

second edition

# **Qualitative Research Methods in Public Relations and Marketing Communications**

Christine Daymon and Immy Holloway



ROUTLEDGE

# Qualitative Research Methods In Public Relations And Marketing Communications

**Elizabeth Bridgen, Sarah Williams**



## **Qualitative Research Methods In Public Relations And Marketing Communications:**

**Qualitative Research Methods in Public Relations and Marketing Communications** Christine Daymon,Immy Holloway,2002 A practical highly accessible guide for novice researchers conducting qualitative research in public relations and marketing communications this book guides the reader through all aspects of the research process *Qualitative Research Methods in Public Relations and Marketing Communications* Christine Daymon,Immy Holloway,2010-09-13 The second edition of this highly accessible core textbook continues to offer students a practical guide to the process of planning undertaking and writing about qualitative research in public relations and marketing communications Through clear explanations and illustrations the book encourages undergraduate and master level students to engage with the main approaches and techniques for conducting critical reflective investigations This new edition Identifies the skills and strategies needed to conduct authentic trustworthy research Highlights specific analytical techniques associated within the main research approaches Provides new sections on internet based research critical discourse analysis historical research action research and mixed methods research **Qualitative Research Methods in Public Relations and Marketing Communications** will be invaluable for those undertaking research methods courses on public relations and marketing communication degrees as well as those working on a dissertation

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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

**Advances in Advertising Research (Vol. 2)** Shintaro Okazaki,2011-06-21 This volume grew out of research papers presented at the 9th ICORIA International Conference on Research in Advertising which was held at Universidad Aut noma de Madrid Spain on June 24 26 2010 The conference involved advertising communication and

marketing scholars located all over the world thereby setting an example of diversity and plurality in our ICORIA community

**Evaluating Public Relations** Tom Watson, Paul Noble, 2007 Fully revised and updated the second edition of this book allows practitioners to more closely monitor and evaluate their campaigns and helps them develop more robust campaign strategies

**Public Relations as a Creative Industry** Elisenda Estanyol, 2022-09-02 This shortform book defines and situates the role of Public Relations as a creative industry and discusses the trends and issues that the sector is facing within the wider context of the Creative Industries Traversing and distilling both industry and scholarly research the author will call on perspectives from a range of areas including creativity psychology advertising and marketing Creativity and innovation are crucial elements in times of profound transformation such as those being experienced nowadays by the PR industry The ability to generate new ideas is a competitive advantage of organizations Nevertheless although traditionally the focus has been on individual creativity this book highlights the importance of organizational creativity in PR becoming a result of teamwork and social interaction This book will be a valuable resource for researchers and scholars looking at how creativity is an important asset in Public Relations It will also be useful for students of Corporate Communication and Public Relations studies for both undergraduate and postgraduate programs and PR practitioners who want to increase their creativity

**Marketing Communications in Emerging Economies, Volume I**

Thomas Anning-Dorson, Robert E. Hinson, Henry Boateng, Albert Anani-Bossman, Ayça Can Kirgiz, Meenakshi

Gujral, 2021-10-28 The first of this two volume work brings to the fore marketing communication theories and concepts that are prominent in emerging economy contexts and highlights the opportunities and challenges within these markets Offering a distinctive meaning and importance to both the practice and the theory of marketing communications in emerging economies this collection introduces the foundational issues of marketing communications as well as the broader marketing communication environment and how they impact on communication strategy development and implementation With contributors from diverse disciplines the book establishes the importance of linking customer value creation national culture and the management process with the marketing communications strategy It highlights the critical role of research the changing trends in marketing communication in the digital age and the communication opportunities for small and large brands This book is a useful tool for corporate executives educators students policymakers and businesses on marketing communication in emerging markets

**Strategic Public Relations in Emerging Economies** Genevieve Bosah, Robert E. Hinson, Eric Kwame Adu, 2025-09-15 This book examines the nuances of public relations in the developing world Offering a comprehensive exploration description analysis and explanation of diverse PR strategies tactics and challenges authors draw on insights from both the public and private sectors of developing societies The chapters explore the unique cultural nuances socio political contexts and emerging trends that continue to shape PR practices in emerging economies The book examines how to effectively navigate complex regulatory environments build strong relationships with publics and leverage innovative

communication strategies to achieve impactful results in the public and private sectors This must have book provides valuable insights into the challenges and opportunities facing PR professionals in emerging markets *A Handbook of Corporate Communication and Public Relations* Sandra Oliver,2004-04-22 A bold addition to existing literature this book provides an excellent overview of corporate communication Taking a refreshing interdisciplinary approach it is an essential reference offering in depth analysis and contemporary case studies The Public Relations Strategic Toolkit Alison Theaker,Heather Yaxley,2012 Provides a structured approach to understanding public relations and corporate communications Focus is on professional skills development and approaches that are widely recognised as best practice Original methods are considered alongside well established procedures to ensure the changing requirements of contemporary practice are reflected **EFFECTIVE PUBLIC RELATIONS AND MEDIA STRATEGY, THIRD EDITION** REDDI, C.V. NARASIMHA,2019-09-01 The author with over five decades of professional and academic experience has considerably revised and updated every chapter of the book to present contemporary diverse public relations and media practices As a result the new edition contains the best of previous editions and at the same time replaces all the dated material with new figures and advanced information Subjects like Mass Communication Public Relations Journalism Advertising Media Studies Event Management PR 2 0 New Model and eight case studies including Mahatma Gandhi World s Greatest Communicator all in one make this edition truly unique and the only textbook of this type in India The other key topics that have been given attention in the book include PR as a Strategic Management Function Communication Models History of Indian PR Standards and Ethics in PR Corporate Communications PR in Government Public Sector and NGOs Global PR Internet and Social Media Multimedia PR Campaign and PR into the Future Learning Tools Students learning tools such as Chapter Opening Preview Relevant Case Problems in the Text End of the Chapter Summary for quick understanding Review Questions for practice the Glossary and traits needed for success in PR career are added value to this edition The text is a must read for every student faculty and practitioners of Mass Communication Media Relations Journalism PR Advertising and all management disciplines Public Relations Worktext Joseph M. Zappala,Ann R. Carden,2004-04-06 Public Relations Worktext is a writing and planning resource for public relations students and practitioners **Advertising and Public Relations Research** Jugenheimer, This comprehensive volume concentrates on the uses and applications of research in advertising and public relations situations Although the authors cover the design and conduct of research in ample detail their goal is to provide the information needed by practitioners to commission and apply research to their work problems in advertising and PR **Social Media and the Rebirth of PR: The Emergence of Social Media as a Change Driver for PR** Iliyana Stareva,2014-02-01 Our world has faced some remarkable changes over the past few decades due to the rapid development of new technology and the Internet However a few years back a new era began an era where ordinary people have a say on every possible matter anytime anywhere the emergence of social media has altered our lives enormously by

giving everyone the opportunity to be a publisher and a communicator This in turn has had a huge impact on the Public Relations practice which has always been concerned with communicating and building relationships with various publics on behalf of organisations This book describes how exactly social media altered the PR industry and the way practitioners are doing PR using social media in their professional and private lives It is therefore especially useful to both students and professionals in the fields of PR Social Media Communications and Marketing or anyone else who is interested in learning more about social media s impact on PR

**Women's Work in Public Relations** Elizabeth Bridgen, Sarah Williams, 2024-03-25 Reconceptualising human experience through a holistic feminist approach this book takes us behind the scenes to connect with women navigating the problems and contradictions of everyday working life

**Fundamentals of Public Relations and Marketing Communications in Canada** William Wray Carney, Leah-Ann Lymer, 2022-09-01 Experts in public relations marketing and communications have created the most comprehensive textbook specifically for Canadian students and instructors Logically organized to lead students from principles to their application and generously supplemented with examples and case studies the book features chapters on theory history law ethics research methods planning writing marketing advertising media and government relations as well as digital internal and crisis communications Chapters open with learning objectives and conclude with lists of key terms review and discussion questions activities and recommended resources Fundamentals of Public Relations and Marketing Communications in Canada will be essential in post secondary classes and will serve as a valuable reference for established professionals and international communicators working in Canada Foreword by Mike Coates Contributors Colin Babiuk Sandra L Braun Wendy Campbell John E C Cooper Marsha D Angelo Ange Frymire Fleming Mark Hunter LaVigne Danielle Lemon Allison G MacKenzie Sheridan McVean Charles Pitts David Scholz Jeff Scott Charmane Sing Amy Thurlow Carolyn Van Der Meer Ashleigh VanHouten Cynthia Wrate and Anthony R Yue Sponsor Hill Knowlton Strategies

*Public Relations and the Digital* Clea Bourne, 2022-09-29 This book takes a people centred approach to the ever fluid and rapidly transforming professional world of public relations PR in the age of digital platforms As everyday PR work becomes increasingly shaped by the platform economy this is transforming how the PR profession talks about itself its issues and concerns Drawing on different textual genres and discursive strategies the author examines the shifting boundaries between PR and adjacent fields such as advertising marketing and journalism and illuminates varied lifeworlds of PR professionals from different backgrounds races and genders Written for academics practitioners and those interested in the world of public relations the book will also be enjoyed by young professionals working in this interesting and fast changing occupation

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