

## **Teacher'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 Format**

Students will use the provided websites to define several terms. Following that, they will watch video clips from several public relations practitioners and then answer questions based on those clips. Finally, they will read Chapter 2 by Harris and then answer the remaining questions. Under Module Activities is content you can use for grading or to aid with class discussion.

### **Learning Objectives**

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

### **Key Concepts**

Students will 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, students will need to 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, they can easily access material within and across interviews by topic, issue or specific question. Among the various topics, students will select [Marking / Advertising / Branding](#) to access video clips of interviews with:

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

### **Module Activity: Answer Video Clip Questions**

After watching the video clips, students should answer the following questions. These questions are designed to encourage critical thinking on market, advertising, and public relations. You can use the additional information provided to help with grading or facilitating class discussion.

1. 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?

*For teachers:*

Instructors can first ask students to look for definitions of public relations and advertising, and then ask students to compare and contrast the definitions. Students can also refer to some of the video clips on this website for differences between public relations and advertising. The following points are based on two video clips that discuss the differences between public relations and advertising.

Public relations can be regarded as an umbrella term that includes advertising, while advertising can be a subset of public relations. Another way to look at their differences is that advertising means that companies pay for advertising space, such as on TV and in newspapers, whereas public relations distributes materials to your potential audience through media exposure, such as press conferences and press releases. (See the video clip of [Harold Burson](#))

Public relations does more than advertising. In addition to marketing companies and brands, public relations also deals with crisis problems, human resource problems, government relations, and even legislative relations. (See the video clip of [Dan Edelman](#)). Students can be encouraged to look for other sources that discuss the differences between public relations and advertising, such as the 10 Differences Between Advertising and Public Relations from [About.com](#).

2. 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?

*For teachers:*

Instructors can request that students search for characteristics, strengths, and functions of public relations, and prepare to discuss them in class. Students can also refer to some of the video clips for comment on the characteristics, strengths, and functions of public relations. The following points are based on two video clips.

Public relations is unique in the way that it deals with both internal relations and external relations. Internally, public relations can focus on building trust within the corporation among CEOs and employees. Externally, public relations can build the corporation's reputation and image among the public. The function of public relations has to be treated from a strategic perspective by incorporating public relations into the top management team rather than downplaying public relations as the role of a spokesperson or a mouthpiece. (See the video clip of [Ron Culp](#))

One of the unique strengths of public relations is illustrated in crisis management. When in a crisis situation, public relations plays a key role in staying ahead of the crisis by focusing on how to promptly resolve the crisis. You have to think, act quickly, and do everything possible to manage the negative effect of the crisis; otherwise, you will be overtaken and controlled by the crisis, resulting in an undesired situation. (See the video clip of [Peter Debreceeny](#))

3. 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?

*For teachers:*

Instructors are encouraged to lead class discussion regarding the practice of combining advertising, marketing and public relations in a “one-stop-shop” scenario, from a case-by-case perspective. Instructors can find cases that combine the three, and request that students analyze both the advantages and disadvantages of this comprehensive approach. Similarly, instructors can find cases that are adopting the specialized approach and then ask students to discuss the pros and cons of this action. The following point is based on one of the video clips about choosing between the comprehensive approach and the specialized approach.

*There are circumstances to apply the comprehensive service approach or the specialized service approach. When deciding which to use, determine your long-term goal. For example, if you are trying to reach a foreign audience by expanding your product or service overseas, the comprehensive approach may be more useful and effective, especially since there are agencies that have all the capabilities to handle advertising, marketing and public relations. Major agencies usually have established relations with local government and organizations, so they are in a better position to help you deliver your goal. But if you are aiming to reach a smaller local audience, a specialized approach might work better, given that you can be more focused and cost-effective. Working with a well-specialized agency can help you develop detailed strategic plans to engage your audience, and build trust in the community. (See the video clip of [Al Golin](#))*

### **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. Students will use the [link](#) to read Chapter 2 (pages 8 and 9) titled “How Marketing Public Relations Adds Value to Integrated Marketing Communications Programs.” After reading the article, they will 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.

#### *For teachers:*

Instructors can use some of the video clips to illustrate Harris’s point of integrating diverse communication efforts.

Harris (1997) gave a list of strategic uses of public relations in integrated programs, which includes building marketplace excitement before advertising breaks, making advertising news, bring advertising to life, extending sales promotion programs, building personal relationships with consumers, influencing opinion leaders, and demonstrating social responsibility and building consumer trust. The following cases illustrate certain aspects of Harris’ point.

In the case of McCormick, the company tailored to different consumer segments, such as differentiating between stay-at-home mothers, working mothers, stay-at-home fathers, working fathers, and older people. McCormick was using different messages specially tailored to different segments of consumers in order to build trust and loyalty and McCormick did it very well. (See the video clip of [Jack Felton](#))

Roger Bolton suggested that public relations today should be operated in a different way as opposed to how it was being operated 20 years ago. He talked about the effect of the 24-hour news cycle and the impact of new media such as blogs. The changed media environment has prompted public relations practitioners to think and act quickly. The demand for quicker

response to and engagement with the public “requires for people who are practicing public relations to be very adept at understanding those changes, relating to those constituencies, and being open to them.” (See the video clip of [Roger Bolton](#))

Chester Burger used his own experience of hiring an African American for CBS TV before the civil rights movement, to argue that public relations should have been leading in the advancement of social awareness. Burger’s point echoed what Harris said about demonstrating social responsibility and building consumer trust. Corporations today should be more aware of demonstrating social responsibility and building consumer trust if they want to engage different publics and building long-term relationships. (See the video clip of [Chester Burger](#))

Another case of using integrated communication is the way that Japan’s pharmaceutical companies built trust among patients/consumers. By inviting them to view how drugs are produced, the drug companies created a relationship with the patients. (See the video clip of [Helen Ostrowski](#))

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.

*For teachers:*

Clorox’s use of Facebook proved to be a successful practice of public relations in the Web 2.0 era. By integrating a traditional coupon offer campaign, a consumer/community engagement campaign, and a philanthropic initiative, Clorox achieved the goal of improving the public’s awareness of their Green Works cleaning products.

With the help of social media network technology, Clorox developed a large army of followers/consumers/fans on Facebook at relatively zero cost, but within a much shorter period of time, compared with the traditional way of engaging consumers. The coupon offer through Facebook worked just as well by applying old advertising campaign strategies to new technology, with a faster speed and wider engagement. The philanthropic initiative helped the company and the brand play its social responsibility role in promoting a new product. By integrating these three different campaigns, Clorox successfully promoted the awareness of its new product and

improved its reputation among the public.

### **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.