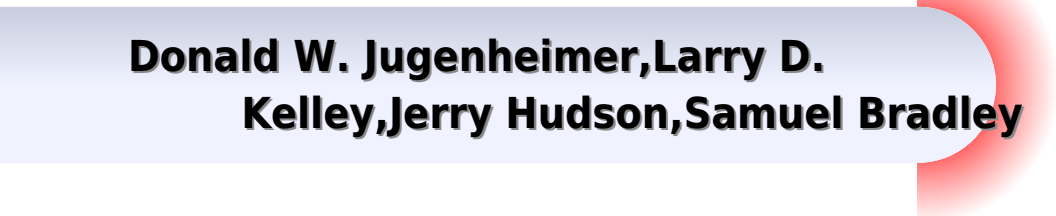


Public Relations



Advertising And Public Relations Research

**Donald W. Jugenheimer, Larry D.
Kelley, Jerry Hudson, Samuel Bradley**



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Advertising and Public Relations Research Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel Bradley, 2015-04-16 Designed to serve as a comprehensive primary text for research methods courses in advertising and or public relations programs this book concentrates on the uses and applications of research in advertising and public relations situations The authors goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations

Introduction to Public Relations and Advertising D F du Plessis, 2000 Introduction to Public Relations and Advertising introduces the reader to the basics of public relations and advertising in a single textbook Topics include the functions effects and critical issues of public relations as well as the history of advertising and its relationship to marketing The unit on advertising covers theoretical models advertising campaigns and critical research issues Introduction to Public Relations and Advertising is used by the Department of Communication at the university of South Africa and will prove invaluable for other students of communication as well as practitioners who need to reflect on the fundamentals of public relations and advertising

Advertising and Public Relations Research Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel Bradley, 2014-02-28 Advertising and Public Relations Research is designed to serve as a comprehensive primary text for research methods courses in advertising and or public relations programs To satisfy the objectives of most undergraduate and masters level courses the book concentrates on the uses and applications of research in advertising and public relations situations Although the design and conduct of research is covered in ample detail the primary goal of the book is not to make researchers of the readers themselves Instead the authors goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations Advertising and Public Relations Research has been carefully crafted to enhance learning and comprehension Each chapter begins with a bullet point list of learning objectives The text material supplemented by plentiful exhibits features the authors clear readable writing and applied orientation Chapters conclude with a brief summary discussion questions to help expand and test students comprehension suggested research exercises and sources for additional information The new edition of Advertising and Public Relations Research features several new chapters as well as deeper content in existing areas based on feedback from students instructors and practitioners New coverage includes New separate chapter devoted to focus groups New separate chapter on in depth interviews New chapter on content analysis Greatly expanded chapters covering all forms of qualitative research Updated examples and case studies throughout the book A new feature for this edition is an online instructor s manual which includes a detailed chapter guide PowerPoint slides and sample test questions for each chapter

A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation, Third Edition David Michaelson, Don W. Stacks, 2017-01-24 Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing

advertising and public relations mix to a full player To help you keep up to speed with the exciting changes and developments of publications this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research measurement and evaluation As a public relations professional this book will guide you through the effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns This third edition takes a best practices approach one that focuses on choosing the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research It also presents an approach to public relations that emphasizes the profession s impact on the client s return on investment in the public relations function the measurement of social media and the use of standardized measures *A Practitioner's Guide to Public Relations Research, Measurement and Evaluation* Don W. Stacks, 2010-07-06 This book will provide the business reader with the necessary understanding of the problems and promises of public relations research measurement and evaluation and the public relations practitioner as guide to effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns **A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation** David Michaelson, Don W. Stacks, 2017 Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing advertising and public relations mix to a full player To help you keep up to speed with the exciting changes and developments of publications this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research measurement and evaluation As a public relations professional this book will guide you through the effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns This third edition takes a best practices approach one that focuses on choosing the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research It also presents an approach to public relations that emphasizes the profession s impact on the client s return on investment in the public relations function the measurement of social media and the use of standardized measures Data-Driven Public Relations Research Jim Eggenesperger, Natalie Redcross, 2018-09-03 The public relations industry is undergoing a revolution in using data to define promotional programs to measure influence and to address the needs of clients with more precision than ever Applying tools that range from online surveys to social media listening to applying big data with sophisticated algorithms today s PR professionals are data driven in virtually everything they do Data Driven Public Relations Research is the first book for PR students and practitioners to offer an overview of these new practices as well as a glimpse into the future of these new applications including big data and some of the applications from real world PR campaigns and strategic planning It includes contemporary cases involving brand name companies who are blazing new trails in the use of metrics in public relations This book presents a practical accessible approach that requires no prior training or experience with easy to follow step by step

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Media and Public Relations Research in Post-Socialist Societies Michael R. Finch, Marta N. Lukacovic, Maureen C. Minielli, Sergei A. Samoilenko, 2021-03-17 Media and Public Relations Research in Post Socialist Societies tracks the birth development and contemporary expansion of communication research with a focus on public relations and media research in post socialist societies This collection illuminates the current state of media and communication studies in Eastern Europe Central Europe and Central Asia Contributors discuss and demonstrate various issues of disciplinary roots and tensions institutional constraints study development and contemporary status This book also illustrates diverse types of traditional and contemporary communication studies from humanities and social science perspectives ranging from linguistics to health communication This collection focuses on both traditional and modern scholarship that has arisen due to international scholarly efforts the advent of technology and national research interests Readers will have the opportunity to intellectually discuss the conceptual theoretical and practical issues that have occurred within the past twenty years regarding public relations mass communication and media studies in post socialist societies The analyses in this book lead readers to consider potential resolutions to some of the current dialectical tensions that are affecting post socialist communication studies and contemplate how reflecting on these tensions informs the broader field of communication worldwide

Perspectives on Public Relations Research Danny Moss, Dejan Vercic, Gary Warnaby, 2008-03-07 The practice and study of public relations has grown significantly within Europe over the past decade yet as a discipline it remains a relatively unexplored field This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice and illustrate the diversity of perspectives that characterize this evolving area Key issues discussed include the contribution of public relations to strategic management in organizations the feminization of public relations the function of rhetorical study in our understanding of modern corporate dialogue international perspectives of public relations A valuable aid to both students and practitioners this fascinating book challenges some of the traditional assumptions about public relations practice

Primer of Public Relations Research Don W. Stacks, 2016-10-10 Thousands of public relations PR students and professionals have relied on this authoritative text to understand the key role of research in planning and evaluating PR campaigns Revised and expanded to reflect today s emphasis on standards based practice the third edition has a heightened

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