

**COURSE SPECIFICATION DOCUMENT**

<b>Academic School / Department:</b>	CASS
<b>Programme:</b>	Communications: Advertising and PR BA Social Media and Digital Communication
<b>FHEQ Level:</b>	6
<b>Course Title:</b>	Advertising and PR Campaigns
<b>Course Code:</b>	COM 6210
<b>Course Leader:</b>	Simon Goldsworthy
<b>Student Engagement Hours:</b>	120 (standard 3- credit BA course)
Lectures:	20
Seminar / Tutorials:	20
Independent / Guided Learning:	80
<b>Semester:</b>	Fall, Spring
<b>Credits:</b>	12 UK CATS credits 6 ECTS credits 3 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 5XXX Principles of Advertising and PR

**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:**

A4ii, iii; B4ii, iii; C4i, iii; D4i, ii, iii

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 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 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 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* (Kogan Page, 2015)

Hegarty, J, *Hegarty on Advertising* (Thames & Hudson, 2011)

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)

**Journals**

Campaign  
Marketing Week  
PR Week

**Web Sites**

[www.hatads.org.uk](http://www.hatads.org.uk) History of Advertising Trust.

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		