

COM 418 Campaigns in Public Relations and Advertising

Credit Hours: 3

In-Class Instructional Hours: 2

Labs: 2

Field Work: 0

Catalog Description:

Prerequisite. COM 301, 308

Capstone experience in strategic integrated communication based on public relations and advertising; experience in developing campaigns for actual clients, with focus on formative research, strategy, tactics, evaluation, as well as client presentation.

Reasons for Revision:

(Fall 2005) This course was last revised in 1989. This new proposal is part of a general program review, through which Communication seeks to update its courses in light of departmental experience with the previous program version, evolving departmental needs, and expanding scholarship in the field. Additionally, the department is undertaking this revision to position itself for accreditation by the Accrediting Council for Education in Journalism and Mass Communication.

| Student Learning Outcomes: At the completion of this course, students will be able to: | Course Content References: | Assessment: |
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| 1. Explain and apply the planning process for public relations and advertising campaigns, including research, strategy, tactics and evaluation | I, IV | 1. Exams, papers, applied projects, presentations |
| 2. Develop a comprehensive proposal of integrated communication, with both public relations campaigns and advertising campaigns in service-learning projects | I, II, III, IV, VII | 2. Applied projects, presentations |
| 3. Apply a variety of problem-solving approaches to real-world situations | II, III | 3. Exams, papers, applied projects, presentations |
| 4. Use writing techniques to inform and persuade key publics/audiences of various media | II, IV | 4. Exams, papers, applied projects, presentations |
| 5. Effectively present campaign proposal to client, using both public-speaking skills and presentation technology | V | 5. Applied projects, presentations |

Course Content:

- I. Public Relations
 - A. Advanced principles of public relations
 - B. Social role
 - C. Organizational role
 - D. Ethical base
 - E. Legal base
- II. Advertising
 - A. Advanced principles of advertising
 - B. Social role
 - C. Organizational role
 - D. Ethical base
 - E. Legal base
- III. Integrated communication
 - A. Contemporary approach blending public relations and advertising
 - B. Relationship with marketing
 - C. Theoretical base
- IV. Public Relations Campaigns
 - A. Phase 1: Formative research
 - B. Phase 2: Strategy
 - C. Phase 3: Tactics
 - 1. Tactics for personal and interpersonal communication channels
 - 2. Tactics for organizational media channel
 - 3. Tactics for news media channels
 - 4. Tactics for advertising and promotional media channels
 - D. Phase 4: Evaluative research
 - E. Campaign administration
 - 1. Budgeting
 - 2. Scheduling
 - 3. Client presentation
- V. Advertising Campaigns
 - A. Research
 - B. Creative
 - C. Execution
 - D. Media placement
- VI. Campaign presentation
 - A. Written presentation
 - B. In-person presentation
 - C. Audio/visual technology for presentations
- VII. Examples of campaign clients for service learning
 - A. College-related entities and offices
 - B. Student-related entities and organizations
 - C. Businesses in geographic proximity to campus
 - D. Nonprofit organizations
 - E. Competitive campaigns associated with Public Relations Society of America

Resources:

Classic Scholarship in the Field

- Grunig, J. E. (ed.). (1992). *Excellence in public relations and communication management*. Mahwah NJ: Erlbaum.
- Grunig, J. E. & Hunt, T. (1984). *Managing public relations*. New York: Holt, Rinehart, Winston.
- Marston, J. E. (1963). *The nature of public relations*. New York: McGraw-Hill.

Current Scholarship in the Field

- Austin, E. W., & Pinkleton, B. E. (2001). *Strategic public relations management: Planning and managing effective communication programs*. Mahwah NJ: Erlbaum.
- Cutlip, S. M., Center, A. H., & Broom, G. M. (2000). *Effective public relations* (8th ed.). Upper Saddle River NJ: Prentice Hall.
- Gronstedt, A. (2000). *The customer century: Lessons from world class companies in integrated marketing and communications*. New York: Routledge.
- Harris, T. L. (2000). *Value added public relations: The secret weapon of integrated marketing*. Chicago: NTC Business.
- Hendrix, J. (2003). *Public relations cases* (6th ed.). Belmont CA: Wadsworth.
- Kendall, R. (1999). *Public relations campaign strategies: Planning for implementation* (3rd ed.). New York: HarperCollins.
- Kotler, P., Roberto, N., & Lee, N. (2002). *Social marketing; Improving the quality of life* (2nd ed.). Thousand Oaks CA: Sage.
- Newsom, D., VanSlyke Turk, J., & Kruckeberg, D. (2003). *This is PR: The realities of public relations* (8th ed.). Belmont CA: Wadsworth.
- Seitel, F. P. (2003). *The practice of public relations* (9th ed.). Upper Saddle River NJ: Prentice-Hall.

Periodicals

Advertising Age
Journal of Advertising Research
Journal of Public Relations Research
PR Week
Public Relations Strategist

Electronic and/or Audiovisual Resources.

National Student Advertising Competition – aaf.org
New Suits: Profile of an Ad Campaign – HF5837 .N48 1997
NSAC National Student Advertising Campaign, Toyota – HF5816 .N372 1999
Silver Anvil Awards Archives – prsa.org