

**School of Journalism and Mass Communication  
University of North Carolina at Chapel Hill**

**JOMC 137 “Principles of Advertising & Public Relations”— Spring 2014**

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

**JOMC 137.2 Class meets MW at 11 a.m. – 12:15 p.m. in CA 33**

**Napoleon Byars, Associate Professor**

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**General Requirements, Testing and Grading**

**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 as a marketing function, the history and structure of the industry – including career opportunities – and how advertising messages delivered through a myriad of

different mediums can be the foundation for powerful movements.

- (6) Understand the fundamental processes in developing an ad campaign in this new era, including target audience selection, research and development of advertising objectives, emotional resonance, audience content creation, and execution of those objectives using creative and media strategy.

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

*"Public Relations: The Profession and the Practice"* by Dan Lattimore, Otis Baskin, Suzette Heiman and Elizabeth Toth, 4<sup>th</sup> 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 at the following link: <http://students.flatworldknowledge.com/course/1355413> [**The website requires that you set up an account to purchase the textbook online; the Study Pass version is sufficient for the class**]. Additional readings will be made available on Sakai or handed out in class.

**Method of study:**

Two sections of JOMC 137 will be team taught by Professors Napoleon Byars and Jeremy Holden during the semester. The first half of the course (approximately 16 sessions) will be taught by either Professors Byars or Holden. 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 case 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 currents events allow. *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*, or *Mass Communication and Society*. Articles from these journals are available on-line 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 will 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. Textbooks, 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 weekly PowerPoint presentation.**

<b>Measurement percentages</b>	<b>Grading Scale</b>
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 22% Second Adv. exam 22% Written Adv. assignment 4%  Research participation requirement (4%) <ul style="list-style-type: none"> <li>• Completing all 3 studies/article reviews earns the full 4%</li> <li>• Completing 2 studies/articles reviews earns 2%</li> <li>• Completing 1 study/article review earns 1%</li> </ul>	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 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 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.

**Advertising Assignment:**

During the semester you will complete one written out-of-class assignment designed to help you learn and apply the concepts from the readings. Two assignments are posted on Sakai and the due date for each assignment is listed in the class schedule. You may choose to write on either one. The assignment will be graded. It should be typed in 12-point Times New Roman font, double-spaced and two pages in length. Type your name, the assignment title and date in the upper left hand corner of the page. **NOTE: The assignment is due during class on the day it is due or earlier. You may turn your assignment in early, but email assignments will not be accepted.**

**PR Assignment:**

There will be one written out-of-class assignment to supplement what we will be discussing in class. You will create a one-page professional resume and register it with UNC Career Services in Haynes Hall. 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 designated in the 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:**

It is expected that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). 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.

**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.

**Diversity:**

The University's policy on Prohibiting Harassment and Discrimination is outlined in the 2012-2013 Undergraduate Bulletin <http://www.unc.edu/ugradbulletin/>. In summary, UNC is committed to providing an inclusive and welcoming environment for all members of our community and 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.

**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/> or call (919) 962-8300.

(Current a/o Dec. 19, 2013; nbb)