COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and the Arts
Programme:	Advertising and Public Relations
***FHEQ* Level:**	5
Course Title:	Persuasive Communications in Advertising and PR
Course Code:	ADPR 5102
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 examines the principles and the practical application of persuasive communication techniques within the contexts of advertising and public relations. Students will engage with key concepts used to understand the influence of public perception and behaviour, while gaining hands-on experience in crafting and evaluating persuasive messages using creativity and strategic communication. Students will analyse real world examples of effective marketing and business communications, while their coursework will reflect contemporary standards in these practices. With a focus on developing professional skills, students will have a variety of exercises where they will try their hand at writing PR materials and advertising copy.

Prerequisites:

40 credits

Aims and Objectives:

- To provide students with a critical understanding of the theories and concepts underpinning persuasive communication in advertising and PR.
- To develop students' ability to analyse and evaluate the effectiveness of persuasive strategies in real-world scenarios.
- To enhance students' practical skills in creating persuasive messages for diverse audiences.
- To enable students to apply persuasive communication techniques to create effective advertising and PR campaigns.
- To foster an awareness of the ethical considerations and societal impacts of persuasive communication.

Programme Outcomes:

5AII; 5BI; 5BII; 5CI; 5DI

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 critical engagement with key theories and concepts used in advertising and public relations.
- Critically understand key problems and issues addressed in advertising and public relations.
- Demonstrate engagement with methods and techniques used in persuasive communication and apply them in their own work.
- Demonstrate the ability to communicate both persuasively and effectively, using relevant information and appropriately evaluated sources and/or data.
- Critically assess and reflect upon the ethical implications of persuasive communication strategies.

Indicative Content:

- Key theories and concepts in persuasive communication
- Difference between PR and advertising, and utilising them to achieve practical objectives
- Who does what in the era of digital communication (e.g. marketing service groups, influencers, increased AI usage)
- Principles of effective communication (medium, the format, message design)
- Analysing the target audience
- Evaluating advertising case studies
- Evaluating PR strategy case studies
- Analysing the key role that storytelling plays in effective PR and advertising
- Practical writing (e.g. writing for product branding, promotional materials in business and not-for-profit sectors, slogans, press materials)
- Planning and developing communications strategies (e.g. planning, executing, pitching and writing a project)
- Regulatory and ethical issues (e.g. transparency, manipulation, the use of AI and social responsibility)
- Evaluating campaign effectiveness

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 including contributions from guest speakers, supplemented with a range of audio-visual aids that are designed to introduce students to key concepts and their practical application. 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.

Indicative Text(s):

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

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

Hardy, J., Powell, H. and Macrury, I. (2018) *The Advertising Handbook.* 4th edn. UK: Routledge.

Juska, J. M. (2021) *Integrated Marketing Communication: Advertising and Promotion in a Digital World.* 2nd edn. UK: Routledge.

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

O'Shaughnessy, J. and Jackson, N. (2004) *Persuasion in Advertising*. UK: Routledge.

Perloff, R. M. (2023) *The Dynamics of Persuasion: Communication and Attitudes in the 21st Century.* 8th edn. UK: Routledge.

Tench, R. and Waddington, S. (2020) *Exploring Public Relations and Management Communication*. 5th edn. London: Pearson Education.

Wilcox, D.L., Cameron, G.T. and Reber, B.H. (2023) *Public Relations: Strategies and Tactics.* 12th edn. London: Pearson Education.

Journals

Campaign.

The Economist.

Marketing.

PR Week.

Wired.

Websites

Advertising Association. Available at: www.adassoc.org.uk (Accessed: November 2024).

Institute of Practitioners in Advertising. Available at: www.ipa.co.uk (Accessed: November 2024).

Advertising Standards Authority. Available at: www.asa.org.uk (Accessed: November 2024).

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

The Incorporated Society of British Advertisers. Available at: www.isba.org.uk (Accessed: November 2024).

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

The Chartered Institute of Public Relations. Available at: www.cipr.co.uk (Accessed: November 2024).

Campaign Live. Available at: www.brandrepublic.com (Accessed: November 2024).

PR Moment. Available at: www.prmoment.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	