

Program	BS PR & Advertising	Course Code	PRAD-405	Credit Hours	3	
Course Title	PLANNING AND MANAGEMENT OF PR & AD. CAMPAIGNS					
Course Introduction						
<p>This course is a capstone course that introduces students to the process of planning and preparing a campaign using the principles and strategies of advertising, marketing, and public relations management. The course is designed from a professional perspective and makes use of extensive real-life examples. Students will develop a robust, strategic, measurable, and actionable strategic communication plan for a hypothetical/real-world client assigned to them by the instructor from the suggestions submitted by the students. The course will provide students hands-on opportunity to plan, develop, and manage an advertising campaign for a hypothetical/real-world client assigned to them by the</p> <p>to:</p> <ol style="list-style-type: none"> 1. Provide students with detailed insight into the planning, management, campaign strategy, communication processes, budget, and other important issues surrounding the public relations campaign 2. Prepare students to develop a robust, strategic, measurable and actionable strategic communication plan of an advertising campaign for a hypothetical/real-world client 3. Provide students with detailed insight into the planning, management, communication processes, budgeting, and other issues surrounding the planning and execution of a successful advertising campaign 						
Learning Outcomes						
<p>Upon successfully completing this course, students will be able to:</p> <ol style="list-style-type: none"> 1. Develop and demonstrate planning, organizing, analytical and problem-solving skills 2. Demonstrate a sound knowledge of respective and integrated attributes of PR and Ad campaign planning and management 3. Be able to participate in a PR and Ad campaign and lead teams 4. Manage essential practices and processes of PR and Ad campaign designing and management, and content production for traditional and digital media 5. Think critically to develop fresh insight and build knowledge 6. Respect the crucial importance of professional media ethics while designing a PR and Ad campaign 7. Develop and demonstrate planning, organizing, analytical and problem-solving skills 						
Course Content				Assignments/Readings		
Week 1-4	<ol style="list-style-type: none"> 1. Introduction to Public Relations Campaigns 2. Campaign Planning <ol style="list-style-type: none"> 2.1. Formative Research <ol style="list-style-type: none"> 2.1.1. Situational Analysis 2.1.2. Organizational Analysis 2.1.3. Publics Analysis 2.2. Problem, Challenge, Opportunity Statement 2.3. Establishing goals and objectives of the campaign 2.4. Primary Focus (Audience segmentation) 2.5. Developing strategies and tactics 2.6. Communication Strategy 2.7. Choosing communication tactics 2.8. Activity 2.9. Evaluation 2.10. Timeline 					

	<ul style="list-style-type: none"> 2.11. Budget 3. Management and Implementation 4. Management by Objectives (MBO) 5. Elements of Campaign Design: Practical Applications of Theory 	
Week 5-8	<ul style="list-style-type: none"> 6. Campaign Plan with Campaign Materials 7. Implementation 8. Evaluation: Evaluating the strategic plan 9. SWOT analysis, TOWS, PESTEL, and Porter's five forces 10. Ethical Issues 11. Presenting a public relations campaign proposal on PowerPoint/Prezi 12. Identifying product benefits <ul style="list-style-type: none"> 12.1. Features and benefits 12.2. Qualities of desirable voice of customer metrics 13. Identifying the target market 14. Target markets 15. Identifying target segments (STP Approach) <ul style="list-style-type: none"> 15.1. Segmentation 15.2. Targeting 15.3. Positioning 	
Week 9-12	<ul style="list-style-type: none"> 16. Defining campaign objectives 17. Theoretical framework for developing the advertising campaign <ul style="list-style-type: none"> 17.1. The Hierarchy of Effects Model 17.2. DAGMAR 18. Focus of an Advertisement 19. Unique selling point/ positioning statement <ul style="list-style-type: none"> 19.1. Best 19.2. Against 19.3. Niche 19.4. New 19.5. Traditional 20. Brand character 21. Advertising focus models 22. FCB Matrix 23. Determining budget <ul style="list-style-type: none"> 23.1. Fixed budgeting 23.2. Variable budgeting 23.3. Forecasts and scaling 	
Week 13-16	<ul style="list-style-type: none"> 24. Creating a media plan 25. Evaluating media 26. Media selection and implementation: Media types 27. Media scheduling <ul style="list-style-type: none"> 27.1. Continuity 27.2. Flighting 27.3. Pulsing 28. Developing the creative strategy 29. Selecting advertising appeals 30. Measuring impact with Metrics 31. Presenting advertising campaign proposal on 	

	PowerPoint/Prezi		
Textbooks and Reading Material			
<ol style="list-style-type: none"> 1. Austin, E. W. & Pinkleton, B. E. (2006), Strategic public relations management: Planning and managing effective communication programs, Lawrence Erlbaum Associates, Mahwah, NJ. 2. Bobbitt, W. R., & Sullivan, R. (2009). Developing the public relations campaign: A team-based approach. Boston, MA: Pearson/Allyn and Bacon. 3. Smith R. D. (2009). Strategic Planning for Public Relations (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates. 4. Parente, D., & Strausbaugh-Hutchinson, K. (2014). <i>Advertising campaign strategy: A guide to marketing communication plans</i>. Cengage Learning. 5. Altstiel, T., Grow, J., & Jennings, M. (2018). <i>Advertising creative: strategy, copy, and design</i>. Sage Publications. <p> https://blog.hubspot.com/marketing/how-to-prepare-an-advertising-plan https://www.smartinsights.com/traffic-building-strategy/campaign-planning/structure-effective-campaign-plan/ https://www.jou.ufl.edu/assets/syllabi/ADV4800%20Advertising%20Campaigns%20Section%2008D8%20Morris%20SP%202015.pdf https://bbamantra.com/planning-advertising-campaign/ https://www.feedough.com/advertising-campaign-meaning-examples-planning/ </p>			
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.