

<b>Program</b>	BS PR & Advertising	<b>Course Code</b>	PRAD-303	<b>Credit Hours</b>	3	
<b>Course Title</b>	<b>CASE STUDIES (PR, ADVERTISING &amp; MARKETING)</b>					
<b>Course Introduction</b>						
<p>This course aims to examine various organizations' focused strategies for successes and failures in the realms of public relations, advertising, and marketing. Students will critically analyze the culture, values, goals, strategies, and tactics employed by these organizations. A comprehensive analysis will include their target audiences, messaging, and product launches or issue-focused campaigns. Case study critiques will draw upon public relations and persuasion theories to offer recommendations or analyze failures.</p> <ol style="list-style-type: none"> <li>1. Enable students to analyze case studies based on success and failure stories in public relations, advertising, and marketing.</li> <li>2. Understand the processes involved in conducting thorough case studies and the roles of various publics.</li> <li>3. Introduce students to a framework for case study analysis that encompasses public relations, advertising, and marketing.</li> <li>4. Equip students with the skills to apply various analyses and write comprehensive reports on case studies.</li> </ol>						
<b>Learning Outcomes</b>						
<p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1. Understand and conduct public relations, advertising, and marketing case studies.</li> <li>2. Acquire knowledge of different analytical frameworks necessary for case study analysis.</li> <li>3. Analyze various cases within public relations, advertising, and marketing, with a focus on both successes and failures.</li> </ol>						
<b>Course Content</b>				<b>Assignments/Readings</b>		
<b>Week 1-4</b>	<ol style="list-style-type: none"> <li><b>1. Introduction to Case Studies</b> <ol style="list-style-type: none"> <li>1.1. Understanding the concept of case studies in PR, advertising, and marketing.</li> </ol> </li> <li><b>2. Approaching Case Studies through Various Publics</b> <ol style="list-style-type: none"> <li>2.1. Media publics</li> <li>2.2. Employee publics</li> <li>2.3. Member publics</li> <li>2.4. Consumer publics</li> <li>2.5. Government publics</li> <li>2.6. IMC publics</li> <li>2.7. Special publics</li> <li>2.8. Community publics</li> <li>2.9. Investor publics</li> <li>2.10. International publics</li> </ol> </li> </ol>					
<b>Week 5-8</b>	<ol style="list-style-type: none"> <li><b>3. Situation Analysis</b> <ol style="list-style-type: none"> <li>1.1. Analyzing the external and internal context of case studies.</li> </ol> </li> <li><b>4. Research</b> <ol style="list-style-type: none"> <li>4.1. Client Research</li> <li>4.2. Opportunity or Problem Research</li> <li>4.3. Audience Research</li> </ol> </li> </ol>					

<b>Week 8-11</b>	<p><b>5. Planning</b></p> <ol style="list-style-type: none"> <li>1.1. Objectives (Impact and Output)</li> <li>1.2. Strategy Development</li> <li>1.3. Identifying the Target Audience</li> <li>1.4. Creating Materials</li> </ol> <p><b>6. Programming/Execution</b></p> <ol style="list-style-type: none"> <li>1.1. Developing Themes and Messages</li> <li>1.2. Organizing Actions or Special Events</li> <li>1.3. Utilizing Controlled and Uncontrolled Media</li> <li>1.4. Effective Communication Strategies</li> </ol>	
<b>Week 12-14</b>	<p><b>7. Evaluation</b></p> <ol style="list-style-type: none"> <li>1.1. Assessing the impact and effectiveness of campaigns.</li> </ol> <p><b>8. Report Writing</b></p> <ol style="list-style-type: none"> <li>1.1. Structuring and presenting findings from case studies in a clear and professional manner.</li> </ol>	
<b>Week 15-16</b>	<p><b>9. Analyzing Advertising and Marketing Case Studies</b></p> <ol style="list-style-type: none"> <li>1.1. How to Select an Advertising Case Study</li> <li>1.2. Corporate and Brand Case Studies</li> <li>1.3. Conducting Promotional Case Studies (Five Steps Approach)</li> </ol> <p><b>10. Maximizing Impact and Distribution</b></p> <ol style="list-style-type: none"> <li>10.1. Case Study Publication and Design</li> <li>10.2. Strategies for effective distribution and branding.</li> </ol>	

### Textbooks and Reading Material

**Public Relations and Case Studies:**

1. Hendrix, J. A., Hayes, D. C., & Kumar, P. D. (2012). *Public Relations Cases*. Cengage Learning.
2. Fearn-Banks, K. (2016). *Crisis Communications: A Casebook Approach*. Routledge.

**Online Resources for Case Studies:**

1. Harvard Business Review: [hbr.org](http://hbr.org)
2. Content Marketing Institute: [contentmarketinginstitute.com](http://contentmarketinginstitute.com)
3. AdWeek: [adweek.com/digital](http://adweek.com/digital)
4. Institute for PR: [instituteforpr.org](http://instituteforpr.org)
5. PR News Online: [prnewsonline.com](http://prnewsonline.com)

**Advertising and Marketing:**

1. Pongianan, K. (2012). *Advertising and Brand Building: Principles and Case Studies*. New Century Publications.
2. Mitterfellner, O. (2019). *Fashion Marketing and Communication: Theory and Practice Across the Fashion Industry*. Routledge.

**Additional Online Resources:**

- [How to Write a Case Study](#)
- [150+ Case Study Examples for B2B Product Marketers](#)
- [Case Study Resources](#)
- Facebook for Business: Success Stories: [facebook.com/business/success](https://facebook.com/business/success)

### Teaching Learning Strategies

1. Class Discussion
2. Projects / Assignments
3. Group Presentations
4. Students led presentations
5. Thought Provoking Questions

6. Field Visits and Guest Speakers

**Assignments: Types and Number with Calendar**

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.

**Assessment**

<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.