

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications and the Arts
Programme:	Art History & Visual Culture Communications: Advertising and PR Communications: Media Studies Digital Communication & Social Media Digital Marketing
FHEQ Level:	6
Course Title:	Advertising and PR Campaigns
Course Code:	COM 6102
Student Engagement Hours:	160
Lectures: Seminar/Tutorials/Lab	60
Independent / Guided Learning:	100
Credits:	16 UK CATS credits 8 ECTS credits 4 US credits

Course Description:

This course builds upon earlier study of advertising and PR and requires students to examine and discuss campaigns involving advertising and PR and to present their own ideas for a fully-fledged campaign bringing together both disciplines. This will include the critical examination and evaluation of past campaigns in a variety of contexts and the planning, pitching and discussion of ideas for campaigns of the students' own devising.

Prerequisites: COM 5130 or COM 5220 or SCL 5200

Aims and Objectives:

- To demonstrate a critical understanding of advertising and PR campaigns and how both disciplines are used to maximum effect
- To demonstrate an ability creatively to respond to a brief using appropriate advertising and PR techniques and tactics

Programme Outcomes:

Art History and Visual Culture:

Communications and PR: A6ii, A6iii, B6ii, B6iii, C6i, C6iii, D6i-D6iii

Communications and Media Studies: A6ii, A6iii, B6ii, B6iii, C6i, C6iii, D6i-D6iii

Digital Communication and Social Media: A6ii, A6iii, B6ii, B6iii, C6i, C6ii, C6iv, D6i

Digital Marketing: A1, A3, A4, A5, A7, B3, B4, C1, C2, D1, D3, D5

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:

- Demonstrate a critical understanding of all aspects of advertising and PR campaigns
- Demonstrate an awareness of appropriate methods of evaluation and the issues that arise
- Critically evaluate the differing roles advertising and PR play in a variety of contexts
- Demonstrate a sophisticated awareness to the contributions advertising and PR can make to the marketing communications mix and how the disciplines relate to each other
- Demonstrate an ability creatively to respond to a brief using appropriate advertising and PR techniques and tactics by researching and developing appropriate campaign ideas.
- Pitch campaign ideas effectively to an audience and defend them in discussion
- Demonstrate a critical understanding of advertising and PR methods in their historical and social contexts.

Indicative Content:

- How to plan advertising and PR campaigns
- How to pitch and defend campaign ideas
- What makes advertising and PR campaigns succeed
- Evaluation of campaigns
- Case studies of a range of campaigns in different contexts

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:

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 present and discuss their own analyses of past campaigns and also present and be questioned about their own response to a combined advertising and PR brief.

Indicative Text(s):

Gregory, A, *Planning and Managing Public Relations Campaigns*. 5th ed. (Kogan Page, 2020)

Hegarty, J, *Hegarty on Advertising*. Rev.ed. (Thames & Hudson, 2017)

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

Pricken, M, *Creative Advertising: Ideas and Techniques from the World's Best Campaigns* (Thames & Hudson, 2008)

Young, M, *Ogilvy On Advertising In The Digital Age*. (Goodman, 2017)

Journals

Campaign
Marketing Week
PR Week

Web Sites

www.adassoc.org.uk; the site of the UK Advertising Association, which represents advertisers, media owners and agencies.

www.ipa.co.uk: The IPA site, representing all UK agencies.

www.prca.org.uk/ Public Relations Professional Body

www.warc.com: World Advertising Research Centre.

www.cim.co.uk Chartered Institute of Marketing

<https://www.statista.com/> Statista: online research and information service.

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
Revision – annual update	May 2023	