



# Films On Demand Online Video Collection

A visual guide  
<http://digital.films.com/PortalPlaylist.aspx?aid=19133>

**Step 1:** From the home page, you can search or browse for video titles. You can also create your own account or sign in to your account



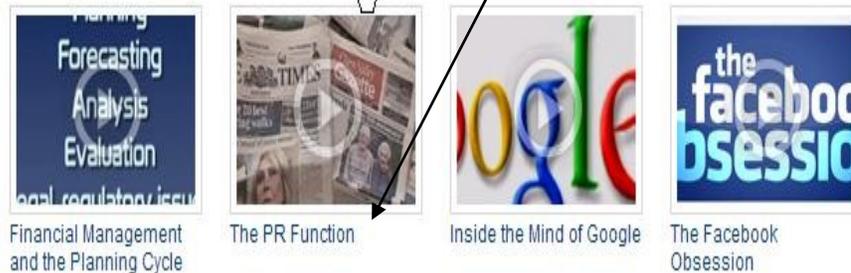
## Anthropology [View All Titles](#)



## Area Studies [View All Titles](#)

**Step 2:** To use or view a specific video click on the title

## Business & Economics [View All Titles](#)



**Step 3:** Each film has chapter clips that can be emailed added to a playlist or embed into Blackboard

[Back to Browse Results](#)  
**The PR Function**



Segments	Full Title	Related
1. The PR Phenomenon (03:31)	PR involves the art of persuasion and influencing people's behaviors. It aims to improve the reputation of a PR company's clients. There are several ways PR is different from advertising.	
2. Understanding Publics (03:43)	Publics are target audiences that are defined before a PR campaign is launched. Publics are consumers, competitors, media, and internal employees. Publics operate on many levels and require expert knowledge of the marketplace.	
3. The PR Campaign (03:48)	A PR campaign is associated with a new product or service. The campaign aims to improve the image of the company by using the SMART principle and creativity. Return on investment (ROI) is an essential element of PR.	
4. Crisis Management (03:46)	PR crisis management can make or break a business. It's goal is to protect the interests of its	

Title URL

<http://digital.films.com/PortalPlaylists.aspx?aid=19133&xtid=44681>

**Each video has its own unique title URL which can be link to your online course or added to a power-point presentation.**

**Step 4:** Create a custom playlist by clicking on the [+] icon below the thumbnail image of the video on any search or browse result page. You choose whether to add the specific title or segment to an existing playlist or create a new one.

Credits: The PR Function  
From Title: The PR Function  
Credits: The PR Function...

✉ Email this Video + Add to Playlist

NOW PLAYING  
**Credits: The PR Function (00:35)**  
From Title: The PR Function

**Add Selected Items to Playlist**

-----Add All Segments-----  
The PR Phenomenon (03:31)  
Understanding Publics (03:43)  
The PR Campaign (03:48)

**Add to an Existing Playlist**

Sociology 101

Or Create a new playlist:  
\_\_\_\_\_

**Step 5:** From the View Video page use the Add to Playlist link to add videos to a playlist or create a new playlist.. Remember you must create an account or login to create or add to a playlist.

**Step 6:** The URL links are specific to every video and every account. They can be used on course web sites, online distance learning courseware, PowerPoint slides and more.

✉ Email this Video + Add to Playlist ♥ Add to Favorites (#) Embed this Video Citation

NOW PLAYING  
**Credits: The PR Function (00:35)**  
From Title: The PR Function

Credits: The PR Function  
Item Number: 44681  
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**Filed Under:** Mass Communication • Speech & Communication • Career Fields • Marketing

**Segment URL**

<http://digital.films.com/PortalPlaylists.aspx?aid=19133&xtid=44681&loid=117353>

**Step 7:** All segments and videos can be accessed from on-campus. For off campus access currently enrolled students will need to request the username and passwords . This information can be obtained using our online request form. Visit our Articles and Databases webpage <http://www.swccd.edu/~articles.htm> and select the Password Request form link

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