

SHRI MATA VAISHNO DEVI UNIVERSITY, KATRA

School of Business

COURSE INFORMATION

- **Course Title:** Advertising and Public Relations
- **Course Code:** BULMI305
- **Semester:** 5
- **Number of Sections:** 1
- **Format:** Lectures & Attendance
- **Credit Status:** L-T-P, 3-1-0
- **Credit Hours:** 4
- **Learning Hours:** 14 Weeks x 4 = 56 (Minimum) to 16 Weeks x 4 = 64 (Maximum)

COURSE DESCRIPTION

The Advertising and Public Relations program focuses on developing skills in media planning, communication strategies, and ethical practices. Students learn to create persuasive messages and campaigns while understanding the role of advertising and public relations in various sectors, preparing them for diverse career opportunities. The course emphasizes integrated marketing communications and critical thinking skills.

LEARNING OUTCOMES

1. Understand and apply the principles and laws of freedom of speech and press as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances.
2. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.
3. Present images and information effectively and creatively, using appropriate tools and technologies. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
4. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
5. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.

COURSE OUTCOMES

After successful completion of this course, students shall be able to;

CLO1: Determine, analyze and respond to clients' advertising and marketing communications objectives by applying principles of marketing and communications and to perform a market segmentation analysis.

CLO2: To understand the essence of PR as a practical discipline within the organization; be aware of its functions, strategies and particular techniques;

CLO3: To understand how public relations theory and practice developed and how public relations is practiced in different countries.

CLO4: To understand, recognize, and examine the phenomenon of media transparency and its application for the public relations profession and practice in a global world.

COURSE CONTENTS

UNIT I

(12 Contact Hours)

Understanding Advertising: Concept, Nature, Definitions, Evolution and History; Role, Objectives, Functions, and Significance; Basic Theories and Applications; Types and Classification of Advertising;

Factors Determining Advertising Opportunity of a Product/Service/Idea; Types of Appeals and Advertising Messages.

UNIT II (13 Contact Hours)
Digital Advertising: Evolution and Current Status; Digital Media Landscape; Emailers and Search Engine Optimization; Mobile Marketing. Digital Advertising Agencies: Structure and Functions; Digital Media Integration across Advertising. Hybrid Advertising (Online merging with Offline).

UNIT III (13 Contact Hours)
Agency Structure: Roles and Responsibilities Across Levels: Evolution of Ad Agencies: Various Stages and Current Status; Various Functional Departments and Scope of their Works; Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship; Revenue and Commission Systems. Account Management: Definition, Responsibilities and Implementation Paths. Agency Operation: Role of Advertising Agency, Types of Advertising Agencies; Client-Agency Relationship.

UNIT IV (13 Contact Hours)
PR: Concepts, Definitions and Theory; Brief History of Public Relations and Emergence of Corporate Communication; Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising " Defining Publics/Stakeholders. PR Process: Problems, Media Selection, Feedback and Evaluation. Tools of PR: Media Relations (Organizing Press Conferences/Meets, Press Releases/Communiqué/ Briefs, Rejoinders etc.) and Media Relations management (Selection of Media and Reaching out to its various Publics).

UNIT V (13 Contact Hours)
The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion; Persuasion and Public Relations: The Power Structure, Roots of Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change. PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs. Crisis Communication: PR's Role in Business, Government, Politics, NGOs and Industry Associations. Digital PR in Marketing and Brand Promotions; The need for synergy between advertising and PR to achieve marketing goals.

MODE OF ATTENDANCE & PARTICIPATION POLICY

In-Person Lectures - Because they involve active participation, discussion, and dialogue, you are expected to attend all the lectures.

ASSIGNMENTS & GRADING

Course Deliverables

Internal Assessment shall be awarded on students' work in the form of Case Study Analysis / Quizzes / Reports / Presentations / Seminars / Assignments, which shall be evaluated by the concerned faculty.

Weighed Grading

- 20%: 2 Assignment of 10% each.
- 20%: 4 Quizzes of 5% each.
- 20%: Mid-Term Exam.
- 40%: Final Exam.

Grade Definitions

- Students registered for the required credits who complete the requirements of a course.
- Relative Grading System will be applicable as per university.

ASSIGNMENT

This assignment requires students to conduct a project on the given theme. In this project we will bring together all the concepts within the project and need is to deliver a brief 2–3 minutes oral component.

Note

Must not consist of video only—there must be a live oral component included in the presentation. This assignment should help students apply their marketing management skills learned in the course to market and tell the story behind their chosen topic of project. Visit the course lecture schedule for the assignment due date.

Description

The objective of this marketing project is to develop a multi-media marketing plan for a select target market and provide valuable information about using the marketing strategies and tools learned in the course. Using various digital media tools, personal selling, and marketing communication concepts students will creatively, strategically yet tastefully link their marketing efforts to the culture of their destination to fulfil the requirements of the assignment.

Written and Reporting Requirements

Students will develop a Marketing Campaign for their chosen project. This assignment will be submitted in hard copy and students will be given the opportunity to showcase their work in a brief 2-to-3-minute oral presentation. The PowerPoint visual aid may include video, music, sound effects, pictures, and/or graphics etc. Provide a list of references used to complete this assignment on the final slide(s) using APA academic style—a minimum number of eight (8) references required.

Assessment

The overall project will be graded using a standard rubric and evaluated for uniqueness, quality, marketing value, and usefulness. This project is worth 10 marks.

Credit Requirements

Course Grading: A student's grade in this course will be based on the following graded and weighed course activities. This is a participatory performance-based course therefore attendance is critical to a student's success. Course activities will be graded within 1 week of the assigned due date. All e-mail communications will be responded to within 24 hrs. Details of the Case Study Analysis assignment and the marketing plan executive summary will be discussed in class and will cover information shared during class, PowerPoints, course textbook, and external sources.

Note: Graduates in contrast to undergraduates enrolled in this course will meet different course requirements. Please note to earn credits in this course will require a higher level of thought leadership on assignments, particularly on the (case study, exams, and global marketing campaign). This variation may include 2 to 3 additional qualitative questions on the exams and more advanced evidence of graduate-level analysis on the case study and the global marketing campaign. Additional information will be provided in live class sessions.

Course Materials

- Elliott Richard. Strategic Advertising Management: NTC Business Book, USA, 2009.
- Ghosal, Subhash. Making of Advertising. McMillan, 2002.
- Jethwaney, Jaishri. Advertising Management. Oxford University Press, 2010.
- Jethwaney, Jaishri, and Jain Shruti. Advertising Management. 2006. Oxford University Press.
- Alison Theaker. The Public Relations Handbook. 2nd ed. (2001). Routledge
- Øyvind Ihlen. Public Relations and Social Theory: Key Figures and Concepts. 2007. Routledge Communication Series.

Mapping of Outcomes v. Topics

Outcome Number → Syllabus topic ↓	Week Number	Number of Lectures	1	2	3	4
Unit1: Understanding Advertising: Concept, Nature, Definitions, Evolution and History; Role, Objectives, Functions, and Significance; Basic Theories and Applications	1	3 Lecture 1 Tutorial	√	√		
Unit1: Types and Classification of Advertising; Factors Determining Advertising Opportunity of a Product/Service/Idea; Types of Appeals and Advertising Messages.	2	3 Lecture 1 Tutorial			√	√
Unit2: Digital Advertising: Evolution and Current Status; Digital Media Landscape; Emailers and Search Engine Optimization.	3	3 Lecture 1 Tutorial	√	√		
Unit2: Mobile Marketing. Digital Advertising Agencies: Structure and Functions; Digital Media Integration across Advertising. Hybrid Advertising (Online merging with Offline).	4	3 Lecture 1 Tutorial			√	√
Unit3: Agency Structure: Roles and Responsibilities Across Levels. Evolution of Ad Agencies: Various Stages and Current Status; Various Functional Departments and Scope of their Works	5	3 Lecture 1 Tutorial	√	√		
Unit3: Ad Agency: Functions, Types, Structure, Departments, Remuneration, Pitching, Client Agency Relationship; Revenue and Commission Systems.	6	3 Lecture 1 Tutorial		√	√	
Quiz & Assessments & Revision	7					
Unit3: Account Management: Definition, Responsibilities and Implementation Paths. Agency Operation: Role of Advertising Agency, Types of Advertising Agencies; Client-Agency Relationship.	8	3 Lecture 1 Tutorial			√	√
Unit4: PR: Concepts, Definitions and Theory; Brief History of Public Relations and Emergence of Corporate Communication.	9	3 Lecture 1 Tutorial	√	√		
Unit4: Understanding Various Concepts, viz., PR, Press Agency, Publicity, Propaganda and Advertising" Defining Publics/Stakeholders.	10	3 Lecture 1 Tutorial		√	√	
Unit4: PR Process: Problems, Media Selection, Feedback and Evaluation. Tools of PR: Media Relations (Organizing Press Conferences / Meets, Press Releases / Communiqué / Briefs, Rejoinders etc.). Media Relations management - Selection of Media and Reaching out to its various Publics.	11	3 Lecture 1 Tutorial			√	√
Unit5: The Public Relations Environment: Trends, Consequences, Growth and Power of Public Opinion; Persuasion and Public Relations: The Power Structure, Roots of	12	3 Lecture 1 Tutorial	√			

Attitude, Culture, Laws of Public Opinion and Governors of Opinion Change.						
Unit5: PR and Writing: Printed Literature, Newsletters, Position Papers/Opinion Papers and White Papers and Blogs.	13	3 Lecture 1 Tutorial		√		
Unit5: Crisis Communication: PR's Role in Business, Government, Politics, NGOs and Industry Associations.	14	3 Lecture 1 Tutorial			√	
Unit5: Digital PR in Marketing and Brand Promotions; The need for synergy between advertising and PR to achieve marketing goals.	15	3 Lecture 1 Tutorial				√
Quiz & Assessments	16					
