

Program	BS PR & Advertising	Course Code	PRAD-304	Credit Hours	3
Course Title	PR & ADVERTISING THEORIES, MODELS AND APPROACHES				
Course Introduction					
<p>This integrated course aims to develop in-depth knowledge of advertising and public relations concepts, theories, models, principles, practices, and advanced analytic inquiry to connect theory with practice. Students will explore how advertising and public relations work together, extending theoretical and practical knowledge across both fields. The course provides a comprehensive conceptual framework for analyzing marketing strategies, communication tactics, and situational dynamics relevant to both advertising and public relations. The course aims to:</p> <ol style="list-style-type: none"> 1. Make students aware of the significance of theories, models, and approaches for studying advertising and public relations. 2. Develop students' understanding of the fundamental theoretical constructs that determine the core of advertising and public relations. 3. Provide students with sound knowledge and in-depth understanding of the theories and models relevant to advertising and public relations. 					
Learning Outcomes					
<p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Demonstrate an understanding of the major concepts, theories, models, and approaches in advertising and public relations and appreciate their strengths and weaknesses in practice. 2. Analyze and comprehend contemporary advertising and public relations messages with relevant theoretical perspectives. 3. Evaluate the dynamics of successful advertising and public relations campaigns through an academic lens to create effective communications. 					
Course Content					Assignments/Readings
Week 1-5	<p>1. Foundations of Advertising and Public Relations</p> <p>1.1. How Advertising Works</p> <p style="padding-left: 20px;">1.1.1. AIDA Model</p> <p style="padding-left: 20px;">1.1.2. DAGMAR Approach</p> <p style="padding-left: 20px;">1.1.3. Lavidge & Steiner's Hierarchy-of-Effects Model</p> <p>1.2. Introduction to Public Relations: Theoretical Underpinnings</p> <p>1.3. Audience Theories</p> <p style="padding-left: 20px;">1.1.1 Theory of Uses & Gratifications</p> <p style="padding-left: 20px;">1.1.2 Audience Message Processing Models</p> <p style="padding-left: 20px;">1.1.3 Elaboration Likelihood Model</p>				
Week 6-10	<p>2. Theoretical Perspectives</p> <p>2.1. Theories of Media Cognition and Information Processing</p> <p style="padding-left: 20px;">2.1.1. Stuart Hall's Encoding/Decoding</p> <p style="padding-left: 20px;">2.1.2. Media Modeling Theory</p> <p>2.2. Theories of Human Behavior</p> <p style="padding-left: 20px;">2.2.1. TRA and TPB</p> <p>2.3. Symmetry, Excellence Theory, and Practitioners' Roles in Theory</p> <p>2.4. Four Models of Public Relations</p> <p style="padding-left: 20px;">2.4.1. Press Agency</p>				

	<p>2.4.2. Public Information</p> <p>2.4.3. Two-way Asymmetrical</p> <p>2.4.4. Two-way Symmetrical</p>	
Week 11-13	<p>3. Advertising and Public Relations Strategies</p> <p>3.1. Critical Analysis of Advertising Processes</p> <p>3.2. Evaluation of Media in Relation to Marketing Objectives</p> <p>3.3. Relationship Management in Public Relations</p> <p>3.4. Open-Systems and Excellence in Public Relations</p> <p>3.5. Crisis Communication and Apologia in PR</p> <p>3.6. Corporate Social Responsibility in PR and its Impact on Advertising</p>	
Week 14-16	<p>4. Advanced Concepts and Applications</p> <p>4.1. Contemporary Advertising Messages and Theoretical Perspectives</p> <p>4.2. New Media and Parasocial Interactions</p> <p>4.3. Semiotics and Advertising</p> <p>4.4. Activism, Mobilization, and Advocacy Strategies</p> <p>4.5. Global Perspectives in Advertising and Public Relations</p>	
Textbooks and Reading Material		
<ol style="list-style-type: none"> 1. Thorson, E. (2019). <i>Advertising Theory</i>. 2. Botan, C. H., & Hazleton, V. (Eds.). (2010). <i>Public Relations Theory II</i>. Routledge. 3. Rodgers, S., & Thorson, E. (Eds.). (2017). <i>Digital Advertising: Theory and Research</i>. Taylor & Francis. 4. Grunig, J. E. (2006). "Furnishing the edifice: Ongoing research on public relations as a strategic management function." <i>Journal of Public Relations Research</i>, 18(2), 151-176. 5. Sachdeva, R. (2020). "An empirical investigation of factors influencing young Indian consumer decision making." <i>Journal of Asia-Pacific Business</i>, 21(3), 207-226. 6. Ihlen, Ø., & van Ruler, B. (2007). "How public relations works: Theoretical roots and public relations perspectives." <i>Public Relations Review</i>, 33(3), 243-248. 7. Kelso, T. (2018). <i>The Social Impact of Advertising: Confessions of an (Ex-) Advertising Man</i>. Rowman & Littlefield. 8. Himelboim, I., et al. (2014). "A social networks approach to public relations on Twitter: Social mediators and mediated public relations." <i>Journal of Public Relations Research</i>, 26(4), 359-379. 9. Miller, K. (2005). <i>Communication Theories</i>. MacGraw-Hill. 10. Sriramesh, K., & Vercic, D. (Eds.). (2003). <i>The Global Public Relations Handbook: Theory, Research, and Practice</i>. Routledge. 		
Teaching Learning Strategies		
<ol style="list-style-type: none"> 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		

Sr. No.	Elements	Weightage	Details
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.