

# Developing the Public Relations Campaign

THIRD EDITION

A TEAM-BASED APPROACH



Randy Bobbitt

Ruth Sullivan

# Developing The Public Relations Campaign 3rd Edition

**Dana Ferguson**



### **Developing The Public Relations Campaign 3rd Edition:**

**Developing the Public Relations Campaign** Randy Bobbitt, Ruth Sullivan, 2012-07 A practical easy to follow approach to public relations Written for students taking advanced courses in public relations the book takes a team project approach to learning about the field The book introduces a three step process the PIE chart that more accurately reflects the campaign development process used in the real world Exercises and case studies in every chapter guide students through the development of their own public relations campaigns This text is available in a variety of formats print and digital Check your favorite digital provider for your eText including CourseSmart Kindle Nook and more To learn more about our programs pricing options and customization click the Choices tab Learning Goals Upon completing this book readers will be able to Develop their own public relations campaigns Apply public relations skills to the real world Understand how to apply communication theories to public relations

**Strategic Planning for Public Relations, Third Edition** Ronald D. Smith, 2009-04-20 This innovative and popular text provides a clear pathway to understanding public relations campaigns and other types of strategic communication Implementing the pragmatic in depth approach of the previous editions author Ronald D Smith presents a step by step unfolding of the strategic campaign process used in public relations practice Drawing from his experience in professional practice and in the classroom Smith walks readers through the critical steps for the formative research strategic and tactical planning and plan evaluation phases of the process Offering clear explanations relevant examples and practical exercises this text identifies and discusses the decision points and options in the development of a communication program The cases and examples included here explore classic public relations situations as well as current timely events This third edition includes expanded discussions of ethics diversity and technology integrated throughout the text and has a new appendix addressing media training for clients As a classroom text or a resource for professional practice this volume provides a model that can be adapted to fit specific circumstances and used to improve effectiveness and creativity in communication planning It serves as an accessible and understandable guide to field tested procedures offering practical insights that apply to public relations campaigns and case studies coursework

**Public Relations: The Basics** Ron Smith, 2013-08-15 Public Relations The Basics is a highly readable introduction to one of the most exciting and fast paced media industries Both the practice and profession of public relations are explored and the focus is on those issues which will be most relevant to those new to the field The four key phases of public relations campaigns research strategy tactics and evaluation History and evolution of public relations Basic concepts of the profession ethics professionalism and theoretical underpinnings Contemporary international case studies are woven throughout the text ensuring that the book is relevant to a global audience It also features a glossary and an appendix on first steps towards a career in public relations making this the book the ideal starting point for anyone new to the study of public relations

**Good Small Business Guide 2013, 7th Edition** Bloomsbury Publishing, 2013-06-30 Containing over 140 easy to read

articles and an extensive information directory this fully updated guide offers help on all aspects of starting and growing a small business

**Encyclopedia of Public Relations** Robert L. Heath, 2013-08-20 When initially published in 2005 the two volume Encyclopedia of Public Relations was the first and most authoritative compilation of the subject It remains the sole reference source for any library serving patrons in business communication and journalism as it explores the evolution of the field with examples describing the events changing practices and key figures who developed and expanded the profession Reader s Guide topics include Crisis Communications Management Cyberspace Ethics Global Public Relations Groups History Jargon Management Media News Organizations Relations Reports Research and Theories Models Led by renowned editor Robert L Heath with advisory editors and contributors from around the world the set is designed to reach a wide array of student readers who will go on to serve as opinion leaders for improving the image and ethics of the practice The Second Edition continues to explore key challenges facing the profession such as earning the trust and respect of critics and the general public Much greater emphasis and space will be placed on a theme that was just emerging when the First Edition appeared the Internet and social media as public relations tools International coverage and representation has been greatly expanded as well Finally biographies which are now widely available on the Web have been deleted to give room to areas of enhanced coverage and biographical material are included where appropriate within the context of topical entries However a long entry on women pioneers in public relations has been included as an appendix

**Public Relations Campaigns** Regina M. Luttrell, Luke W. Capizzo, 2018-02-20 An easy to read textbook that will inspire public relations students and provide them with the principles and tools to understand the profession and succeed in their careers Chike Anyaegbunam University of Kentucky A great book on campaign planning with outstanding theoretical models that students will find useful A textbook students will want to keep as a reference Gary Ford Webster University Public Relations Campaigns An Integrated Approach introduces students to the process of creating public relations campaigns using a hands on approach that emphasizes the tools students will need when working in the industry Authors Regina M Luttrell and Luke W Capizzo present real examples and current case studies to help students develop practical skills for creating more effective PR campaigns Students are given multiple opportunities to practice and build their skills throughout the book by learning how to incorporate the PESO model Paid media Earned media Social media and Owned media The PESO model helps students understand the importance of creating integrated campaigns that coordinate PR efforts with both advertising and marketing Give your students the SAGE edge SAGE edge offers a robust online environment featuring an impressive array of free tools and resources for review study and further exploration keeping both instructors and students on the cutting edge of teaching and learning Learn more at [edge.sagepub.com/luttrell](http://edge.sagepub.com/luttrell)

**Public Relations Campaigns** Mark Sheehan, Robina Xavier, 2009 This book is designed to guide current and aspiring Public Relations professionals through the campaign development and implementation process It illustrates the application of planning theory to real life scenarios to present a practical approach

for planning a successful campaign The first half of the book provides the foundations on which successful campaigns are built theory research and evaluation This leads into an exploration of a series of contemporary campaigns that highlight specialist areas of public relations practice in Australia and New Zealand This provides an inside view mapping the elements of the campaign step by step and enables an understanding of how a successful campaign is built There is also a focus on campaign analysis comparing and contrasting competing interests and an exploration of campaign impact

**Public Relations Campaign Strategies** Robert Kendall,1996 Kendall s how to guide delivers a theory laden step by step approach to public relations The text is layered with real relevant examples of public relations in action Checklists illustrations and diagrams accompany directives and take the reader through the process of research adaptation implementation and evaluation Public Relations Campaign Strategies 2nd Edition emphasizes the application of building socially responsible relationships through public relations The book is intended for professionals or intermediate to advanced students of public relations

**Mass Communication Instruction in the Secondary School** James E. Fletcher,Stuart H. Surlin,1978  
**American Book Publishing Record** ,2003 **Public Relations Review** Foundation for Public Relations Research and Education (U.S.),2001 **Book Review Index Cumulation** Dana Ferguson,2005-09 Book Review Index provides quick access to reviews of books periodicals books on tape and electronic media representing a wide range of popular academic and professional interests The up to date coverage wide scope and inclusion of citations for both newly published and older materials make Book Review Index an exceptionally useful reference tool More than 600 publications are indexed including journals and national general interest publications and newspapers Book Review Index is available in a three issue subscription covering the current year or as an annual cumulation covering the past year

**The Journal of the Florida Medical Association** Florida Medical Association,1990 *New Books in the Communications Library* University of Illinois at Urbana-Champaign. Communications Library,1990-10 **Managing Systematic and Ethical Public Relations** Mark P. McElreath,1993 Careers in Communications Shonan F. R. Noronha,1999 Provides information on various careers in the field of communications including education and experience needed duties performed and where the jobs are

**Marketing Management** Peter R. Dickson,1997 This edition presents marketing management concepts in a traditional format and includes many real world examples emphasizing topics such as international marketing ethics cross functional teams and quality Integrating competitive rationality throughout the text the book also covers strengthening customer relations by outshining the competition in customer satisfaction finding more efficient and less costly ways to deliver the same customer benefits and service and improving general decision making implementation skills

**Subject Guide to Books in Print** ,1991 **Public Relations Quarterly** ,1987 Public Relations Campaigns Regina M. Luttrell,Luke W. Capizzo,2018-02-05 Public Relations Campaigns An Integrated Approach introduces you to the process of creating public relations campaigns using a hands on approach that emphasizes the tools you will need when working in the industry Authors

Regina M Luttrell and Luke W Capizzo present real examples and current case studies to help you develop practical skills for creating more effective PR campaigns. You are given multiple opportunities to practice and build your skills throughout the book by learning how to incorporate the PESO model: Paid media, Earned media, Social media, and Owned media. The PESO model helps students understand the importance of creating integrated campaigns that coordinate PR efforts with both advertising and marketing.

**Key Features**

The book offers a timely focus on the PESO model and its use in integrated campaigns, providing students with an understanding of today's best practices in PR. Numerous case studies and exercises throughout the book aid in a deeper understanding of how research perspective and insights can be leveraged in public relations campaigns. Real world information including sample PR plans with budgets prepare students for success in their future careers.

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