

## **COURSE SPECIFICATION DOCUMENT**

NOTE: ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES INCLUDING LTPC

**Academic School/Department:** Communications, Arts and Social Sciences  
**Programme:** MA in Advertising and Public Relations  
**Level:** 7  
**Course Title:** Advertising and Public Relations in Context  
**Course Code:** APR 7102  
**Course Leader:**

**Student Engagement Hours:** 200  
Lectures: 12  
Tutorials: 12  
Seminars: 24  
Independent/Guided Learning: 152

**Semester:** AUTUMN  
**Credits:** 20 UK CATS credits  
10 ECTS credits  
4 US credits

### **Course description**

This course explores the public relations and advertising industries, examining their history and evolution and how they relate to each other, as well as investigating the political,

economic, social and cultural contexts in which they practice and reviewing their relationship with the media. It relates the practice of PR and advertising to international events and contemporary issues and developments, including criticisms of the industries' role and a range of ethical debates.

**Pre-requisites:** 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 relationship between the advertising and PR industries and the media.
- 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: A, B, E, G:

- A. Demonstrate a deep and systematic understanding of key issues, themes and debates in Advertising and PR, while reflecting on their relationship to empirical evidence and to other relevant disciplines.
- B. Show critical and innovative responses to theories, methodologies and practices in Advertising and PR and their impact on how the knowledge base is interpreted.
- E. Engage with and evaluate complex, incomplete or contradictory evidence while critically reflecting on the different theoretical and methodological tools used
- G. Show the ability to gather, organise and deploy complex and abstract ideas and diverse information in complex and specialised contexts, while reflecting upon and improving the skills required for effective written and oral communication

### **Learning Outcomes**

- 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 are practiced.

- Demonstrate a critical understanding of the relationship between the advertising and PR industries and 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:**

- Definitions of advertising and PR and the industries’ current characteristics, 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 is practiced.
- The relationship between advertising and PR and the media
- Ethical, legal and regulatory issues
- Current international developments and debates affecting advertising and PR

**Assessment:**

The course is assessed according to the assessment norms of the university at level 7:

<b>FHEQ level</b>	<b>Richmond/UK Level</b>	<b>Normal Number of Items (including final exam)</b>	<b>Total Assessment</b>
LEVEL 7	R7000/UK MA	2-3	5,000 – 7,000 words

**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 module 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.

## Bibliography

Moloney, K. *Rethinking PR: Public Relations, Propaganda and Democracy* (Routledge 2005)

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

Jackall, R, Hirota, J, *Image Makers: Advertising, Public Relations, and the Ethos of Advertising* (University of Chicago Press, 2000)

Kitchen, P. *Public Relations: Public Relations Principles and Practice* (Thomson Learning, 1997)

Hegarty, J, *Hegarty on Advertising* (Thames & Hudson, 2011)

Powell, H et al, *The Advertising Handbook* (Routledge, 2009)

Ogilvy, D *Ogilvy on Advertising* (Numerous editions)

Morris, T, Goldsworthy, S, *PR Today: The Authoritative Guide to Public Relations* (Palgrave 2012)

- *PR – A Persuasive Industry? Spin, Public Relations, and the Shaping of the Modern Media* (Palgrave, 2008)

Williamson, J, *Decoding Advertisements: Ideology and Meaning in Advertising* (Marion Boyars, 2010)