

Student's Guide to Marketing, Advertising, and Public Relations

Lessons from the Arthur W. Page Center for Ethics and Integrity in Public Communication

Rationale and Overview

Building and maintaining a good reputation enables organizations to secure sustainability. Communication is one of the most critical reputation-building activities for organizations. Thus, it is important to understand the definition and function of each different communication activity. This lesson is designed to help students explore the differences between and similarities among marketing, advertising and public relations activities.

Module Instructions

Use the websites provided under the Key Concepts section to define several terms. Watch the video clips from public relations practitioners and then answer the questions based on those clips. Finally, read Chapter 2 by Harris and then answer the remaining questions.

Learning Objectives

This lesson is designed to help you understand the different functions and goals of *marketing*, *advertising* and *public relations*.

Key Concepts

Use the following websites to define *marketing*, *advertising*, and *public relations* and understand their relationship:

- Public Relations Society of America's (PRSA) [official statement on public relations](#)
- American Marketing Association's [official statement on marketing](#)
- [Online reading materials](#) provided by Professor Emeritus Michael Turney

Module Activity: Watch Video Clips

The video clips are portions of interviews with public relations practitioners related to the issues of marketing, advertising, and public relations. These video clips are available at the website for the Arthur W. Page Center for Integrity in Public Communication. First, please visit the [Page](#)

[Center website](#), and go to [Oral History Collection](#). Click on [Ethics in Public Relations](#) under the Finding Indexes heading. With this index, you can easily access material within and across interviews by topic, issue or specific question. Among the various topics, please click on [Marketing / Advertising / Branding](#), and then you can access video clips of interviews with:

1. Anne Barkelew	8. Peter Debreceeny	15. Jack Koten
2. Ed Block	9. Dan Edelman	16. Marilyn Laurie
3. Roger Bolton	10. Richard Edelman	17. Jim Murphy
4. John Budd	11. Jack Felton	18. Tim O'Brien
5. Chester Burger	12. Al Golin	19. Helen Ostrowski
6. Harold Burson	13. Bruce Harrison	20. Charlotte Otto
7. Ron Culp	14. Jon Iwata	21. Betsy Plank

Module Activity: Answer Video Clip Questions

After watching the video clips, please answer the following questions. These questions are designed to encourage critical thinking on marketing, public relations, and advertising.

- The terms *public relations*, *communications*, *marketing*, and *advertising* have become muddled. Advertising and public relations are especially commonly confused as being one-and-the-same even though they are not. What are the differences between advertising and public relations?
- Public relations includes elements of both business and marketing. Even though these interdisciplinary characteristics sometimes make definitions of public relations ambiguous, public relations has unique characteristics, strengths and functions. What are those unique characteristics, strengths and functions?
- Advertising, marketing and public relations agencies may provide a combination of services in a “one-stop-shop” format. What do you think about this phenomenon? Do you think providing total service is effective -- or should service be specialized?

Module Activity: Reading and Additional Questions

Because many products or services are similar, it is necessary to differentiate organizations and their products through *strategic integrated marketing communication*. Harris (1997) suggested that we integrate communication activities such as advertising, public relations and sales promotion in a strategic way. Please follow the [link](#) and read Chapter 2 (pages 8 and 9) titled “How Marketing Public Relations Adds Value to Integrated Marketing Communications Programs.” After reading the article, please answer the following questions.

4. In the video clips from the interviews on the Page Center website, please identify successful cases of integration of diverse communication efforts. Then explain how organizations integrated them strategically, based on the article.
5. Please follow the advertising case study found at this [link](#) to read how Clorox used Facebook to build awareness of its Green Works cleaners. Explain how Clorox strategically integrated different campaigns to build brand awareness.

Additional Readings

FitzGerald, S. S. (2001). Tips for using advertising in public relations. *Public Relations Quarterly*, 46(3), 43-45.

Applegate, E. (2006). What advertising agency personnel need to know about public relations. *Public Relations Quarterly*, 51(3), 23-26.

Leuven, J. V. (1991). Public relations and marketing. *Public Relations Review*, 17(3), 215-217.

Spicer, C. H. (1991). Communication functions performed by public relations and marketing practitioners. *Public Relations Review*, 17(3), 293-305.

Additional Resources

Arthur W. Page Society Case Studies, 2011: Accelerating Into Trouble: An Analysis of Toyota Motor Company and its Recent Recalls ([link](#))

Arthur W. Page Society Case Studies, 2010: Entirely Comfortable with its Orientation: Subaru’s Successful History of Gay/Lesbian Integrated Marketing Communications ([link](#))

Arthur W. Page Society Case Studies, 2008: Unilever’s Dove and Axe: Examples of Hypocrisy or Good Marketing? ([link](#))

O'Reilly, L., Whether brands boycott or stick with the News of the World, they face backlash,

Marketing Week, July 6, 2011 ([link](#))

Heine, C., BP Continues Brand Clean-up on YouTube, *ClickZ*, Sept. 27, 2011 ([link](#))

References

Harris, T. L. (1997). How marketing public relations adds value to integrated marketing communications programs. In C. L. Caywood (Eds.), *The handbook of strategic public relations & integrated communications* (pp. 8-9). New York, NY: McGraw-Hill.