

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications and The Arts
Programme:	Art History & Visual Culture Communications: Advertising & PR Digital Communication & Social Media
FHEQ Level:	5
Course Title:	Communications for PR and Advertising
Course Code:	COM 5220
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

This course examines the theory and practice of writing for PR and advertising. Topics include: analyzing the target audience, considering the medium and the format, writing for product branding, evaluating successful writing, and writing promotional materials in business and not-for-profit sectors. Students will analyze real world examples of effective marketing and business communications and their assignments will reflect contemporary standards in these practices. Students will have a variety of assignments where they will try their hand at writing PR materials and advertising copy as well as a persuasive business proposal.

Prerequisites:

GEP 4180 Research and Writing 2

Aims and Objectives:

This course aims to expose students to a variety of PR and advertising material that aspire to persuade, move and influence their audience. It poses questions about how we judge effective marketing communications, what are contemporary standards in these practices, and why good writing is crucial in marketing and business communications. Students will put theory into practice by creating such documents as press releases, advertising copy and business proposals. By the end of this course, students will have:

- Detailed knowledge and understanding of contemporary theories and practices in PR and advertising communications.
- Developed independent thinking, project management skills and imaginative abilities needed to undertake the entire process required in marketing and business communications.
- Developed the transferable skills, knowledge and ability to 'sell' an idea, project or product in writing and in an oral presentation.
- Developed the critical thinking and intercultural awareness of the ways in which effective marketing and business writing can move and persuade a local, national, or global audience.

Programme Outcomes:

Art History & Visual Culture: A5(i), B5(iii), C5(ii), D5(iii)

Communications: Advertising & PR: A5(i), B5(iii), C5(ii), C5(iii)

Digital Communication & Social Media: A5(i), B5(i), B5(iii), C5(iii)

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:

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

- Develop a detailed understanding of how different audiences perceive and/or receive contemporary PR and advertising message.
- Develop of a detailed understanding of the relationship within contemporary marketing and business communications and to consolidate and apply this knowledge in practical assignments.
- Use a problem solving approach with limited supervision to produce work that meets required length, format, brief and deadline.
- Demonstrate creativity and ability to undertake complex and non-routine assignments using information communication technology (ICT).

Indicative Content:

- Planning and executing a writing project
- Targeting an audience
- Evaluating and incorporating non-written elements
- Writing advertising slogans and similar marketing materials
- Creating press materials
- Orally pitching to persuade
- Creating a short business proposal
- Analyzing the results of a project.

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:

Course meetings will consist of interactive lectures, guest speakers, reflection activities and one-on-one tutorials. The course uses both formative and summative assessment methods. The formative assessment approaches include class discussion with respect to contemporary developments that may have an impact on the course material as well as one-on-one tutorial feedback. The summative assessment approaches relate to the assigned projects. Students are assessed on how their work meets the requirements in the brief. The extent and quality of the research is also assessed. All assignments, including the oral presentation, are assessed on structure, delivery/clarity, analysis and ideas/originality, and engagement.

See syllabus for complete reading list

Indicative Texts:

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

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

Juska, Jerome M. *Integrated Marketing Communication: Advertising and Promotion in a Digital World* (Routledge, 2017)

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

Hardy, J., Powell, H. and Macrury, I., 2018. *The Advertising Handbook, Fourth Edition*. 4th ed.

Journals:

TheEconomist

Wired

Campaign

Marketing

Brandrepublic.com

prmoment.com

Web Sites:

www.adassoc.org.uk – Advertising Association

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

www.asa.org.uk – Advertising Standards Authority

www.warc.com – World Advertising Research Centre

www.isba.org.uk – the Incorporated Society of British Advertisers

www.prca.org.uk – Public Relations and Communications Association

www.cipr.co.uk – the Chartered Institute of Public Relations

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Various updates as part of the UG programme review	AB Jan 2022	
Revision – annual update	May 2023	