**School of Journalism and Mass Communication**

**University of North Carolina at Chapel Hill**

**JOMC 137 Principles of Advertising & Public Relations – Fall 2014**

JOMC 137.1 Class meets MW at 8:30 – 9:45 a.m. in CA 33

JOMC 137.2 Class meets MW at 11:30 a.m. – 12:45 p.m. in CA 33

Professor Jeremy D. Holden - Advertising

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Professor David Radanovich – Public Relations

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**Prerequisites:**

There are no prerequisites to take this course.

**Course Overview:**

“Principles of Advertising and Public Relations” introduces you to the fields of advertising and public relations along with important concepts concerning effective advertising and PR practices. This course will provide you with a solid foundation for understanding both disciplines, including historical development, issues and controversies, best practices, job opportunities and components of successful advertising and public relations campaigns. This course will help you build a foundation in understanding advertising and public relations and provide a solid understanding of their relationship to each other, journalism, marketing and business.

**Course Objectives:**

By the end of the semester, you will be able to demonstrate the following competencies:

1. Determine whether a career in advertising or public relations is right for you.
2. Examine the role and function of PR in business, nonprofits and government.
3. Understand the basic components of the public relations process to include stakeholders, research, planning, goals and objectives, strategies, messages, media, issues management and tactics.
4. Know the different areas of public relations work such as employee relations, media relations, community relations, investor relations and member relations.
5. Explore the foundations of advertising including advertising’s role in fueling brand movements, the history and structure of the industry – including career opportunities – and how people respond to advertising messages.
6. Understand the fundamental processes in developing advertising that fuels brand movements, including targeting, research and development of advertising objectives, and execution of those objectives using creative and media strategy.
7. Understand the transformation that has taken place in the advertising and communication industry driven by digital and social technology and engagement.

**We are an accredited program through Accrediting Council on Education in Journalism and Mass Communications.** ACEJMChas developed a series of professional values and competencies students should demonstrate by the time of graduation. No single course could possibly give you a solid grasp of all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address several of the values and competencies, with special emphasis on:

* Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
* Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Understand concepts and apply theories in the use and presentation of images and information;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Apply tools and technologies appropriate for the communications professions in which they work.

Other ACEJMC values and competencies include:

* Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts.

**Required texts and materials for PR section:**

"Public Relations: The Profession and the Practice" by Dan Lattimore, Otis Baskin, Suzette Heiman and Elizabeth Toth, 4th Edition ***[NOTE: earlier editions are insufficient for this course]****.*

Additional readings will be made available on Sakai or handed out in class. It also is a good idea to read at least four daily newspapers and trade and business magazines, i.e., *PR Week,* PR Tactics, Public Relations Strategist, Fast Company and Fortune, Inc., etc., which often provide excellent coverage of issues with public relations implications.

**Required texts and materials for AD section:**

“Second That Emotion: How Decisions, Trends & Movements Are Shaped” by Jeremy D. Holden. The textbook for the course can be accessed via the UNC bookstore. Note this is the only required reading for the advertising section of the course.

**Method of study:**

Two sections of JOMC 137 will be team taught by Professors Holden and Radanovich during the semester. The first half of the course (approximately 14 sessions) will be taught by either of them. They will switch sections for the second half of the semester.

Lectures and class discussions are the major teaching tools for this course. The professor will present lecture material relevant to class readings and, along with any guest speakers, provide real-world examples of a variety of advertising and public relations situations. Each student is expected to have read assigned material before the class in which it is to be discussed and also be prepared to participate actively in class. Ongoing dynamic course material will also be presented as appropriate. NOTE: Class attendance is monitored. It will be difficult, if not impossible, to get an "A" in this course without active and thoughtful participation in class and turning in assignments when they are due.

**Research participation requirement:**

Students in all sections of JOMC 137 are required to complete three hours of research over the course of the semester. There are two ways you can fulfill this requirement. The first way is to participate in three hours of academic research studies in the School of Journalism and Mass Communication. Participating in studies is a valuable way for you to receive firsthand experience with mass communication research.  You will be able to sign up online to participate in these studies.  The second way to fulfill your research participation requirement is to write three two-page summaries and critiques of academic research articles.  Each review counts for one hour of research participation, so you can combine participation in the studies with article reviews to fulfill the research requirement.  You may summarize any research article published in the past two years in the following journals: Journal of Advertising, Journal of Public Relations Research, Journalism & Mass Communication Quarterly, *Public Relations Review,* or Mass Communication and Society. Articles from these journals are available online through the UNC library website, and hard copies are available in the Park and Davis libraries. Be sure to identify the author, date, article title, and journal title on each of your summaries. Article summaries are due in class on the date noted in the weekly schedule.

If you are enrolled in another class that has a research requirement, it may also satisfy the research requirement for this course. If you have any questions about the subject pool participation, please contact Professor Joe Bob Hester at [joe.bob.hester@unc.edu](mailto:joe.bob.hester@unc.edu). He will email you about subject pool sign-ups toward the beginning of the semester.

**Examinations:**

There will be two advertising and two PR exams, for a total of four exams. The exams will consist of multiple-choice questions. Textbook/s, readings, in-class discussions and guest lectures will be covered in the exams. NOTE: You should plan to take notes in class, as the lecture expands beyond the PowerPoint presentation.

Measurement percentages Grading Scale

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| --- | --- |
| PR portion of course (48%):  First PR exam 22%  Second PR exam 22%  Written PR assignments 4%  Advertising portion of course (48%)  First Adv. exam 24%  Second Adv. exam 24%  There are no written Adv. assignments  Research participation requirement  (4%)   * Completing all 3 studies/article reviews earns the full 4% * Completing 2 studies/articles reviews earns 2% * Completing 1 study/article review earns 1% | A=100-93  A-= 92-90  B+=89-87  B=86-83  B-=82-80  C+=79-77  C=76-73  C-=72-70  D+=69-67  D=66-60  F=Below 60 |

Your grade is earned by successfully completing the requirements for each advertising and PR section of the course. The final grade will be computed by adding both advertising and PR grade percentages. Work handed in by students is expected to be as professional as possible. That includes PR written assignments (grammar, spelling, editing, etc.) as well as the quality of ideas. **(NOTE: All assignments must be typed.) A tentative course schedule of readings and assignments will be posted on Sakai the week prior to the first class.**

**Missed Exams:**

If you miss an exam without an acceptable medical or legal reason provided in advance, or documentation after an illness or emergency, you will receive a grade of zero. Make-up exams are not curved, even if the class exam is curved. If you know you will miss an exam, it is in your interest to inform the instructor of your situation as soon as you are aware of it.

**PR Assignment:**

There will be one written, out-of-class assignment to supplement what we will be discussing in class. You will create a professional resume and register it with UNC Career Services in Haynes Hall. In addition to turning in the assignment, the resume must be posted on your own WordPress website (<http://wordpress.com/>), other personal URL, or on LinkedIn, in order to receive grade credit. The turned in resume should be typed in 12-point font and follow the format of the example posted on Sakai. NOTE: **The assignment is due during class on the day it is due or earlier (see Weekly Schedule). You may turn your assignment in early. Email assignments will not be accepted.**

**Reading Assignments:**

All reading assignments are to be completed before the class period during which we will discuss a particular topic. You may be called on in class to answer questions related to the day’s reading(s). There may be some readings posted on Sakai for specific class sessions. Sakai readings will be posted in the “Readings” section.

**Attendance:**

Attendance is expected, and you are responsible for all announcements and schedule changes made in class. There is no substitute for attending class, participating, listening, and taking notes. Attendance will be monitored, and the instructors reserve the right to lower the course grade for students with a pattern of excessive absences. If you are absent, it is your responsibility to borrow notes from classmates; the instructors will not provide notes outside of regular class time.

**Honor Code:**

You areexpected to conduct yourself within the guidelines of the university honor system ([http://studentconduct.unc.edu/](https://outlook.unc.edu/owa/redir.aspx?C=OxjFBPDBbkKZSIA74JvtcWTD_Va1eNEI5ekYLVKc8egyi0aGgmva0Ke3JMMsRrpCNEV8l06fMeY.&URL=http%3a%2f%2fstudentconduct.unc.edu%2f" \t "_blank)). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class, which includes outside writing assignments. Use of former students’ writing assignments constitutes a breach of the honor code and will be dealt with accordingly. If you have any questions about your responsibility or your instructor’s responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Chris Roush, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

**Diversity:**

The University’s policy statements on Equal Employment Opportunity and Nondiscrimination are outlined at [http://policy.sites.unc.edu/files/2013/04/nondiscrim.pdf](https://outlook.unc.edu/owa/redir.aspx?C=OxjFBPDBbkKZSIA74JvtcWTD_Va1eNEI5ekYLVKc8egyi0aGgmva0Ke3JMMsRrpCNEV8l06fMeY.&URL=http%3a%2f%2fpolicy.sites.unc.edu%2ffiles%2f2013%2f04%2fnondiscrim.pdf" \t "_blank). In summary, UNC does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression or disabilities.

**Harassment:**

UNC does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or for any other reason. It is also a violation of the Honor Code and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, [dos@unc.edu](https://outlook.unc.edu/owa/redir.aspx?C=OxjFBPDBbkKZSIA74JvtcWTD_Va1eNEI5ekYLVKc8egyi0aGgmva0Ke3JMMsRrpCNEV8l06fMeY.&URL=mailto%3ados%40unc.edu" \t "_blank) or 919.966.4042.

**Seeking Help:**

If you need individual assistance, it is your responsibility to meet with the instructor during office hours or to set up an appointment for another time. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

**Special Accommodations:**

If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Department of Disability Services website at [*http://disabilityservices.unc.edu/*](http://disabilityservices.unc.edu/) or call (919) 962-8300.