

Course Code: ADVOCPR

Course Title: Advocacy Advertising and Public Relations

Course Description:

This course is an introduction to imperatives in public relations strategy and implementation that confront any enterprise that competes for customer loyalty and market share, solicits the continuing mandate of its owners and constituents, and depends on the goodwill of local communities and the public at large for its continued existence.

Multiple stakeholders press varying claims on the enterprise and cite values and models that may seem alien to that organization's experience or counter to its culture. But global competition and communications have given these claims currency and legitimacy; and organizations must respond coherently, consistently and with increasing sophistication.

Assigned readings and case studies will illustrate how enterprises develop and convey messages to manage stakeholder expectations around such issues as shareholder value, restructuring and workplace morale, customer satisfaction, environmental protection, corporate philanthropy, and crisis management. Through exercises involving the study of organizations in the private and public sectors, students will acquire an understanding of core concepts and principles, and skills in the development of a communication plan for a selected entity around a particular stakeholder issue.

Department: Marketing and Advertising

Required text and materials

Clarke Caywood, ed., *The Handbook of Strategic Public Relations and Integrated Communication*. McGraw Hill, 1997.

Other References

Leonardo Garcia, Jr., *Advocacy Advertising*. Manila: DLSU Press, 1999

Selections from David P. Bianco, ed., *PR NEWS Casebook: 1,000 Public Relations Case Studies*. Philips Publishing International, 1993.

Selections from *Notes on Business Education*, College of Business & Economics, De La Salle University.

Philip; Ang, S.H.; Leong, S.M. and Tan, C.T. 2009. *Marketing Management: An Asian Perspective*. Prentice Hall, Inc. (Singapore)

Porter, Michael E. 1985. *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: Free Press.

Go, Josiah. 2000. *Marketing Mix Strategy*, Design Plus Publishing, Q.C.

Onkvisit, Sak and Saw, John. 1993. *International Marketing* 2nd edition New York: MacMillan Publishing Co.

Russel, Beach and Buskirk. 2001. Selling: Principles and Practices. New York: McGraw - Hill.