

MEJO 137: Principles of Advertising & Public Relations

School of Media and Journalism | University of North Carolina at Chapel Hill
MEJO 137.1 M/W at 8-9:15 a.m. in CA 33 | MEJO 137.2 M/W at 12:20-1:35 p.m. in CA 33

Professors

Adam Saffer, Ph.D. | Public Relations

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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 public relations 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.

Method of Study

Two sections of MEJO 137 will be team taught by Professors Kim and Saffer. For the first half of the course (approximately 14 sessions), Dr. Kim will instruct MEJO 137.1 and Dr. Saffer will instruct MEJO 137.2. For the second half of the course, Dr. Kim will instruct MEJO 137.2 and Dr. Saffer will instruct MEJO 137.1.

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.

Prerequisites

There are no prerequisites to take this course.

Required Textbooks

"Advertising and Promotion" by Chris Hackley and Rungpaka Amy Hackley, 3rd Edition

Wilcox, D. H., Cameron, G. T., Reber, B. H., & Shin, J. H. (2013). *Think public relations*. Boston: Pearson. | ISBN: 978-0-205-85725-8

Additional reading materials will be posted on Sakai or sent via email.

* It is strongly encouraged that students have access to *The New York Times* during the public relation portion.

*Please note that regular office hours will start the second week of class. On Monday, October 17, 2016, Professor Saffer's office hours will go to M/W 9:30 a.m. to 12:30 p.m. Office hours will end on Monday, November 21, to accommodate the high demand of grading, doctoral committee work and final projects/presentations. If you need to meet, please set-up a time with the professors or the TAs.

§§ You should first try to email the Teaching Assistant (TA) for the section. For MEJO 137.2, email Keith Larsen (k11333@live.unc.edu) with questions about assignments, due dates, etc. For MEJO 137.1, email Maggie Blunk (mblunk@live.unc.edu).

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 advertising and public relations in business, nonprofits and government.
- (3) Understand the basic components of advertising and public relations process that include publics, 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.

The School of Media and Journalism is an accredited program through Accrediting Council on Education in Journalism and Mass Communications. The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) requires that, irrespective of their particular specialization, all graduates should be aware of certain competencies and be able to:

- 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;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping 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;
- 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;
- Apply tools and technologies appropriate for the communications professions in which they work.
- Contribute to knowledge appropriate to the communications professions in which they work.

Grading System

Your grade is earned by successfully completing the requirements for each advertising and public relations section of the course. The final grade will be computed by adding both advertising and PR grade percentages. **A tentative course schedule of readings and assignments will be posted on Sakai the week prior to the first class.**

Measurement percentages/points

Public Relations portion of course (47.5%):

First PR exam 20% (200 points)

Second PR exam 20% (200 points)

Participation 7.5% (75 points)

Advertising portion of course (47.5%)

First Advt. exam 20% (200 points)

Second Advt. exam 20% (200 points)

Participation 7.5% (75 points)

Grading Scale**

A = 93.0 -100

A- = 90.0-92.99

B+ = 87.0-89.99

B = 83.0-86.99

B- = 80.0-82.99

C+ = 77.0-79.99

C = 73.0-76.99

C- = 70.0-72.99

D+ = 67.0-69.99

D = 63.0-66.99

D- = 60.0-62.99

F = Below 60.0

Research participation requirement (5%)

- 5% = Completing all 3 studies/ 3 two-page article reviews
- 3.33% = Completing 2 studies/2 two-page articles reviews
- 1.66% = Completing 1 study/1 two-page article review
- 0.83% = Completing .5 study/1 one-page article review

****Grading scale values are absolute. There will be NO rounding up at the end of the semester.**

Email and Communication

Before you draft an email to me or the TA, please have a look at this helpful guide titled, [How to Email Your Professor](#). You should treat emails as professional correspondence. All communication should include your name, your class, and a professionally worded message. I check email regularly every day between 7 a.m. and 10 p.m. I cannot guarantee an immediate response but will guarantee a response within 24 to 48 hours Monday through Friday. **Please note I will have limited availability to respond to your emails on Thursdays.**

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 and lecture slides will be posted in the "Resources" 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 (more than four during the semester).** If you are absent, it is your responsibility to acquire notes from classmates; the instructors will not provide notes outside of regular class time.

Participation

We will be using the [Top Hat](#) classroom response system in class. You will be able to submit answers to in-class questions using Apple or Android smartphones and tablets, laptops, or through text message. You can visit the [Top Hat Overview](#) within the Top Hat Success Center which outlines how you will register for a Top Hat account, as well as providing a brief overview to get you up and running on the system.

An email invitation was sent to you by email, but if don't receive this email, you can register by simply visiting our course website: <https://app.tophat.com/e/602946> □ Note: our Course Join Code is 602946

Top Hat will require a paid subscription, and a full breakdown of all subscription options available can be found here: www.tophat.com/pricing. Should you require assistance with Top Hat at any time, due to the fact that they require specific user information to troubleshoot these issues, please contact their Support Team directly by way of email (support@tophat.com), the in app support button, or by calling 1-888-663-5491

The participation quizzes go toward your overall participation points that total 7.5% of your total grade. Each lecture will have opportunities for students to receive participation points through the quizzes. The quizzes will be based on the readings and the lecture materials. A student must be present (in the classroom) to receive the quiz. If a student takes the quiz while out of the classroom, they will be reported to the Honor Committee. Generally, 50 points (5% of total grade per portion of the section) will be available from the quizzes via Top Hat. The remaining 25 points (2.5% of total grade per portion of the section) will be based on the professor's' assessment of each student's engagement during lectures (i.e. responding to discussion questions, staying off phone/social media, etc.).

Exams

There will be two advertising and two public relations exams, for a total of four exams. The exams will consist of multiple-choice questions. Textbook/s, readings, in-class discussions, guest lectures, and AP style will be covered in the exams. NOTE: You must take notes in class as the content expands beyond the lecture slides.

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. 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.

Research Participation Requirement

Students in both sections of MEJO 137 are required to complete three hours of research over the course of the semester. You will only complete a total of three hours of research. There are two ways you can fulfill this requirement. First, you can participate in three hours of academic research studies in the School of Media and Journalism. Participating in studies is a valuable way for you to receive firsthand experience with research. 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 questions about the subject pool participation, please contact Professor Joe Bob Hester (joe.bob.hester@unc.edu). **You must fulfill your participation in a research study by December 7, 2016.**

Second, you can 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*. You must identify the author, date, article title, and journal title on each of your summaries. **Article summaries are due December 7, 2016.**

Honor Code

The Honor Code, embodying the ideals of academic honesty, integrity and responsible citizenship, has governed the performance of all academic work and student conduct at the University for 125 years. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in this code and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. For more information, go here: honor.unc.edu.

Student Accommodations

If you require accommodations to participate in this course, please let the instructor know as soon as possible. If you need information about accommodations visit the Accessibility Services website at accessibility.unc.edu.

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>. 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 or 919.966.4042.

Use of Laptops and Other Technology

You are required bring your laptops or tablets for class participation, lecture quizzes, note-taking, research, and other work as assigned in class. However, to minimize distractions to your classmates and to me, please do not use your laptop for non-class activities (e.g. Facebook, iMessage, etc.). You should not be on your phone during class for non-lecture related activities. Please notify the professor if you are recording the lectures.

Formatting and Writing Expectations

When submitting your assignments, I will tell you on the assignment sheet how I would like you to format the document. Follow these formatting requirements for all assignments. Documents not meeting these standards will not be accepted and are considered late until corrected. This particularly applies to your research article summaries.

Font	Size	Page Margins	Page Numbers	Name	Submissions	Lines
Times New Roman	12	1 inch all sides	All text pages	Header	Sakai	Double Spaced

Schedule for MEJO 137.2 (Saffer) First Half of the Semester			
DATE	DAY	READING	LECTURE/TOPIC
8/24	1	Chapter 1	Overview of Syllabus What is public relations?
8/29	2	Chapters 2, 3, 4	Today's Public Relations Profession
8/31	3	Chapter 5; Article	Research & Campaign Planning
9/5		HOLIDAY	Labor Day
9/7	4	Chapter 6	Communication & Measurement
9/12	5	Chapter 7; Article	Public Opinion & Persuasion
9/14	6	Chapters 8, 9	Managing Competition & Conflict Ethics & Law
9/19	7	Exam Review Day*	1 st PR Exam Review
9/21	8	Exam I*	Exam I
9/26	9	Chapters 10, 11 (see Sakai too)	Mass Media & Reaching Diverse Audiences
9/28	10	Chapter 12	The Internet & Social Media
10/3	11	Chapter 14, 15	Global & Corporate Public Relations
10/5	12	Chapter 17; Article	Government and Politics
10/10	13	Exam Review Day	2 nd PR Exam Review
10/12	14	Exam II	Exam II -- Dr. Kim begins teaching on 10/17

*Please note that Professor Saffer will not be here on these two days as he will be in Jakarta, Indonesia for the World Forum for Media Development to present some of his research and conduct interviews with nongovernmental organizations (NGOs). You should email him with questions but Keith, the TA, will be able to answer many of these questions and will host the exam review.

Schedule for MEJO 137.2 (Kim) Second Half of the Semester

DATE	DAY	TOPIC/READING	ASSIGNMENT DUE
10/17	1	Class introduction	Overview of Syllabus What is AD?
10/19	2	Chapters 1	Introducing Advertising and Promotion
10/24	3	Chapter 2	Theorizing Advertising
10/26	4	Chapter 3	The Brand and IMC Planning
10/31	5	Chapter 4	Advertising Agencies
11/2	6	Chapters 5	Strategy and Creativity
11/7	7	Exam Review Day	1 st Exam Review
11/9	8	Exam I	Exam I
11/14	9	Chapter 6	Promotional Media in the Digital Age
11/16	10	Chapter 7	Non-Advertising Promotion
11/21	11	Chapter 8	International Advertising
11/23		Thanksgiving Break	Thanksgiving Break
11/28	12	Chapter 10	Research in Advertising
11/30	13	Guest Speaker: Jay Eubank	Internships and Jobs in Public Relations & Advertising
12/5	14	Exam Review Day	2 nd Exam Review
12/7	15	Exam II	Exam II