

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	CASS
Programme:	Communications Advertising & PR Social Media and Digital Communications
FHEQ Level:	3
Course Title:	Foundations in Advertising, PR and Media
Course Code:	COM 3200
Course Leader:	Simon Goldsworthy
Student Engagement Hours:	120 (standard 3- credit BA course)
Lectures:	20
Seminar / Tutorials:	20
Independent / Guided Learning:	80
Semester:	Fall, Spring
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course provides a foundation to the study of advertising, PR and the media and the role they play in contemporary society. Focusing on contemporary examples, it will examine what advertising and PR are, their relationship to the media, how practitioners go about their work and what issues this raises. It will also examine the evolution of the media and the issues that raises.

Prerequisites:

None.

Aims and Objectives:

The aims of this course are to:

- Provide a foundation in the key areas of advertising, PR and the media
- To introduce key concepts, current issues and debates
- To introduce the relationships between advertising, PR and the media
- To introduce the business rationale underpinning these industries
- Provide students with the analytical tools needed for critical engagement

Programme Outcomes:

A(i); 3B(i); 3C(i); 3D(i)

A detailed list of the programme outcomes are found in the Programme Specification.

Learning Outcomes:

By the end of this course, successful students should be able to:

- Understand key concepts in advertising, PR and the media.
- Understand the role these industries play in society and in economic and political life.
- Understand key debates about these industries and their relationship to each other.
- Demonstrate an ability to conduct basic research and organise ideas to communicate orally and in written assignments.
- Understand the impact of new and emerging media technologies.

Indicative Content:

- What is advertising, who advertises, how do they advertise and what effect does it have?
- What is PR, who uses it and how, and what effect does it have?
- What are the media? What role do they play in our lives? Different types of media and their evolution.
- What is the relationship between advertising, PR and the media?
- The role of government, regulation and the law
- Current issues and debates
- New and social media.

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board.

Teaching Methodology:

Interactive lectures will be combined with class discussions involving relevant examples. Student presentations, which will offer critical analyses of topics covered in class, backed with fresh examples, will provide an additional basis for discussion. Videos and audiovisual aids will be used as appropriate.

Indicative Text(s):

Fletcher, W, *Advertising: A Very Short Introduction* (OUP, 2011)

Morris, T, Goldsworthy S, *PR – A Persuasive Industry?* (Palgrave 2008)

Turow, J, *Media Today: An Introduction to Mass Communication* (Routledge, latest edition)

Journals

Campaign

PR Week

Web Sites

<https://www.theguardian.com/uk/media>

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
Added Social Media for Prog		