

Advertising and Public Relations

1. Knowledge:

- Identify and explain various advertising tools and models used in the industry.
- Describe the economic and social implications of advertising.
- Analyze the role and functions of an advertising agency.

2. Comprehension:

- Interpret the process of developing ad campaigns from conception to execution.
- Compare and contrast different trends and technologies in advertising.
- Explain the importance of public relations in maintaining a positive brand image.

3. Application:

- Utilize advertising tools and models to create effective marketing campaigns.
- Develop and implement a crisis management plan for a public relations scenario.
- Apply emerging trends in public relations to enhance brand communication strategies.

4. Analysis:

- Evaluate the effectiveness of different advertising strategies for target audiences.
- Critically analyze the impact of advertising on consumer behavior and society.
- Assess the role of PR tools in managing and enhancing organizational reputation.

5. Synthesis:

- Create and design an integrated advertising and public relations campaign for a specific target market.
- Develop innovative PR strategies to address current industry challenges and trends.
- Generate solutions for improving brand communication through the use of emerging technologies.

6. Evaluation:

- Assess the success of advertising campaigns based on predefined objectives and key performance indicators.
- Critique the ethical implications of advertising practices and their effects on society.
- Evaluate the effectiveness of crisis management strategies in maintaining brand reputation.

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