**Chapter 3**

**Class Activity 1: Defining Public Relations, Advertising, and Marketing**

Analyze whether an organization’s social media management is PR, advertising, or marketing. Specifically, explain whether social media is interacting with publics or customers.

Chose an organization for the purpose of the assignment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Class Activity 2: Content Marketing Assessment**

Look at the website of popular brands such as Nike, Coca-Cola, and Apple.

Examine the content on these webpages for content marketing.

If content marketing exists, describe what form the content marketing takes.

If not, describe what type of marketing is used on the site.

**Class Activity 3: Finding a Job**

Find and analyze online job advertisements in the fields of PR, advertising, and marketing.

Specifically, write down what the job requirements and job responsibilities are for these specific positions.

Be prepared to report on what you found.

Identify the key differences and similarities among these specific careers.

**Class Activity 4: Finding Solutions**

Analyze the following situation:

Suppose you work for a company that produces a brand of soft drink. This soft drink is mainly targeted toward an older consumer, and promotions for the soft drink have largely targeted older consumers for the past 10 years. The CEO of the company wants to reach out to a younger demographic, but also wants to maintain the company’s core consumers, who are older. How can you accomplish this?

Approach this issue from a PR, advertising, or marketing perspective.

What similarities are there in the approaches? What are the differences?

**Case Study Discussion**

**Case Study Discussion 1: Red Bull Analysis**

Use your laptop or smartphone to pull up Red Bull’s webpage. Look at the webpage, especially the videos.

In groups discuss what attributes they think Red Bull has based on these videos.

Discuss how these attributes contribute to Red Bull’s overall image.

**Case Study Discussion 2: Brand Images**

Content marketing frequently does not include the product being promoted.

In groups answer the following questions:

1. What is the benefit of content marketing over traditional advertising?
2. What are the limits of content marketing?
3. Is PR a function of marketing or is marketing a function of PR?

Each group will share their answers for each question.

**Case Study Discussion 3: Creating Content Marketing**

Design a content marketing video 30 seconds in length for an organization.

The video design takes the form of a shoot script where the visual and audio are developed for the organization.

This video cannot have explicit advertising about the organization’s products, nor can it include any product placement. Here is an example of the first frame of a shoot script:

**Audio**  **Visual**

Opening music plays and slowly fades away.

Opening shot of snow-covered mountains. A skier is putting on his helmet.