - in the development of international organisational communications strategy.

Prerequisites:

MA Advertising and Public Relations students only

Aims and Objectives:

- To explore the nature of the marketing communications mix, both in theory and practice.
- To enable students to successfully combine and apply advertising and PR best practice 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:

A2; A4; B3; B4; C1; C3; 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:

- 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 presentation 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 audio-visual 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, J. (2023) *Corporate communication: a guide to theory and practice*. 7th edn. London: SAGE.

- Fill, C., et al. (2023) *Marketing communications: fame, influencers and agility*. 9th edn. London: Pearson Education.
- Kitchen, P., et al. (2022) *A primer on integrated marketing communications*. 2nd edn. London: Routledge.
- Kitchen, P., et al. (2005) *A reader in marketing communications*. London: Routledge.
- Kotler, P., et al. (2023) *Principles of marketing*. 19th global edn. London: Pearson Education.
- Roper, S. & Fill, C. (2012) *Corporate reputation: brand and communication*. London: Pearson, 2012.

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	
Course code changed	Jan 2023	
Total Hours Updated	April 2024	