

PLANNING AND IMPLEMENTATION OF PUBLIC RELATIONS CAMPAIGNS

Number of credits: 3 ECTS

Course period: 1 semester / 1 class per week

Language of Instruction: English

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Course description

The purpose of the discipline is training of master's students in project activities through the development of theoretical and practical skills in the field of communication management.

Problems of the discipline: to form knowledge of modern methods of solving problems in professional field, self-regulation and legislative activity in the field of advertising and public relations, knowledge of design principles, planning, training and re-realizations of communication campaigns and events; contribute to the development of skills to generate ideas, develop concepts and communication programs to determine their goals and create a strategy to provide leadership and communication campaigns on the individual-events in different directions, to monitor their implementation and assess their effectiveness.

The course forms a complex professional knowledge and skills which determine the level of modern preparation of the Master students in-field of advertising and public relations, whose work will proceed in a market-based economy. The course involves strengthening the knowledge and the development of practical skills of advertising project planning and management of campaigns and in promoting the territory in the course of independent and practical tasks.

During teaching process, the key method is "case studies." During the course students analyze the real situation in Russian and foreign firms, and develop projects and campaigns commissioned by the regional market of business communication subjects. Inclusion in solving real communication tasks will significantly improve the practical importance of theoretical material mined in a timely manner to adapt to the conditions under which professional activities will proceed.

Under this discipline the various advertising and information campaign aimed at business partners, consumer goods and services, the company's employees.

Particular attention is paid to how to achieve high performance in the communication with different audiences. PR and advertising campaign is seen as a project, so in the course the focus is on the basics of project work.

Prerequisites

Lectures, seminars, group presentation, mid-term exam, final Exam.

Course outline

Topic 1. Project management in the field of professional activity.

Topic 2. Models of projects development in the field of advertising & public relations

Topic 3. Project management in the field of professional activity

Topic 4. Models of projects development in the field of public relations.

Topic 5. Methods of planning of PR-campaigns

Topic 6. Project Management in PR

Topic 7. Modeling complex IMC as part of the communication campaign

Topic 8. The development of advertising campaign brief

Topic 9. The choice of advertising strategy

Topic 10. The algorithm of the advertising campaign

Topic 11. The evaluation of the effectiveness of advertising and PR-campaign (student's choice)

Final pass

Assignments

For each part of the course there will be an individual assignment to write a short paper addressing a specific question. The assignments will be graded and commented by the Instructor with one paragraph of comments.

Examination

Mid-term exam consists of a multiple choice test of 20 questions that deal with terms, ideas, and facts covered during the previous weeks and a short (not exceeding 250 words) written answer to one of two questions based on material covered within the previous weeks.

Group presentation: A PowerPoint (or Prezi, or OpenOffice) presentation of 20-25 slides prepared by a working group (depending on the number of students in the class but not more than four students in a group) on one of the issues covered in the course. The presentation will be followed by a Q and A session. Presenters are

expected to demonstrate their use of theoretical and methodological tools discussed during the course for analysis of the subject of their presentation.

Final Exam consists of an open-ended test that requires short (1-3 sentences) responses to 20 questions based on the material covered within the course and a short academic essay (2,500 words) on one of three suggested topics.

Course evaluation

ECTS Grade	Points	Russian grade
A	100-91 points	“excellent”: 100–80 points
B	90-81	
C	80-71	“good”: 79– 60 points
D	70-61	
F: failed	less than 60 points: failed	“satisfactory”: 59–40 points
		“unsatisfactorily”: failed, less than 40 points

Core reading

1. Интегрированные маркетинговые коммуникации : учебник / под ред. И.М. Синяевой. - Москва : Юнити-Дана, 2015. - 504 с. - (Magister). - Библиогр. в кн.; То же [Электронный ресурс]. - URL: <http://biblioclub.ru/index.php?page=book&id=119438>
2. Кривоносов А. Д. Основы теории связей с общественностью: [учебник для студентов вузов, обучающихся по направлению подготовки (специальности) "Связи с общественностью"] / А. Д. Кривоносов, О. Г. Филатова, М. А. Шишкина. — СПб. [и др.]: Питер, 2012. — 375, [1] с.
3. Шпаковский В. О. Организация и проведение рекламных мероприятий посредством ВТЛ-коммуникаций: учеб. пособие [для студентов вузов] / В. О. Шпаковский, Н. М. Чу-гунова, И. В. Кирильчук. — 2-е изд. — М.: Дашков и К°, 2010. — 127 с.: ил.

Recommended reading

1. PR сегодня: новые подходы, исследования, международная практика — М.: ИМИДЖ-Контакт: ИНФРА-М, 2002. — 493 с.
2. Батра Р. Рекламный менеджмент = Advertising management : [Учеб. пособие]: Пер. с англ. / Р. Батра, Д. Дж. Майерс, Д. А. Аакер. — 5-е изд. — М. ; СПб. ; Киев : Вильямс, 2000. — 780 с. : ил.
3. Блэк С. Введение в паблик рилейшнз : Пер. с англ. / С. Блэк. — Ростов-на-Дону : Фе-никс, 1998. — 318 с.

4. Бодуан Ж.-П. Управление имиджем компании. Паблик рилейшнз: предмет и мастерство = *Conduire l'image de l'entreprise. Les relations publiques: l'art et la matiere* / Ж.-П. Бодуан; Науч. ред. и авт. предисл. А. П. Ситников, Т. Ю. Лебедева; Пер. с фр. А. В. Полунина. — М.: ИМИДЖ-Контакт: ИНФРА-М, 2001. — 233 с.
5. Буари Ф. А. Паблик рилейшнз или стратегия доверия = *Les relations publiques ou la strategie de la confiance* / Ф. А. Буари; Науч. ред. и авт. предисл. А. П. Ситников, Т. Ю. Лебедева; Пер. с фр. Н. С. Добробабенко. — М.: ИМИДЖ-Контакт: ИНФРА-М, 2001. — 178 с.
6. Бусыгин А. В. Деловое проектирование и управление проектом : Курс лекций / А. В. Бусыгин. — М. : Бусыгин, 2003. — 519 с. : ил.