Advertising and Public Relations Integration in Customer Relationship Management

The focus of marketing communication is shifted from brand management to customer management, specifically in interactive digital era. The important role of customer relationship management (CRM) specialist is to plan to create and manage positive relationships with customers.

CRM specialists can build their careers in Advertising / PR agency as a strategic planner, in marketing department of company, and as an independent CRM consultant after extensive experience.

CRM specialists should understand the consumers’ mind and behavior, and current trends in the society. They also should be logical and analytical in thinking; and be knowledgeable in research technique, and interactive (social) media.

Following courses are highly recommended: JMC3303 Introduction to Advertising, JMC3413 Introduction to Public Relations, JMC3333 Advertising Research or JMC4453 PR Research, JMC4223 Interactive Advertising, PSY3203 Cognitive Psychology, MKT3323 Purchasing and Buyer Behavior.

Digital Communications

Career Path Description: Digital communication specialists have an understanding of a range of new and old internet and broadcast technologies. Although your job will probably not be to create websites or write applications (apps.), you do need to know what types of opportunities exist for delivering messages via smart phones, hand-held devices, computers, and a wide variety of software application (currently things like analytics, Twitter, Facebook, Blogs, YouTube, and Hypertext based applications). You should also have a thorough understanding of what goes into the development of an effective website, and how to use social media (or whatever is in vogue when you graduate) on behalf of stakeholders and clients.

Digital communications can take a variety of forms. In Advertising and Public Relations the big areas right now are understanding social media and analytic software. No big shift is on the horizon, but in a year that could change. All specializations require some level of aptitude or interest and digital communication specialists need to have passion. Although a lot of skills can be learned, passion is more difficult to fake. The kinds of people who are interested in digital communication tend to love it.

Job Opportunities for such a career path. Every organization from small non-profit organizations to large corporate, governmental, and agencies are looking for communication professionals who understand the details of technology. Opportunities exist at all levels and all types of organizations for people with digital communication skills.

What classes should be taken or skills obtained to prepare: To succeed, you need to prepare yourself. There is no “digital communication specialist” major. You need to be proactive. Take courses on programing if you have the skills, learn to use desktop publishing and design software (InDesign, Illustrator), learn creative and photo editing skills (Photoshop, Painter, etc.).
Integrated Strategic Communication Focus in Issues Management

Issues Management is the discipline and process of monitoring not only issues, but the socio-economic and political climate for an event, product, business issue or development that could have an impact on an organization and its stakeholders. It is a critical management function that allows the organization's leadership to foresee when opinion is likely to build around incidents or trends. Within project management, or strategic planning, the purpose of issues management is to ensure that any concerns recognized during a project are addressed in a timely manner and do not go unresolved until they become major problems. In general, issues management involves a cycle of issue identification and analysis, policy and strategy selection, program design, implementation, and performance evaluation, leading to more evaluation.

Successful practitioners in issues management know what's going on inside and outside the organization and how the organization's activities and functions interrelate and relate to that of
others. S/he is expected to bring awareness and objectivity to the practice and to inject unvarnished, usable facts into the decision-making process (Newsom, Turk & Kruckeberg, 2000, p. 104)

Those seeking a career in issues management should take a variety of coursework including:

**WITHIN GAYLORD**, a future issues manager would likely take:
- 4413 Crisis Communication
- 3333 Advertising Research
- 4453 Public Relations Research
- 4423 Public Relations Case Studies (Slashlisted with 5423)

**OUTSIDE GAYLORD**
Communication 2113, Business and Professional Communication; Business Communication 2813, Business Writing; College of Arts and Sciences 2043, Introduction to Leadership; Human Resources Management 3013, Introduction to Human Relations; Legal Studies 3323, Legal Environment of Business; Library and Information Studies 1013, Acquiring Knowledge in the Digital Age; Management 3013, Principles of Organization and Management.

**Advertising and Public Relations Integration in Strategic Planning:**

Strategic planning, or account planning, is the art of planning consumer reactions to communication messages. This will often require both secondary and primary research to understand how consumers choose to engage the brand. The overall goal of a planner is to understand consumer insight. (Written on the wall at Draft FCB/Hong Kong, “Insight to Incite.”)

Advertising agencies tend to use account planners for creative brief development, companies use the discipline to understand consumers, and public relations firms use planners to understand the strategic environment. The discipline is often considered a cross between creativity and research.

The people who are successful planners tend to be intellectually curious with a strong foundation in trends and culture. They should have a strong ability to align elements in a clear logic-track.

Those seeking a career as a planner should take a wide variety of coursework including anthropology, marketing, english, and art. Recommended courses include General Anthropology (ANTH 1113), English and American literature courses, Art History courses, business analysis courses, and a class in statistics.

Within Gaylord, a future planner would likely take Introduction to Public Relations, Introduction to Advertising, Public Relations Management, Advertising Media Planning, Advertising Copy & Layout, Advertising Portfolio, and Advertising (or public relations) Research ... and of course, advertising account planning.
Producer

Place of employment: • Advertising agency • Production house

Description: The producer works directly with the creative director and/or associate creative director in an advertising agency environment. The position in a production house would be a primarily collaborative effort with other producers but might also include a creative director.

Scope of work: The producer is tasked with facilitating the production of materials to be used in the promotion of the client’s products. The producer does not create the concept, the script (or copy), the central marketing message or the marketing strategy.

Pre-production: producer is given the script and is expected to conduct research directed at discovering what competitors have done with a similar product or concept. The producer is expected to attend all pre-production meetings between the client and agency.

Production: to facilitate production, the producer will: (1) select a time and date for all phases of production; (2) establish a location for video shoot, still photography, or audio recording; (3) select and audition talent according to descriptions contained in the script; (4) hire video production crew, still photographer, graphic artists, arrange for audio studio, selecting any discipline necessary for the completion of the job; (5) perform miscellaneous smaller duties pertaining to cast and crew, such as food, parking, union requirements (if talent is SAG or AFTRA); (6) supervise crew and talent on location; (7) be responsible for ensuring that all work necessary for the completion of broadcast or print project is accomplished.

Post-production: (1) select, hire and work with video editors, audio studios as necessary for the completion of the project; (2) ensure that project is completed on deadline and on budget.

Prospects for employment: According to U.S. Bureau of Labor Statistics, jobs for advertising producers were expected to increase by 8 percent from 2011 to 2019, This a slightly lower rate than the "glamour" jobs in advertising because they often attract "more job seekers than there are job openings," according to the BLS.

Salaries: Salaries for advertising producers vary greatly by their official title and responsibilities. According to PayScale.com, those in the ad production industry earned anywhere from $41,000 to nearly $96,000 per year (March 2010)

Course of study: Courses recommended for future employment as an advertising producer are all advertising courses required for the major, plus any combination of these elective courses:
- JMC 3393 Advanced Copywriting
- JMC 4324 Advertising Account Planning
- JMC 3633 Audio Production
- JMC 4793 Broadcast Advertising Production
- JMC 2644 Intro to Video Production
- JMC 4643 Advanced Video Production

For digital production, add: JMC 4783 Advanced Interactive Multimedia Design or similar courses in FVS (Film and Video Studies)
Project Management

Management integrates and permeates in our daily routine, interaction, dialogue, thinking, job responsibility, and even learning. Inevitably, one who can succeed is being on top of everything. Management is the key to the success in the marketing communication environment.

A great concept isn't enough; it takes dedicated support and manpower for a project to be properly executed. The best-laid plans necessitate rock-solid foundations and continuous maintenance. All projects require managerial skills to ensure certain milestones are met and budgets are adhered to. Project management is one specific skill to oversee and administer a client’s voice, advertising dollars, brand’s focus and campaign timeline to make certain success.

From basic campaign element updates to an entire full-scale development campaigns, project management is an invaluable constituent in assuring the satisfaction and achieving client’s goals. The success is not only the experience that counts but also dedication to handle project efficiently, professionally and preeminently. Project management is not a new term, the purpose as well as its function has long existed in marketing communication arena. Such needs have been recognized considerably more than ever in recent years.

Students seeking a project management career should take not only the basic and fundamental courses offered in Strategic Communication areas, but also seriously consider courses such as Principles of Organization and Management (MGT 3013), Business and Professional Communication (COMM 2113), Business and Professional Basics (B AD 2091), and Psychology and Personality (PSY 2513) courses. The learning from these courses can broaden the scope of various aspects as well as preparing for project management profession.

Integrated Communication Specialization in Research and Insight Generation:

Working both independently and with outside vendors, research specialists are responsible for translating advertising, public relations and other communication and promotions problems into research problems that can be investigated and solved with various research methods (both qualitative and quantitative). They identify research problems, collect or supervise the collection of data, analyze the data, and present findings, conclusions, and recommendations to management. Whereas the U.S. Bureau of Labor Statistics predicts that both advertising and public relations employment opportunities will grow as fast or faster than the average for most other managerial positions, job opportunities for market and survey researchers are expected to grow much faster than average. Effective research specialists are detail oriented, analytical, self-motivated, and have excellent written and oral communication skills. Recommended courses include the following: COMM 2113 Business and Professional Communication, COMM 2513 Introduction to Statistics, JMC 3303 Intro to Advertising or JMC 3413 Intro to Public Relations, JMC 3333 Advertising Research, JMC 4453 PR Research.
Social Causes and Strategic Communications

According to the statistics from the Independent Sector Inc., there are more than 1.9 million tax-exempt organizations in the United States—a number that has doubled over the past 30 years. The nonprofit sector has grown at a faster rate than both corporate and government sectors, and the number of NGOs [nongovernmental organizations] operating internationally is estimated to be 40,000 in 2010. On the whole, not-for-profit organizations can include any voluntary citizens’ group designed to address a wide range of interests, from service and charitable, to professional and religious.

Students interested in working for nonprofits or creating new ones will benefit from this course of study as they explore the structure and history of nonprofits, along with the strategic communication strategies they must employ in order to survive and thrive.

REQUIRED GAYLORD Courses include:
- JMC 3413 Principles of Public Relations OR JMC 3303 Principles of Advertising
- JMC 3433 Public Relations Writing
- JMC 3353 Advertising Copy and Layout OR JMC 3433 PR Publications
- JMC 3333 Advertising Research
- JMC 4453 Public Relations Research
- JMC 3XXX [NEW COURSE]—Special Events & Strategic Planning
- JMC 4403 Public Relations Campaigns
- JMC 4853 Race, Gender & the Media
- Internship with a non-profit organization and/or NGO

REQUIRED MINOR [Organizational studies]
- CAS 2033 Introduction To The Nonprofit Sector [F]
- BAD 2113 Introduction to Business [F, SP]
- COMM 3242 Communication and Social Change
- COMM 3033 Managing The Nonprofit Organization [F, SP]
- MKT 3013 Principles Of Marketing [F, SP]

DESCRIPTION OF JMC 3XXX—Special Events & Strategic Planning
Students will examine the role of the special event in creating public involvement, media attention and/or program donations through academic literature, guest speakers and class projects. Students will create and execute a fundraising event for a nonprofit as part of their work in this class.

Background on an Integrated Sports Communication Emphasis

A career in sports communication can be exciting career for anyone with a passion for sports, a keen interest in strategic communication, and a willingness to devote long days and long nights to a job.

There are a fair number of job opportunities in this field ranging from publicity, publications management, media relations, and marketing. Internships provide an opportunity to learn first hand
about the industry. Entry-level salaries are generally low. Many sports communicators begin their careers in the minor leagues and then must move to find positions at larger clubs.

Communication professionals working in the sports industry do everything! At a tactical level, they may create advertisements for multiple platforms and make media buy decisions. They will write the content for news stories, media guides, backgrounders, award nominations, and press releases. Sports communicators are responsible for responding to media and public information requests. They need experience in crisis management because they may have to respond to difficult or sensitive news stories relating to teams or players. Above all else, sports is a business. Sports communicators need to understand numbers, statistics, and marketing.

At the management level, sports communicators need to develop strategic campaigns, counsel organizational leaders/players, deal with sports agents and lawyers and build relationships with local, national, and even international organizations and groups. There is a strong community service/outreach focus for many professional and semi professional teams.

**Gaylord Classes Options (Following Either Advertising or Public Relations Major)**


**Outside Classes**


**Professional Development**

Internship for a professional sports team

Job Shadow