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B.A.(Hons) Mass Comm. III Year

Subject- Advertising & Public Relation

UNIT	Syllabus
I	Public Relation-Concepts Definitions, Role, Scope, Functions, New emerging trends. Types of Public Relations: Public, Government, Private and Service Sector P.R. Image Building, Brand Promotion, Informational and Crisis Management Public Relations. Tools of Media Relations-Press Conferences, Press Meet/ Tours, Press Releases, Rejoinders, Feature Writing Video News Releases, Blog Writing etc.; Selection of Media in Reaching Out to Public. Publicity and Advertising, Sales Promotion and Marketing
II	Role and Function of Public Relations. P.R. in Central and State Governments. Role and Functions Organizational Structure of P.R. Department in Central State Government. Public Sector Private Sector, NGOs Difference between In-House PR and a PR Consultancy. Writing for Public Relation, Concept of CSR Publicity in Print Media, TV, Radio, Films, Out door Media. New Media & Social Media
III	RR-Evolving-Role-Lerging Trends Political PR, PR in Social Sector, Lobbying, Public Affairs, Entertainment and Celebrity Management, Events, Sponsorships Trade Shows Professional Organizations: PRSI, PRCI. IPRA PR Campaign, Lobbying As a Growing Business/Enterprises Public Relation Ethics
IV	Introduction To Advertising Advertising-Concept. Definitions, History Advertising-Role, Functions and Significance. Types of Advertising and Classifications of Advertising Women in Advertising, Children in Advertising, Advertising in Digital Media (Website. Face Book, Linked in, Twitter, Blogs).
V	Advertising Agency Types, Structure and Functions. Art of Developing Effective Copy and Importance of Copy Writer Writing Layout - Importance, Steps and Principles of Good Lay out. Veuals-his Importance, Global Trends Copy Elements-Headline, Sub Heads, Slogans, Body Copy, Logo Global Trends Industrial Advertising. Retail Advertising Corporate Advertising, Political Advertising, Social Marketing, Professional Organization and Ethics



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What Is Public Relations?

Public relations is a strategic communication process companies, individuals, and organisations use to build mutually beneficial relationships with the public.

A public relations specialist drafts a specialised communication plan and uses media and other direct and indirect mediums to create and maintain a positive brand image and a strong relationship with the target audience.

In simple terms, public relations is a strategised process of managing the release and spread of organisation-related information to the public to maintain a favourable reputation of the organisation and its brands. This process focuses on –

- What information should be released,
- How it should be drafted,
- How it should be released, and
- What media should be used to release the information (usually earned or free media is used for the same).

What Is The Objective Of Public Relations?

The main objective of public relations is to maintain a positive reputation of the brand and maintain a strategic relationship with the public, prospective customers, partners, investors, employees and other stakeholders which leads to a positive image of the brand and makes it seem honest, successful, important, and relevant.

Functions Of Public Relations

Public relations is different from advertising. Public relations agencies don't buy ads, they don't write stories for reporters, and they don't focus on attractive paid promotions. The main role of public relations is to promote the brand by using editorial content appearing in magazines, newspapers, news channels, websites, blogs, and TV programs.

Using earned or free media for promotion has its own benefits as information on these mediums aren't bought. It has a third-party validation and hence isn't viewed with scepticism by the public.



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The functions of public relations managers and public relations agencies include:

1. Anticipating, analysing, and interpreting the public opinion and attitudes of the public towards the brand and drafting strategies which use free or earned media to influence them.
2. Drafting strategies to support the brand's every campaign and new move through editorial content.
3. Writing and distributing press releases.
4. Speechwriting.
5. Planning and executing special public outreach and media relations events.
6. Writing content for the web (internal and external websites).
7. Developing a crisis public relations strategy.
8. Handling the social media presence of the brand and responding to public reviews on social media websites.
9. Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility.
10. Dealing with government and legislative agencies on behalf of the organisation.
11. Dealing with public groups and other organisations with regard to social and other policies of the organisation and legislation of the government.
12. Handling investor relations.

Types Of Public Relations

According to the functions of the public relations department/agencies, public relations can be divided into 7 types. These are:

- **Media Relations:** Establishing a good relationship with the media organisations and acting as their content source.
- **Investor Relations:** Handling investors events, releasing financial reports and regulatory filings, and handling investors, analysts and media queries and complaints.
- **Government Relations:** Representing the brand to the government with regard to the fulfilment of policies like corporate social responsibility, fair competition, consumer protection, employee protection, etc.
- **Community Relations:** Handling the social aspect of the brand and establishing a positive reputation in the social niche like environment protection, education, etc.
- **Internal Relations:** Counselling the employees of the organisation with regard to policies, course of action, organisation's responsibility and their responsibility. Cooperating with them during special product launches and events.



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- **Customer Relations:** Handling relationships with the target market and lead consumers. Conducting market research to know more about interests, attitudes, and priorities of the customers and crafting strategies to influence the same using earned media.
- **Marketing Communications:** Supporting marketing efforts relating to product launch, special campaigns, brand awareness, image, and positioning.

Public Relations Examples

PR stunts or strategies range from donating to an affected community to running a brand activation stunt in a mall. Some of the examples of successful public relations campaigns are:

Google's Fight Ebola Campaign

The outbreak of the Ebola virus in 2014 was critical as it was spread among many countries and took many lives. Google, to help the people in need and to build up a positive brand image, started a donation campaign where it pledged to give \$2 for every \$1 donated to the cause through its website.

The public relations strategy attracted the media attention and resulted to be a huge success as Google raised \$7.5 million.

Paramount Pictures The Ring Publicity Stunt

Paramount Pictures, to promote its new horror franchise, The Ring, and to get more user attention, ~~took a step forward~~ and planned a publicity stunt where the protagonist haunted the people in a real-life scenario.

The film's most iconic scene of Samara crawling out of the TV set was recreated in a TV showroom where the protagonist came crawling out of the hidden compartment behind a TV screen and scared people.

The stunt went viral and the video received over 10 million views on Facebook.

Just Eat & A Sick Customer

Just Eat is an online food ordering application that lets users add comments to their orders to inform the delivery person about the right address or to leave the order to the neighbour etc.



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One unwell customer tried her luck to see if she could get the delivery person to stop en-route and get her some medicines. She wrote:

Will you please stop in the Spar on the way and get me some Benylin cold and flu tablets and I'll give you the money. Only ordering food so I can get the tablets. I'm sick xx.

The delivery person delivered both and this public relations stunt went viral over the media.

Facebook Paris Support Profile Pictures

In response to the tragic shooting in Paris in 2015 where at least 129 people died, Facebook added a France flag filter which the users could apply to their profile pictures to support France. Millions of people applied this filter and appreciated this effort by Facebook.

Advantages Of Public Relations

- **Credibility:** Public trusts the message coming from a trusted third party more than the advertised content.
- **Reach:** A good public relations strategy can attract many news outlets, exposing the content to a large audience. Moreover, this medium can help the company utilise certain organic touchpoints that are hard to capitalise on otherwise.
- **Cost effectiveness:** Public relations is a cost effective technique to reach large audience as compared to paid promotion.
- **Better Communication:** Public relations help the company to communicate more information to the public than other forms of communication media.

Disadvantages Of Public Relations

- **No Direct Control:** Unlike paid media, there isn't a direct control over the content distributed through the earned media. This is the biggest risk of investing in public relations.
- **Hard To Measure Success:** It is really hard to measure and evaluate the effectiveness of a PR campaign.



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- **No Guaranteed Results:** Publishing of a press release isn't guaranteed as the brand doesn't pay for it. The media outlet publishes it only if it feels that it'll attract its target audience.

Importance Of Public Relations

With over 63% of the value of most companies dependent on their public image, public relations has become a very important topic today for numerous reasons:

Builds Up The Brand Image

The brand image gets a boost when the target customers get to know about it through a third-party media outlet. A good public relations strategy help the brand builds up its image in the way it wants to.

It's Opportunistic

Public relations strategies make the brand capitalise on the opportunities. Google was in the news for donating to Ebola. Facebook promoted LGBTQ rights. Coca-Cola did a PR stunt against obesity.

These opportunities even attract many influencers to share the brand story to their followers.

Promote Brand Values

PR is used to send out positive messages which are in line with the brand's value and its image. This builds up the brand's reputation.

Strengthen Community Relations

PR strategies are used to convey that the brand is as much part of society as the target audience. This builds up a strong relationship of the brand with the public.

Public Relations vs Marketing vs Advertising



Public relations deals in communicating expertly drafted messages using non-paid/earned media to build mutually beneficial relationships with the public.

Advertising, on the

something or to influence them to buy or try something.

Marketing is the umbrella under which all the divisions dealing with creating, communicating, delivering, and exchanging dwells. That is, PR is the subset of marketing. Everything a PR department does is determined by the marketing goals set by the organisation.

	Public Relations	Advertising	Marketing
Definition	Public relations is a marketing tool of communicating expertly drafted messages using non-paid/earned media to build mutually beneficial relationships with the public.	Advertising is the action of calling public attention to an idea, good, or service through paid announcements by an identified sponsor.	Marketing refers to activities a company undertakes to create, communicate, promote, deliver, and exchange the offerings that have value for the customers.
Driven by	Relationship driven	Communication driven	Company/Brand growth driven
Communication	Two-way	One-way	Two-way
Importance	To build a favourable relationship with the target audience.	To communicate to the target audience about a certain offering, action, work, or other brand-related information	Identify and cater to the customers' needs to survive and thrive.

The critical role of PR in the service industry

The tertiary sector of the economy, widely known as the service sector or service industry, differs from primary and secondary industries only by the type of value it creates. This is why a company in the service sector needs to maintain its public image just like a company in the other sectors.



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In other words, to establish and maintain their reputation, services companies should put effort into building beneficial relationships with the general public. The role of PR in the service industry proves it can significantly boost those efforts.

The role and functions of PR

Building and maintaining a positive brand image through strategic relationships with stakeholders—that's the main objective of public relations. Most importantly, it correlates to the tertiary sector as well; particularly, small businesses can benefit from PR strategies and technologies. Hence, a PR specialist affiliated with a service industry company should keep the following relationship-driven functions in mind:

- Advising, creating, and implementing public exposure strategies
- Attaining and securing a favorable public image
- Analyzing public sentiment, and
- Counseling and mitigating consequences after a crisis.

Mainly, the role of PR in the service industry is **brand building through impact on public awareness**. Fortunately for public relations, their once minor role in marketing strategies evolves.

Public relations professionals aim to develop a favorable environment where businesses in the service sector can attract, capture, and retain clients.

PR approaches that support the service sector

PR should ~~aim to depend less on advertising to build and maintain service brands. Instead, it should ride the wave of an increased number of internet users and~~ new trends the pandemic has spurred. Public relation specialists should capitalize on PR's two-way communication with the target audience.

- **Cross-marketing.** Companies whose services complement each other can significantly benefit from this tactic. Cross-marketing expands the consumer market, establishes cooperation between service businesses, and reduces their promotional expenses. Examples of compatible service industries: hospitality and medical, logistics and insurance, environmental services and engineering, accounting, and legal services.
- **Experiential marketing.** The main benefits of experiential marketing for service businesses are building strong brand awareness and establishing long-term connections with customers through a face-to-face approach in a physical setting, resulting in higher sales and more reliable customer



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engagement. Examples? Interactive webinars and conferences, event marketing, contests, in-person surveys, and in-store experiences.

- **Video marketing.** The goal of video marketing is to highlight services to the target audience utilizing the production of creative and engaging videos. Quite an affordable communication tool, it includes the creation of customer testimonials videos, service demo videos, behind-the-scenes and viral videos.

Depending on the service industry and company marketing goals, businesses and their PR professionals should combine various practices and tailor the best possible plan of action. The key is in a balance between an in-person and online approach to a target audience.

The benefits and the role of PR in the service industry

Public relations professionals are focused on public opinion, not solely as communicators but advisors and thought leaders, to increase company value. Essentially, they fulfill the company's marketing needs by enhancing its brand image and online presence, promoting its core values, and developing and nurturing its relationships with clients.

Brand image management

Building and maintaining brand reputation is at the heart of PR activities. Relying on press releases through prominent media outlets and trusted individuals grows the brand authority and repairs any reputation damage.

The boost in a brand image often happens after the praise comes from a reputable third party. Service providers need PR to provide a channel to those parties. In a way, public relations serve as a conduit.

Enhancing online presence

A strong online presence, in a world where digital connections surpass physical in number, is of utmost importance. However, it is vital to note that the public image becomes fragile if unattended. Solid public relations take time to develop. However, once they have grown, they provide a buffer for a service industry business. Building a strong online presence helps in times of crisis as it can offset negative publicity and put the company back on track.

Promotion of brand values



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Quality assurance is at the core of clients' trust. Also, a positive, ethical, empathic, inclusive, environmentally responsible, and transparent approach to business builds confidence in service and enhances brand loyalty. Public relations should promote these core values and weave them into networking strategies.

PR is helping the service sector to overcome hurdles with a variety of tools, social media included.

Opening and maintaining numerous lines of communication with the public can boost a company's credibility but can't weather the potential crisis on its own. Thus, PR should report on actual efforts the brand made to do what's right.

Strengthening relations

Building ties with the public means dedicating time to old and new clients. PR in service industries implies creating and improving client relationships through active participation in day-to-day life. Therefore, being a part of the society, just like the community itself, builds brand image but also its reliability and influence.

Final say

Public relations models, methods, and technologies can be powerful tools for service brand building in the hands of a dedicated PR professional. Still, it is not only PR specialists who need to understand the purpose of PR in the service sector, but service providers, too. In general, service businesses recognize the importance of advertising. Although, they often do not know the difference nor have the resources to engage in public relations.

Instead of tapping into the potential of PR, they are missing the opportunity to establish a strong company presence and become highly competitive. Perhaps the first and the most important role of PR in the service industry is something else – to clearly differentiate from other marketing instruments. Finally, it should approach service providers as a tool that ~~doesn't~~ affect the sales directly but increases company reputation and builds long-term relations with all stakeholders.

What is the Role of Public Relations in Private Sector?

List of Role of Public Relations in Private Sector:



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In every organization, a PRO plays more or less similar role. The difference if any will be because of the requirements or the objectives of the organization.

All private organizations are profit-oriented. To achieve their objectives, they function in a competitive approach using aggressive marketing strategies. For the manufacture and marketing of their products/services, they depend on many categories of public.

A good PR campaign gives priority to the interests of its public's in every decision affecting the functioning of its business. This is because it is assumed that the organization operates due to the support of all these people employees, customers, shareholders and community.

The public's may have different interests, the management has to maintain a fair ratio of benefits to all the public's to get the goodwill of the general public.

Coordination and Counseling:

The PR has to counsel and assist the management in formulating and implementing effective policies towards each of the public's. Also, the PR person has a role in maintaining inter-departmental coordination.

Planning Communication Activities:

PR process involves research, planning, executing and evaluation. The PR person has to conduct each of these functions effectively to bring about a favorable attitude among the public's towards the organization. The person has to make the plans for all these activities.

Image Building:

Image building is a long-term and sustained programme. The PR plays a crucial role in this campaign. Image is the overall impression of a company in the minds of its various public's.

A company's credit worthiness, its concern for its employees, its quality of products and its discharging of social responsibilities, all contribute towards its overall image.

To promote its image, a company uses its corporate name, some emblem, or a slogan, which it carries in all its communications through various mediums.

Public Relations and Marketing:



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PR must help the management in planning long-term strategies. For that, the PR has to know what is happening to the business.

The PR has to see the enterprise as a whole and that the marketing department must have coordination of all departments. Well planned marketing strategies coupled with PR efforts can help the company achieve success.

The PR efforts should involve some innovative ways like focusing on corporate image, communicating in regional language, gathering feedback from customers, conducting seminars involving decision-makers like interior decorators and architects and appreciating regional differences in consumer perception by focusing on varied festivals.

Crisis Management:

During a crisis, PR has an expanded role to play. The PR department should conduct constant monitoring and collect feedback to detect early warning signals.

The PR person should keep in mind the long-term effects. Communication links should be strengthened for negotiations and to present the company's side of the story. Hence, the PR's role in private sector is preventive as well as curative and informational as well as promotional.

Employee Relations:

It has now been realized that for employees good pay alone is not enough, what they need is better working conditions, challenges, recognition and a role in decision-making too.

Human Resources Development (HRD) thus has become an area of major concern leading to sharper corporate personnel policies. Companies are now keen to build a reputation of becoming a good company to work for. The PR thus has a key role in evolving an employee-friendly management policy.

Internal Communication:

In any organization, effective communication is now a multi-way process through a variety of channels. Communication in an organization may be formal and informal, vertical and horizontal and upwards and downwards.



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To achieve success, employees must be empowered with knowledge. Employees should know the existing policies, changes and the rationale behind any major decision of the company.

Today it is required to avoid uncertainty, anxiety and rumors which may trigger of labor unrest and hurdles in operations. Thus, information to employees must be timely, honest and adequate.

Communication channels may be divided as oral, printed or written and audio visual. Oral communication includes public address system, personal queries and meetings.

Printed or written includes direct mail, notice board, letter and house journal. Audio-visual includes video, film, exhibition and slides. Communication strategies must be planned keeping in view the objectives to be achieved, the situation and the time.



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