

<b>Program</b>	BS PR & Advertising	<b>Course Code</b>	PRAD-111	<b>Credit Hours</b>	3
<b>Course Title</b>	<b>LAWS &amp; ETHICS OF PR &amp; ADVERTISING</b>				
<b>Course Introduction</b>					
This course explores the legal and ethical frameworks governing public relations, advertising, and media industries. Students will examine key laws, regulations, and ethical principles, and analyze their application in real-world scenarios. Topics include freedom of speech, privacy rights, intellectual property, ESG considerations, and the impact of emerging technologies on ethical considerations.					
<b>Learning Outcomes</b>					
Learning outcomes of the study are to:					
<ol style="list-style-type: none"> <li>1. Understand the legal and ethical principles underlying public relations, advertising, and media.</li> <li>2. Analyze case studies to evaluate the application of laws and ethical standards in professional practice.</li> <li>3. Develop critical thinking skills to navigate complex legal and ethical dilemmas in the industry.</li> <li>4. Cultivate an awareness of the social and cultural implications of media messaging and advertising.</li> <li>5. Explore emerging issues and technologies shaping the future of ethics in public relations, advertising, and media.</li> </ol>					
<b>Course Content</b>			<b>Assignments/Readings</b>		
<b>Week 1-4</b>	<b>1. Introduction to Legal and Ethical Foundations</b> 1.1. Overview of legal systems and ethical theories 1.2. Historical perspectives on media regulation and ethical considerations 1.3. The role of professional codes of ethics in public relations, advertising, and media <b>2. Freedom of Speech and Expression</b> 2.1. First Amendment rights and limitations 2.2. Defamation, libel, and slander laws 2.3. Obscenity, hate speech, and censorship debates				
<b>Week 5-6</b>	<b>3. Privacy and Data Protection</b> 3.1. Privacy laws and regulations (e.g., GDPR, CCPA) 3.2. Ethical considerations in data collection and use 3.3. Surveillance, security, and privacy in the digital age				
<b>Week 7-8</b>	<b>4. Intellectual Property Rights</b> 4.1. Copyright law and fair use principles 4.2. Trademarks, patents, and trade secrets 4.3. Ethical issues in content creation, distribution, and ownership				
<b>Week 9-12</b>	<b>5. Emerging Technologies and Ethics</b> 5.1. AI, big data, and algorithmic decision-making.				

	<p>5.2. Deep fakes, virtual reality, and augmented reality</p> <p>5.3. Ethical guidelines for using new technologies in PR, advertising, and media</p>	
<b>Week 13-14</b>	<p><b>6. ESG and CSR Considerations</b></p> <p>6.1. Environmental, Social, and Governance (ESG) principles</p> <p>6.2. Ethical foundations of CSR, ESG, and SDG</p> <p>6.3. Ethical implications of corporate practices on sustainability, social justice, and governance</p> <p>6.4. ESG reporting and its impact on public relations and advertising strategies</p> <p><b>7. Media Representation and Diversity</b></p> <p>7.1. Stereotypes, bias, and representation in media</p> <p>7.2. Cultural competency and sensitivity in advertising and PR campaigns</p> <p>7.3. Ethical considerations in targeting diverse audiences</p>	
<b>Week 15-16</b>	<p><b>8. Case Studies and Ethical Decision Making</b></p> <p>8.1. Analyzing real-world cases and ethical dilemmas</p> <p>8.2. Ethical decision-making frameworks and strategies</p> <p>8.3. Final project presentations and reflections</p>	
<b>Textbooks and Reading Material</b>		
<ol style="list-style-type: none"> <li>1. Maye, C., Moore, R. L., &amp; Collins, E. L. (2019). <i>Advertising and public relations law</i>. Routledge.</li> <li>2. Schauster, E., &amp; Neill, M. (2017). Have the ethics changed? An examination of ethics in advertising and public relations agencies. <i>Journal of Media Ethics</i>, 32(1), 45-60.</li> <li>3. Ikonen, P., Luoma-Aho, V., &amp; Bowen, S. A. (2017). Transparency for sponsored content: Analysing codes of ethics in public relations, marketing, advertising and journalism. <i>International Journal of Strategic Communication</i>, 11(2), 165-178.</li> <li>4. Thomas, L., &amp; Newman, R. (2009). Social networking and blogging: the new legal frontier. <i>J. Marshall Rev. Intell. Prop. L.</i>, 9, i.</li> <li>5. Selected articles and case studies from academic journals and industry publications.</li> </ol>		
<b>Teaching Learning Strategies</b>		
<ol style="list-style-type: none"> <li>1. Class Discussion</li> <li>2. Projects / Assignments</li> <li>3. Group Presentations</li> <li>4. Students led presentations</li> <li>5. Thought Provoking Questions</li> <li>6. Field Visits and Guest Speakers</li> </ol>		
<b>Assignments: Types and Number with Calendar</b>		
<p>Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.</p>		

<b>Assessment</b>			
<b>Sr. No.</b>	<b>Elements</b>	<b>Weightage</b>	<b>Details</b>
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.
3.	Final Assessment	40%	Written Examination at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.