

## COURSE SPECIFICATION DOCUMENT

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| <b>Academic School/Department:</b> | Communications and The Arts                           |
| <b>Programme:</b>                  | MA in Advertising and Public Relations                |
| <b>FHEQ Level:</b>                 | 7   |
| <b>Course Title:</b>               | Advertising and Public Relations in Context           |
| <b>Course Code:</b>                | APR 7102  |
| <b>Student Engagement Hours:</b>   | 200   |
| Lectures:                          | 12  |
| Tutorials:                         | 12  |
| Seminars:                          | 24  |
| Independent/Guided Learning:       | 152   |
| <b>Semester:</b>                   | Fall  |
| <b>Credits:</b>                    | 20 UK CATS credits<br>10 ECTS credits<br>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

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**

- 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:**

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:**

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



