



SAMUEL ADEGBOYEGA UNIVERSITY OGWA, EDO STATE

COURSE COMPACT/OUTLINE 2018/2019 ACADEMIC SESSION

College: Management and Social Sciences
Department: Mass Communication
Course Code: MAC 343
Course Title: Advertising and Public Relations Research
Units: 2
Semester: Second
Time: Tuesdays 8am – 9pm and Wednesdays 8am -9am.
Location: Science Lecture Theatre (SLT) 4
Lecturer: Dr. C.O. Ekwe Tel: 08063810943, 08154817641, E-mail: oeuwe@sau.edu.ng
Office No: College of Management and Social Sciences office building

A. BRIEF OVERVIEW OF THE COURSE

Research has shown that most public relations programmes and advertisements fail because those involved do not consider the strategic importance of research before, during and after such programmes or advertisement are made public. Advertising and public relations research, no doubt, helps persuasive communication experts to develop advert and public relations to package and disseminate programmes and messages that will effectively influence the consumers or publics. Therefore, this course is designed to help students understand and appreciate the strategic importance of research in all public relations and advertising activities. Through this course, student are expected to acquire basic skills needed in designing and evaluating public relation programmes and advertisements.

B: COURSE OBJECTIVES

The main objective of this course is to help Mass Communication students to fully understand and appreciate the role of research in advertising and public relations business. Specifically, the course will achieve the following objectives:

- i. To help students understand what advert and public relations research is all about.

- ii. To teach students the various methods and strategies needed to develop and test an advert or public relations programme.
- iii. To raise the knowledge level of students on ethical issues in public relations and advert research.
- iv. To help student understand the quantitative and qualitative approaches in public relations research and advert research.
- v. To bring to the fore the challenges of public relations and advert research in a digital era.

B: COURSE OUTLINE

MODULE ONE: INTRODUCTION AND DEFINITIONS

Week One: Meanings of advertising and public relations

Meaning of Research

Week Two: Factors that gave rise to advert and relations research

Importance of advert and Public relations research

Problems of advert and relations research in developing countries

MODULE TWO: ADVERTISING RESEARCH

Week Three: Copy testing and copy testing methods in advertising research

Week Four: Media research in advertising

Audience size and composition

Week Five: Campaign assessment research

Week Six: Quantitative and qualitative techniques in advertising research

Week Seven: Ethics of advertising research

MODULE THREE: PUBLIC RELATIONS RESEARCH

Week Eight: Types of public relations research

Week Nine: Research in public relations process

Public relations audit

Week Ten: Planning and implementing Public Relations Programmes

Week Eleven: Quantitative and Qualitative approaches in public relations research

Ethics of Public relations research

MODULE FOUR: ADVERTISING AND PUBLIC RELATIONS RESEARCH IN DIGITAL AGE

Week Twelve: Advertising research in a digital age: Prospects and problems

Week Thirteen: Public relations research in a digital age: Prospects and problems

Week Fourteen: Revision and Test

Week Fifteen: Examination

E. TUTORIALS

Tutorial classes will be organized as the need arises.

F. STRUCTURE OF THE PROGRAMME/METHOD OF GRADING

Continuous Assessment: Attendance & Participation 10%, Class test 10%, assignment 10% (Total =30%)

Examination: Examination - 70%.

TOTAL ----- 100%

G. GROUND RULES & REGULATIONS

- 1) University guidelines on attendance requirements will be strictly observed in this course. Thus, attendance as well as participation is a prerequisite and counts for 10 % of students' overall grade.
- 2) No student will be allowed into the lecture hall 5 minutes after lecture must have commenced.
- 3) Improper and indecent dressing will not be allowed in the lecture hall
- 4) Students are expected to be well disciplined and they should exhibit this through their punctuality at lectures and prompt attendance to class assignments.

I. ALIGNMENT WITH SAU VISION/MISSION/CORE VALUES/GOALS

Samuel Adegboyega University has the vision of becoming a world class university. For this to happen, Mass Communication department must be the flagship.

K. REQUIRED TEXTS

Ozoh, H. C. (2013). *Principles of and practice of advertising*. Enugu: Rhyce Kerex.

Wimmer, R. D., and Dominick J. R. (2011). *Mass media research: An introduction*. London: Wadsworth Cengage Learning.

Brierley, S. (2005). *The Advertising handbook*. London: Routledge