

Program	BS PR & Advertising	Course Code	PRAD-410	Credit Hours	3
Course Title	TRENDS AND CHALLENGES IN PR, ADVERTISING & MARKETING				
Course Introduction					
<p>This course will address the contemporary issues, emerging trends, and current debates in the field of public relations with an emphasis on public relations process, crisis communication, and public relations research. The aim is to familiarize students with the realities of marketing and advertising in the complex setting of the new millennium. Students will analyze and evaluate the contemporary academic and practitioner research in order to understand different issues and challenges emerging in the field.</p>					
Learning Outcomes					
<p>Upon successful completion of the course, the student will be able to:</p> <ol style="list-style-type: none"> 1. Understand complexities, emerging trends and challenges in the field of public relations 2. Analyze and compare different scenarios, and technological developments and their impact on contemporary practices of public relations across cultures. 3. Critically analyze and evaluate marketing and advertising publications 4. Assess the validity of findings and implications described in scholarly literature 5. Identify conceptual issues and questions within academic research and apply meaningful theories to explain conceptual gaps 6. Effectively communicate analysis and evaluation of contemporary marketing and advertising issues 7. Analyze contemporary issues and challenges of advertising and marketing 8. Demonstrate understanding of ethical and legal issues the global advertising and marketing world. 					
Course Content					Assignments/ Readings
Week 1-4	<ol style="list-style-type: none"> 1. Introduction to emerging trends in PR and the skills needed 2. Conceptualizing Public Relations in the Contemporary World 3. The PR Process: Goals & objectives; Strategies & tactics; Evaluation 4. Traditional media and digital media relations 5. Public diplomacy 6. Storytelling in PR 7. Online reputation management 8. Influencer marketing 				
Week 5-8	<ol style="list-style-type: none"> 9. AI & the future of PR 10. Corporate Listening 11. Real-time marketing 12. Stakeholder engagement in NGOs: A meta-modern approach 13. Introduction: Does marketing need reform? 14. Understanding customer value creation 15. Consumerism 16. Relationship marketing: Customer loyalty programs 				
Week 9-12	<ol style="list-style-type: none"> 17. Customer Relationship Management strategy in the age of big data and digital advertising 18. Social marketing 19. Globalization 20. Green Marketing: Greenwashing 21. Marketing ethics and social responsibility: Debates and dilemmas 				

	<p>22. Distribution and Channels: The multichannel experience</p> <p>23. Marketing issues and challenges in Pakistan</p> <p>24. Conducting a literature review and a research presentation</p>	
Week 13-16	<p>25. The evolving landscape of marketing technology, consumer behavior, and advertising</p> <p>26. The porous boundaries of digital media platforms</p> <p>27. Mobile advertising and commerce</p> <p>28. UGC vs. BGC management and marketing</p> <p>29. Predictive modeling for ad targeting</p> <p>30. Viral product design</p> <p>31. Randomized experimentation</p> <p>32. A/B testing</p>	

Textbooks and Reading Material

- Zikmund, W. G., Carr, J. C., & Griffin, M. (2013). *Business Research Methods (Book Only)*. Cengage Learning. Available online at: <https://cengage.com.au/product/title/business-research-methods/isbn/9781111826925>
 - Halpern, D. F. (2007). *The Nature and Nurture of Critical Thinking*. Cambridge University Press. <https://www.cambridge.org/core/books/critical-thinking-inpsychology/18936231515CC954AA077EC28BAC8583#>
 - Hart, C. (2018). Doing a literature review: Releasing the research imagination. <http://au.sagepub.com/en-gb/oc/doing-a-literature-review/book257278#resources>
 - Smith, R. D. (2020). *Strategic planning for public relations*. Routledge. <https://routledgetextbooks.com/textbooks/9781138282063/chapter-overviews.php>
 - Theaker, A. (2013). *The public relations handbook*. Routledge.
 - Allagui, I., & Breslow, H. (2016). Social media for public relations: Lessons from four effective cases. *Public relations review*, 42(1), 20-30.
 - DiStaso, M. W., & Bortree, D. S. (Eds.). (2014). *Ethical practice of social media in public relations*. Routledge.
 - Kent, M. L. (2015). The power of storytelling in public relations: Introducing the 20 master plots. *Public Relations Review*, 41(4), 480-489.
 - Macnamara, J. (2020). Corporate listening: unlocking insights from VOC, VOE and VOS for mutual benefits. *Corporate Communications: an international journal*.
 - Macnamara, J. (2019). Explicating listening in organization-public communication: Theory, practices, technologies. *International Journal of Communication*.
 - Meyer, I., & Barker, R. (2020). A metamodern model for managing stakeholder relationships in non-profit organisations. *Communicare: Journal for Communication Sciences in Southern Africa*, 39(1), 56-79.
 - Xiao, M., Wang, R., & Chan-Olmsted, S. (2018). Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model. *Journal of media business studies*, 15(3), 188-213.
 - Dolle, R. (2014). *Online reputation management* (Bachelor's thesis, University of Twente). https://essay.utwente.nl/66224/1/Dolle%2Cten_BA_MB.pdf
 - Valin, J. (2018). Humans still needed: An analysis of skills and tools in public relations. *Chartered Institute of Public Relations*, 23. https://www.cipr.co.uk/sites/default/files/11497_CIPR_AInPR_A4_v7.pdf
- <http://faculty.buffalostate.edu/smithrd/pr/steps.htm>
- <https://www.quora.com/What-are-the-emerging-trends-in-public-relations>
- <https://leedstalkspr.com/category/current-events-case-studies/>
- <https://www.odwyerpr.com/story/public/10154/2018-02-07/emerging-pr-trends-2018.html>
- <http://paine-publishing.com/wp-content/uploads/2015/02/The-State-of-SM-Research-by-Tina-and-Marcia.pdf>
- <https://instituteforpr.org/>
- <https://www.cipr.co.uk/>

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

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.