

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	CASS
Programme:	Communications: Advertising and PR BA Social Media and Digital Communication
FHEQ Level:	5
Course Title:	Principles of Advertising and PR
Course Code:	COM 5130
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 builds upon to the introductory PR and advertising courses at Level 4 and enables students to develop their knowledge of advertising and PR and how these two disciplines can be used to achieve a range of objectives. It will examine the relative strengths and weaknesses of the two disciplines and their evolving relationship.

Prerequisites: Introduction to PR Practice and Introduction to Advertising Practice

Aims and Objectives:

- To explore the key principles of advertising and PR and their practical application
- To demonstrate how advertising and PR can be used separately and together to achieve desired objectives in a range of situations.
- To examine the context in which advertising and PR are undertaken and how this impacts on their use

Programme Outcomes:

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:

- Demonstrate a critical understanding of the relationship between PR and advertising
- Show a practical understanding of how PR and advertising can be used separately and together to achieve practical objectives
- Display an understanding the ways in which PR and advertising are managed, including the role of the marketing services groups
- Demonstrate a sophisticated awareness of the apportioning of responsibilities for digital media
- Understand the basis on which media targeting and buying choices are made
- Show an understanding of relevant regulatory and ethical issues
- Understand debates about current trends and future developments
- Evaluate the consequences of digital media on the relationship between PR, advertising, and audiences.

Indicative Content:

- The relationship between PR and advertising
- How to utilise PR and advertising to achieve practical objectives
- The role of the marketing services groups
- Who does what in the era of social media
- Media choices: media targeting and media buying
- Regulatory and ethical issues
- Current trends and future developments
- Parasocial relationships, influencers, and social media.

Assessment:

This course conforms to the Richmond University Standard Special Programme Assessment Norms for International Journalism and the Media approved at Academic Board.

Teaching Methodology:

Teaching will include interactive lectures, and including contributions from guest speakers, supplemented with a range of audiovisual aids, designed to introduce students to key concepts. 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, *The PR Professional's Handbook* (Kogan Page, 2014)

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

Journals

Campaign

PR Week

Web Sites

www.ipa.co.uk Institute of Practitioners in Advertising

www.prca.org.uk Public Relations and Communications Association
www.warc.com World Advertising Research Centre

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		