



## ADVERTISING MANAGEMENT AND PUBLIC RELATIONS

<b>CERTIFICATE COURSE CODE</b>	: SFA MCR06
<b>CERTIFICATE COURSE NAME</b>	: ADVERTISING MANAGEMENT AND PUBLIC RELATIONS
<b>DATE</b>	: 18-07-2023 to 14-11-2023
<b>COURSE TEACHER</b>	: Sumayya Jasmine
<b>DESCRIPTION</b>	: The course "Advertising Management and Public Relations" provides students with a comprehensive understanding of the principles, strategies, and practices involved in managing advertising campaigns and executing effective public relations initiatives. Through a combination of theoretical insights and practical applications, students explore the dynamic landscapes of advertising and public relations in today's digital age

### Objectives:

1. **Understanding Advertising and Public Relations:** To introduce students to the concepts, theories, and functions of advertising and public relations in the context of modern business environments.
2. **Exploring Communication Strategies:** To examine the communication strategies and techniques used in advertising and public relations campaigns to effectively reach target audiences.
3. **Analyzing Consumer Behavior:** To analyze consumer behavior and its impact on advertising and public relations strategies, including consumer decision-making processes and psychological factors.
4. **Developing Campaigns:** To provide students with the knowledge and skills necessary to develop comprehensive advertising and public relations campaigns, including market research, message development, and media planning.
5. **Understanding Media Landscape:** To familiarize students with the evolving media landscape and the role of traditional and digital media platforms in advertising and public relations efforts.
6. **Ethical Considerations:** To discuss ethical considerations and legal regulations related to advertising and public relations practices, including issues such as truthfulness, transparency, and consumer privacy.

### Course Outcomes:

1. **Ability to Analyze Advertising and Public Relations Campaigns:** Students should be able to analyze existing advertising and public relations campaigns to understand their objectives, target audiences, messaging strategies, and effectiveness.
2. **Strategic Planning Skills:** Students should develop strategic planning skills necessary to design and implement advertising and public relations campaigns that align with organizational goals and objectives.

3. **Creative Problem-Solving:** Students should be able to creatively address communication challenges and develop innovative solutions to effectively engage target audiences and achieve desired outcomes.
4. **Media Literacy:** Students should enhance their media literacy skills by critically evaluating media messages, identifying persuasive techniques, and understanding the role of media in shaping public perceptions.
5. **Effective Communication Skills:** Students should improve their written and verbal communication skills, including the ability to craft compelling messages, create persuasive content, and deliver presentations effectively.
6. **Ethical Awareness and Professionalism:** Students should demonstrate awareness of ethical issues in advertising and public relations and adhere to professional standards of conduct in their practice.

## SYLLABUS

### **Module 1: Introduction to Advertising and Public Relations**

- Overview of Advertising and Public Relations
- Historical Evolution and Development
- Importance and Role in Business and Society
- Distinctions and Synergies between Advertising and Public Relations

### **Module 2: Fundamentals of Advertising**

- Advertising Objectives and Goals
- Target Audience Identification
- Advertising Platforms and Channels
- Creative Elements in Advertising
- Copywriting and Visual Communication
- Advertising Budgeting and Planning

### **Module 3: Public Relations Essentials**

- Understanding Public Relations
- PR in Corporate Communication
- Stakeholder Analysis and Engagement
- Crisis Communication and Management
- Building and Maintaining a Positive Image

### **Module 6: Advertising Campaign Management**

- Campaign Development Process
- Setting Campaign Objectives
- Measurement and Evaluation of Campaign Effectiveness
- Case Studies of Successful Advertising Campaigns

## **Module 7: Public Relations Campaign Management**

- Planning and Executing PR Campaigns
- Media Relations and Outreach
- Evaluation of PR Campaigns
- Ethical Considerations in Public Relations

## **Module 8: Social Media in Advertising and PR**

- Social Media Landscape
- Social Media Strategy Development
- Content Creation and Management
- Social Media Analytics and Measurement

## **Module 9: Legal and Ethical Aspects**

- Legal Framework in Advertising and PR
- Ethical Issues and Responsibilities
- Regulatory Compliance in Advertising and PR

## **Module 10: Industry Trends and Emerging Technologies**

- Current Trends in Advertising and PR
- Technological Innovations in the Field
- Future Outlook and Opportunities

## **References:**

1. "Advertising Management: Concepts and Cases" by Kamlesh Mishra
2. "Advertising and Public Relations" by Bhattacharya & M.Tigga
3. "Public Relations: Strategies and Tactics" by Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber
4. "Advertising Management" by Batra, Myers, and Aaker
5. "Strategic Brand Management: Building, Measuring, and Managing Brand Equity" by Kevin Lane Keller
6. "Public Relations: The Profession and the Practice" by Dan Lattimore, Otis Baskin, Suzette T. Heiman, Elizabeth Toth