

W.82

GRANDE PRAIRIE REGIONAL COLLEGE  
BUSINESS ADMINISTRATION  
COURSE OUTLINE

1983-84

BA 201 - ADVERTISING AND PUBLIC RELATIONS

TEXT:                   Advertising in Canada: Its Theory and Practice:  
                          Peter T. Zarry and Robert D. Wilson; McGraw-  
                          Hill Ryerson, Toronto; 1981  
                          This is P.R./The Realities of Public Relations:  
                          Doug Newsom and Alan Scott; Watsworth  
                          Publishing Company, Claifornia; 1981

The above are to be used as reference books. Hand-  
out materials will be given in class.

PREREQUISITE:       Nil.

COURSE DESCRIPTION:       Highlighted will be the objectives and practices of  
an organizations's communications with its several  
publics: customers, middlemen, stockholders, gov-  
ernments, employees, labour representatives, etc.  
A model for effective communications will be devel-  
oped and used.

COURSE OBJECTIVES:       This course is designed to provide the participants  
with "Hands-On" experiences in the fields of adver-  
tising and public relations.

It is a process-oriented course. This course is  
planned in such a way that only weekly participa-  
tion and work will allow you to reach the defined  
objectives.

Education is a two-way communications process of  
liberation involving responsible partners. Thus,  
we shall try to fashion our course. Discussion  
will be the main format of the course. To make  
discussions a learning experience for all of us,  
we will expect that assigned readings are done be-  
fore every meeting. Only this way will our course  
enable us to destroy the polarity between teacher  
and student.

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GRADING:

Limitations of the Course:

1. We want to discuss. Participate, but contribute. You don't have to be right. We all learn more from intellectual refutation than from shoulder patting agreement.
2. We don't have much time. Please observe any deadlines for required work. Those colleagues who do not abide by these minimal rules run the risk of not passing the course.
3. We are part of a bigger organization. One of its constraints on us is grades. Grading will be as follows:

Examination of Public Relations	25%
Examination on Advertising	25%
Project	40%
Participation	10%

4. We all have much more to do than just this course. Make life easier for yourself by working consistently, by keeping up with your readings, etc.

Requirements of the Course:

1. One project proposal. This contribution has to state clearly the topic of the project, the methodology to be used, the basic literature read, etc. The proposal has to be handed in two typed copies (maximum 2 pages) one of which will be handed back with comments conducive to improve the final product. Deadlines for proposals will be discussed at the next meeting.
2. One project which should be completed two weeks in advance of presentation dates to allow colleagues time to review the project.
3. Two examinations (one on Public Relations and one on Advertising).
4. Successful participation in the discussion group's activities.

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COURSE CONTENT: SESSION ONE - OBJECTIVES

1. To establish a clear definition of what P.R. is.
2. What a P.R. person does and how it is done.
3. How P.R. relates with the advertising function.
4. Where P.R. cannot take the place of an effective advertising program.

CASE STUDY: Trillium Winery Limited

SESSION TWO - OBJECTIVES

1. How to establish a P.R. goal.
2. How do you go about establishing P.R. objectives?

CASE STUDY: Venner and Black Metal Products Ltd.

SESSION THREE - OBJECTIVES

Who should be responsible for P.R.?

Different possibilities that are available.

1. Every employee is a contributor to the image projected by the company.
2. A company's size is not a determining yard-stick whether or not to undertake a public relation program.
3. Any company planning to get involved in public relations should have direction. The forum, manner and extent of this direction should come ideally from a professional public relations person - even if only to establish logical parameter.
4. Every company has different P.R. needs.

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5. A consistent P.R. effort is more advantageous than "one-shot deals".

CASE STUDY: Brick and Stone Realtors Limited

SESSION FOUR - OBJECTIVE

1. Define what the media is.
2. How it is segmented.
3. What the particular characteristics are of each area.
4. Specify the key personnel and their functions.

CASE STUDY: Fabulous Jewellers Limited

SESSION FIVE - OBJECTIVES

How do you deal with media and give them what they want?

1. Understand the fundamentals that form the core of good media relations?
  - Do not try to "use" the press.
  - Press people are concerned with facts and accuracy.
  - Lavish hospitality is not a substitute for a good story.
  - Try to establish a long-term relationship with the press.

CASE STUDY: J.C. Higginbotham and Sones Company

SESSION SIX - OBJECTIVES

Design for communications.

CASE STUDY: Scrumptious Candy Treats Ltd.

SESSION SEVEN - OBJECTIVES

How to plan press visits and exhibitions.

CASE STUDY: Idyll Shores Resort

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SESSION EIGHT - OBJECTIVES

Community public relations

CASE STUDY: Mayfair Master Printers Limited

SESSION NINE - OBJECTIVES

Don't forget employees

CASE STUDY: Beaver Customized Packaging Company Ltd.

SESSION TEN - OBJECTIVES

Advertising: What it is and when to use it

SESSION ELEVEN - OBJECTIVES

Advertising planning and budgeting

SESSION TWELVE - OBJECTIVES

Evaluation and selection of media

SESSION THIRTEEN - OBJECTIVES

Creating advertisements for print media; direct mail/co-op advertising

SESSION FOURTEEN - OBJECTIVES

Preparing commercial messages for radio and television