

SIXTH EDITION

Public Relations

A Values-Driven Approach



David W. Guth | Charles Marsh



Pearson

Public Relations A Values Driven Approach

David W. Guth, Charles Marsh



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public relations inside out upside down and from a micro rather than a macro level Based on a combination of the research of PR practice and critical thinking analysis of theory and founded in the author s extensive corporate experience this book will be invaluable reading for scholars and practitioners alike in Public Relations Communications and Social Media

Integrated Organisational Communication Rachel Barker, George Charles Angelopulo, 2005-08 This work adopts a multidisciplinary approach to corporate communication including management communication public relations organizational behavior and change marketing communication and advertising The many faceted approach adopts the perspective of a practicing communications professional emphasizes corporate branding and focuses on an integrated approach to communication

Strategic Sport Communication Paul Mark Pedersen, Pamela C. Laucella, Edward Kian, Andrea N. Geurin, 2021 This book explores the multifaceted segment of sport communication This text presents a standard framework that introduces readers to the many ways in which individuals media outlets and sport organizations work to create disseminate and manage messages to their constituents

Strategic Sport Communication Paul M. Pedersen, Pamela C. Laucella, Edward (Ted) M. Kian, Andrea N. Geurin, 2024-04-10 Sport continues to experience unprecedented popularity with growth driven by the evolving ways in which sport teams athletes and media communicate with their audiences and fan bases In turn the dynamic world of sport communication offers burgeoning career opportunities for students skilled in communication and passionate about sport No other college text explains the nuances of the field more effectively than Strategic Sport Communication Now in its fourth edition the text blends theory and research with practical approaches and current examples to provide students with a comprehensive examination of all aspects of sport communication The text boasts an unparalleled authorship team of international sport communication scholars educators and practitioners and aligns with the Common Professional Component topics outlined by the Commission on Sport Management Accreditation COSMA The updated edition features a two part structure The opening chapters present the history of the field career opportunities available to aspiring sport communicators and an examination of the intersection between sport communication and today s sociological and cultural issues such as gender and sexuality race and ethnicity and nationalism Part II is dedicated to the Strategic Sport Communication Model SSCM bridging theory and practice by detailing the three main components of sport communication personal and organizational aspects of sport communication mediated communication in sport and sport communication services and support systems Mass media and their shifting and converging roles in the sport communication space are explored while special attention is given to digital sport media including Internet usage in sport and the Model for Online Sport Communication MOSC espousing seven central aspects of sport websites The text is rounded out by chapters focusing on integrated marketing communication including advertising sponsorships athlete endorsements and data analytics public relations and crisis communications and sport communication research Additional updates and new features of the fourth edition include the following The suite of instructor ancillaries

and student resources is the most comprehensive of any sport communication text. These resources are delivered in HKPropel with case studies and Issues in Sport Communication activities and questions assignable to students within this platform. The Digital Mobile and Social Media in Sport chapter has been updated to address the latest technological advancements such as mobile devices, social media influencers, streaming services, and video, virtual reality, and augmented reality. New case studies, job listings, and sport communicator profiles are included in each chapter, providing examples of sport communication in action and highlighting key players in the industry and career opportunities for students. Strategic Sport Communication, Fourth Edition, presents a comprehensive examination of the evolving field of sport communication and prepares students for an exciting and fulfilling career in this burgeoning field. Note: A code for accessing HKPropel is not included with this ebook but may be purchased separately.

Social Media Campaigns Carolyn Mae Kim, 2020-12-29. This new edition continues to give students a foundation in the principles of digital audience engagement and data metrics across platforms, preparing them to adapt to the quickly evolving world of digital media. It takes students through the processes of social listening, strategic design, creative engagement, and evaluation, with expert insights from social media professionals. Thoroughly updated, this second edition includes new strategies to guide students in the initial campaign planning phase, added content on influencers, social care teams, and newsjacking, coverage of research evaluation, the implications of findings, and articulating the ROI. Expanded discussion of ethical considerations in campaign design and data collection and analysis. The book is suited to both undergraduate and postgraduate students as a primary text for courses in social digital media marketing and public relations or a secondary text in broader public relations and marketing campaign planning and writing courses. Accompanying online resources include chapter reviews with suggestions for further resources, instructor guides in class exercises, a sample syllabus, assignments, and exams, and lecture slides. Visit www.routledge.com/9780367896201.

Introduction to Corporate Communication Charu Lata Singh, Mona Gupta, 2021-12-30. This book examines the evolution of corporate communication in the recent past in the context of the rapidly changing contemporary business environment in India. Using several case studies, it illustrates the growing need for small and large businesses to recognize and form a direct connection with their stakeholders and further explains the effective ways through which specific business requirements are realized by communication managers. The book explores the greater dependency and function of multiple media strategies and their challenges. It also offers various theoretical and practical insights into the successful integration of diverse communication and marketing strategies like employee communication, investor relations, corporate social responsibility, and philanthropy, branding, crisis management, and corporate ethics and governance, among others. Lucid and comprehensive, this book will be an essential read for students and scholars of corporate communications, business management, media and communication studies, public relations, and marketing, as well as communication and marketing practitioners.

PR AS PERSONS IN RELATION Dr. Joseph Parackal, 2016-12-05. Many scholars and practitioners opine that public relations are all

about building and maintaining an organization's relationship with its public. As human relationships depend on personal interactions, so it naturally necessitates ethical as well as anthropological aspects. In fact, a vast majority of the scholars have already portrayed the ethical responsibility of the organization and the practitioner while dealing with various people. But a few of them have pointed out that public relation is needed to view anthropological perspectives which in turn will be significant and virtuous for human beings. Accordingly, a practical functional approach is the foremost requirement to overcome in dealing with the public relationships. Therefore, while exploring the public relations literature, we have tried to integrate these three aspects: relational, ethical, and anthropological, and propose a reasonable ethical framework for the professional practice of public relations based on the dignity of the person.

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