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**The Federal state autonomous educational institution of higher  
the education «Peoples' Friendship University of Russia»**

**Faculty of Philology**

(наименование основного учебного подразделения (ОУП)-разработчика ОП ВО)

## **PROGRAM OF DISCIPLINE**

**Fundamentals of Advertising and Public Relations in the Media**

(Name of the Discipline / Module)

**Recommended for the direction of training/speciality:**

**42.03.02 Journalism**

(Code and Name of the field of study, the direction of training/speciality)

**The discipline is carried out within the framework of the main professional  
educational program of higher education (EP HE):**

**Multimedia Journalism**

(Name of the educational program)

**2024 г.**

## 1. OBJECTIVE OF THE DISCIPLINE

This course explores the fundamentals of advertising and public relations concepts and their importance fields and in practices. Students will be equipped with an understanding of the historical development, issues, and key component of the fields such as theories, tools, strategies ethical and legal concepts for personal and professional practice today.

The main objectives are:

1. Students will explore the evolution of PR and advertising, their connection, characteristics, importance, and functions.
2. Students are going to be equipped with Critical and Analytical thinking skills for PR and Advertising practices
3. Students will explore the breadth of contemporary advertising and PR tools in the practice.

## 2. REQUIREMENTS TO STUDENTS ON FINISHING THE COURSE

Students are expected to master the following competencies:

*Table 2.1. The list of competencies formed in the mastering of the discipline (the results of the discipline)*

Code	Competence	Indicators of competence achievement (within the discipline)
GC-10.	Able to make rational economic decisions in various spheres of life.	GC-10.1 - Understands the basic principles of economic functioning and economic development, and the goals and forms of government involvement in the economy
		GC-10.2 - Applies personal economic and financial planning techniques to achieve current and long-term financial goals
		GC-10.3 - Uses financial tools to manage personal finances, controls own economic and financial risks
GPC-4.	Able to respond to the needs, requests, and interests of society and the audience in professional activity.	GPC-4.1 - Relates sociological data to the needs and demands of society and specific audience groups
		GPC-4.2 - Considers the key characteristics of the target audience in the creation of journalistic texts and (or) products

## 3. THE DISCIPLINE (MODULE) IN THE STRUCTURE OF EP HE

The discipline “Fundamentals of Advertising and Public Relations in the Media” belongs to the Compulsory Module of Block 1 of the curriculum. Table 1 shows the preceding and subsequent subjects aimed at forming competence discipline by the matrix of competencies.

*Table 3.1. The list of components of the EP HE, contributing to the achievement of the planned results of the discipline*

Code	Competence	Previous discipline	Subsequent disciplines
GC-10	Able to make rational economic decisions in various spheres of life.	-	PR and media relations / Связи с общественностью и медиарелейшенс Media economics / Медиаэкономика
GPC- 4	Able to respond to the needs, requests, and interests of society and the audience in professional activity.	-	PR and media relations / Связи с общественностью и медиарелейшенс Media Management / Менеджмент в СМИ

#### 4. THE SCOPE OF THE DISCIPLINE AND TYPES OF ACTIVITIES

The overall workload of the discipline is **4** credits.

Types of activities	Total hours	Semesters						
		1	2	3	4	5	6	7
<b>Classroom activities (total)</b>								
<i>Lectures</i>	17	x	x	x	x	x	17	x
<i>Practical lessons/Seminars</i>	17	x	x	x	x	x	17	x
<i>Laboratory activities/</i>	-	-	-	-	-	-	-	-
<i>Control</i>	<b>10</b>	-	-	-	-	-	10	-
<b>Independent work (total)</b>	<b>62</b>						62	
<b>Overall workload hours</b>	<b>108</b>						<b>108</b>	
<b>Credits</b>	<b>3</b>						<b>3</b>	

#### 5. CONTENT OF THE DISCIPLINE

Table 5.1 Content of the discipline (module) by type of activity

Name of the Unit	Content of the Units (topics)	Type of activity
Introduction	<ul style="list-style-type: none"> <li>- Concepts, Glossary, Syllabus,</li> <li>- What is strategy? What is Communication?</li> </ul> Strategic Integrated Planning (SIP) Model	Lecture
Introduction to PR & Advertising	<ul style="list-style-type: none"> <li>- History and evolution of the PR and Advertising disciplines, scopes and functions</li> <li>- Differences &amp; convergence of disciplines, Marketing Process</li> </ul>	Lecture

<b>Name of the Unit</b>	<b>Content of the Units (topics)</b>	<b>Type of activity</b>
Tools of Public Relations	<ul style="list-style-type: none"> <li>- Press release, Press Tour, Press conference, Electronic PR, Newsletters, House Journals, Exhibitions, Events, Online Tools.</li> </ul>	Lecture
Advertising	<ul style="list-style-type: none"> <li>- Advertising Media(Print, Electronic, Outdoor, Digital),</li> <li>- Consumer and key stakeholders(Advertising Agencies &amp; Departments, Advertising and Society, Consumer PR/Advertising),</li> <li>- Tools and techniques.</li> </ul>	Lecture
Understanding Brand	<ul style="list-style-type: none"> <li>- What is a brand? How is it different from a company?</li> <li>- Storytelling, fiction, and the role of brands in marketing communications</li> <li>- Brand characteristics, Brand Strategy &amp; Brand Positioning</li> </ul>	Lecture
Paid, Earned, Shared and Owned media(PESO)	<ul style="list-style-type: none"> <li>- PESO (Paid media, Owned media, Media planning &amp; media buying)</li> <li>- Strategy, audience formation &amp; analysis, negotiation, spending, and buying</li> </ul>	Lecture
Ethics and PR Best Practices	<ul style="list-style-type: none"> <li>- Ethical decision-making model</li> <li>- Ethics in PR(Case studies)</li> <li>- Potter Box Model of Reasoning</li> </ul>	Lecture
Unit 1	The role of Advertising and Promotion	Seminar
Unit 2	Writing PR proposals and different kind of releases for media	Seminar
Unit 3	The way great brands get to be great brands, touchpoints	Seminar
Unit 4	Consumers & Key Stakeholders/ Public Relations	Seminar
Unit 5	Creating Brochures and posters for campaign	Seminar
Unit 6	Ethics case analysis using the Potter Box Model of Reasoning	Seminar

## **6. MATERIAL AND TECHNICAL SUPPORT OF THE DISCIPLINE**

The discipline is implemented using e-learning and distance learning technologies

*Table 6.1. Material and technical support of the discipline*

Type of classroom	Classroom equipment	Specialized educational/laboratory equipment, software and materials for the mastering the discipline (if necessary)
Digital Classroom	computer, TV VCR and a transparency projector. CD players and DVD players	
Lecture room	Computer, internet, TV VCR and a transparency projector	
Home for independent work	Computer, internet,	
Library for independent work	Computer, internet	

\* The classroom for students' independent work **MUST be indicated!**

## 7. EDUCATIONAL AND METHODOLOGICAL AND INFORMATIONAL SUPPORT OF THE DISCIPLINE

### Main readings

1. Scott, D. M. (2022). *The new rules of marketing and PR: How to use content marketing, podcasting, social media, AI, live video, and newsjacking to reach buyers directly*. John Wiley & Sons.
2. Belch, G. E., & Belch, M. A. (2004). *Advertising and promotion: An integrated marketing communications perspective 6th*. New York: McGraw-Hill.

### Other recommended readings

1. Cornelissen, Joep P. "Corporate communication: A guide to theory and practice." *Corporate Communication* (2020): 1-336.
2. Oliver, S. (2004). *Handbook of corporate communication and public relations* (No. 12924). London: Routledge.
3. Reddi, C. N. (2019). *Effective public relations and media strategy*. PHI Learning Pvt. Ltd..
4. Narasimha Reddi, C. V. (2009). *Effective public relations and media strategy*. New Delhi: Asoke. Ghosh.
5. Lukaszewski, J. E., & APR, F. P. (2001). 4. How to develop the mind of a strategist. *Communication World*, 18(4), 26-28.
6. Reddi, C. N. (2019). *Effective public relations and media strategy*. PHI Learning Pvt. Ltd..
7. Bonchek, M. (2014). Making sense of owned media. *Harvard Business Review*, 10, 2-4.
8. Lindgren, S. (2017). Digital media and society. *Digital Media and Society*, 1-328.

9. Fitzpatrick, K. (2006). Baselines for ethical advocacy in the “marketplace of ideas.”. *Ethics in public relations: Responsible advocacy*, 1-17.
10. Fitzpatrick, K. (2006). Baselines for ethical advocacy in the “marketplace of ideas.”. *Ethics in public relations: Responsible advocacy*, 1-17.
11. Fitzpatrick, K., & Bronstein, C. (Eds.). (2006). *Ethics in public relations: Responsible advocacy*. Sage Publications.
12. Page, J. T., & Parnell, L. J. (2017). *Introduction to strategic public relations: Digital, global, and socially responsible communication*. Sage Publications.
13. Mihai, R. L. (2017). Corporate Communication Management. A Management Approach. *Valahian Journal of Economic Studies*, 8(2).

*Web-sites and online resources*

1. ЭБС РУДН и сторонние ЭБС, к которым студенты университета имеют доступ на основании заключенных договоров:
  - <http://www.rad.pfu.edu.ru/>
  - [www.libfl.ru](http://www.libfl.ru)
  - [www.portalus.ru](http://www.portalus.ru)
  - [www.project.phil.pu.ru](http://www.project.phil.pu.ru)
  - [www.lib.fl.ru](http://www.lib.fl.ru)
  - [www.gutenberg.net](http://www.gutenberg.net)
  - [www.ipl.org](http://www.ipl.org)
  - [www.the.European.library.org](http://www.the.European.library.org); [www.epoch-net.org](http://www.epoch-net.org)
  - <http://gabro.ge/biblio/0707/3066/filosof.historic.ru/books/item/f00/s00/z00358/st000/htm/>
2. Databases and search systems:
  - web search engine google.com
  - online encyclopedia wikipedia.org
  - news aggregation website drudgereport.com
  - Google scholar.com

*Teaching materials for students' independent work while mastering the discipline/module\*:*

1. A course of lectures on the discipline.
2. Practical assignments and their brief contents;
3. Questions for self-check, and test assignments.

\* - all educational and methodical materials for students' independent work are published in the current order on the page of the discipline in TUIS!

**8. GRADING MATERIALS AND GRADING-RATING SYSTEM FOR ASSESSING THE LEVEL OF COMPETENCE FORMED IN THE DISCIPLINE**

The grading materials and grading-rating system\* for assessing the level of competence (part of competencies) for the discipline are presented in the Appendix to this Working program of the discipline.

\* - are formed based on the requirements of the corresponding local normative act of RUDN University.