

## **COURSE SPECIFICATION DOCUMENT**

**NOTE:** ANY CHANGES TO A CSD MUST GO THROUGH ALL OF THE RELEVANT APPROVAL PROCESSES, INCLUDING LTPC.

<b>Academic School/Department:</b>	CASS
<b>Programme:</b>	Communications
<b>FHEQ Level:</b>	5
<b>Course Title:</b>	Communications for PR and Advertising
<b>Course Code:</b>	COM 5220
<b>Course Leader:</b>	Simon Goldsworthy
<b>Student Engagement Hours:</b>	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
<b>Semester:</b>	Fall/Spring/Summer
<b>Credits:</b>	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:** COM 3100

### **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:**

5A(i); 5B(iii); 5C(ii); 5D(iii)

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

This is located at the archive maintained by the Academic Registry and found at:

<http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/http://www.richmond.ac.uk/admitted-students/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 Richmond University Special Assessment Norms for International Journalism approved at Learning and Teaching Policy Committee found at: <http://www.richmond.ac.uk/wp-content/uploads/2014/10/ALL-ASSESSMENT-NORMS-CATEGORIES-with-descriptions-Jan-2014.pdf> .

### **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.

### **Bibliography:**

See syllabus for complete reading list

### ***Indicative Text(s):***

Broderick, A. and D. Pickton. *Integrated Marketing Communications*. London: Pearson, 2005.

Atkinson, I. *FT Essential Guide to Business Writing: How to Write to Engage, to Persuade and Sell*. London: Financial Times/Prentice Hall, 2011.

Morris, T. and Goldsworthy, S. , *PR Today: the Authoritative Guide to Public Relations*. London: Palgrave, 2012

### ***Journals***

*The Economist*

*Wired*

*Campaign*

*Marketing*

*Brandrepublic.com*

*prmoment.com*

### ***Web Sites***

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

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Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry
Major	New Title		
Major	Revised Course description		
Major	Change of pre-requisite		
Minor	Minor revision to Aims		
Minor	Minor editing of LO		
Major	Removal of one point in the Indicative Content		
Minor	Revision of Indicative Texts		