



# 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

🕒 M/W 9-10:30 | 12:30-2 (See "Sign-up" on Sakai)\*

🏠 378 Carroll

📞 919-962-3372

✉️ [adam.saffer@unc.edu](mailto:adam.saffer@unc.edu) §§

### Daniel Kim, Ph.D. | Advertising

🕒 M/W 2-5 p.m. (email first)

🏠 379 Carroll

📞 512-949-8121

✉️ [dh\\_kim@unc.edu](mailto:dh_kim@unc.edu)

## 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.

## Course Objectives

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

- Determine whether a career in advertising or public relations is right for you.
- Examine the role and function of advertising and public relations in business, nonprofits and government.
- 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.
- Explore the foundations of advertising and public relations including each profession's unique role in fueling brand movements, the history and structure of the industry – including career opportunities – and how people respond to strategic communication messages.
- Understand the transformation that has taken place in the strategic 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:

- 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;
- Think critically, creatively and independently;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

\*Please note that regular office hours will start the second week of class (January 18, 2017). On Monday, March 6, 2017, Professor Saffer's office hours will go to M/W 9:30 to 11 a.m. Office hours will end on Wednesday, April 19, 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 TA.

§§ Please email the Teaching Assistant (TA) Keith Larsen ([kal5559@live.unc.edu](mailto:kal5559@live.unc.edu)) with questions about assignments, due dates, etc.

## 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, 3<sup>rd</sup> Edition
- ❑ "For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations" by Ronn Torossian [Amazon: \\$19.51](#)
- ❑ "Associated Press Stylebook 2015" [Amazon \\$10.93](#)

Please note that for the public relations portion, it is strongly encouraged that students sign-up for the morning briefing from the *The New York Times*. [You can do that here.](#)

## Reading

All reading for the lectures listed on the tentative schedule below are to be completed before the class period that 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.**

**A tentative course schedule of readings and assignments will be posted on Sakai the week prior to the first class.**

## 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). Please note that you have four absences for the entire semester. Professor Kim and I combine our attendance record at the end of the semester. If you miss more than four, your final grade will be reduced a letter grade (or 10%).** If you are absent, it is your responsibility to acquire notes from classmates; the instructors will not provide notes outside of regular class time.

## 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 every weekday 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 Tuesday and Thursdays.**



**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 public relations grade percentages. If you have questions about your grades, whether it is an exam or an in-class quiz, you have one week to discuss it. For example, once you have taken an in-class quiz, you will have one week to ask questions about the grade.

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

### Measurement percentages/points

Public Relations Portion (47.5%):	
First PR exam	15% (150 points)
Second PR exam	15% (150 points)
Assignments	10% (100 points)
Participation	7.5% (75 points)

### Advertising Portion (47.5%)

First Advt. exam	20% (200 points)
Second Advt. exam	20% (200 points)
Participation	7.5% (75 points)

### 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\*\*

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



**Participation in the Public Relations Portion.** Your overall participation points total 75 points or 7.5% of your grade for each portion of the course. Each lecture will have opportunities for students to receive participation points through the quizzes or discussion forum posts. The quizzes will be based on the readings and the lecture materials. A student must be present (in the classroom) to receive points for quiz. If a student takes the quiz while out of the classroom or if a student plagiarizes content on a discussion post, s/he will be reported to the [Honor Committee](#). The

discussion forum posts will also be based on the readings but please note that discussion forum posts will be due 24 hours before the start of class. The forum post must also be completed by the due date listed on Sakai. In general, 50 points (5% of total grade per portion of the section) will be available from the quizzes and discussion forum posts.

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.). You are expected to participate in class. My (Professor Saffer) definition of participation is very broad so let me clarify my expectations for your in-class participation. First, I keep record of when you speak in class with the photo roster. This gives me a general idea of how often you responded to questions posed. Sometimes I record this during lecture while other times I record this after lecture. I recognize that not everyone will be comfortable speaking up during class so I have created a [Google Doc](#) for you to ask questions or give your responses to discussion questions. Please remember to provide your name so I can record your participation. Whether you speak-up in class or write your questions/comments on the [Google Doc](#), please try to ask relevant questions and listen to what others have said before you speak. Second, I consider your "presence" as participation. Presence is your behavior and demeanor in class. Just coming to class is not enough to get all of the participation points. You need to be engaged (i.e. taking notes, paying attention, asking questions, participating in in-class activities). Your nonverbals say much about your engagement and presence. **If you need more clarification on participation points, please ask me to give you more examples.**

## 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. There are three ways you can fulfill the research 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](mailto:joe.bob.hester@unc.edu)). **You must fulfill your participation in a research study by April 29, 2017 at 5 p.m.**

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 April 29, 2017 at 5 p.m.**

Third, if you would like to get your research participation completed early, I have some research projects that you can participate in. You will be expected to contribute for one hour to receive one research credit, two hours to receive two research credits, and three hours to receive three research credits. Should your work end at the half hour, you will receive a half credit. Please see me for details about this. Unfortunately, this option does not transfer to other classes or professors in the MJ-School.

## 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](http://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](http://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](mailto: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	LECTURE/TOPIC	READING(S)
1/11	1	Overview   What is PR?	<a href="#">Chapter 1: Does Society Need PR? (Coombs &amp; Holladay, 2013, pp. 4-35)</a>
1/16		<b>MLK Day</b>	<b>No Class</b>
1/18	2	Public Relations Today	<a href="#">Chapter 2: Ethical Implication of Public Relations</a> (Coombs & Holladay, 2013, pp. 36-59) <a href="#">Chapter 3: Who Practices Public Relations?</a> (Coombs & Holladay, 2013, pp. 60-89) <a href="#">Optional Article &amp; Video: The real reason why Americans love bacon for breakfast</a>
1/23	<b>3</b>	Research	Chapter 8: Research (Seitel, 2017, pp. 149-154) <a href="#">Article: How using the research skills you learned in college can pay off</a> <a href="#">Article: 4 ways to win new business by doing your research</a>
1/25	4	Public Opinion & Persuasion	Chapter 7: Public Opinion and Persuasion (Wilcox, Cameron, Reber, & Shin, 2013) <a href="#">Video: Science Of Persuasion</a> <a href="#">Article: The Court of Public Opinion</a>
1/30	5	Planning	Chapter 4: The Power of Planning (Seitel & Doorley, 2012) <a href="#">Video: Public Relations Planning</a> <a href="#">Article: How to Develop a Key Message for Your Next PR Campaign</a> <b>Assignment: Planning Document Due at the End of the Week on Sakai</b>
2/1	6	Media	Chapter 6: Getting Out In Front (Torossian, 2011, pp. 123-163) Chapter 7: In G-D We Trust, Not The Media (Torossian, 2011, pp. 165-197) <a href="#">Optional Video: Who Rules The New Media Landscape?</a>
2/6	7	1 <sup>st</sup> PR Exam Review	Exam Review Day   <a href="#">Exam I Study Guide</a>   <a href="#">Review Session Qs</a>
2/8	8	<b>Exam I</b>	<b>Exam I*</b>
2/13	9	Communication	Chapter 3: Communication (Seitel, 2017, pp. 46-58) <a href="#">Video (pick one): 5 Ted Talks All Brand Storytellers Must Watch</a> <b>Assignment: News Release Due at the End of the Week on Sakai</b>
2/15	10	Crisis Communication	Chapter 7: Life Happens: Manage Crises (Torossian, 2011, pp. 199-233) Academic Article: How publics react to crisis communication efforts <a href="#">Optional Video: The Power of Outrospection</a>
2/20	11	Social Media <i>Guest Speaker:</i> Jordan Morehouse	<a href="#">Chapter 1: When Social Media Meets PR (Breakendridge, 2012, pp. 1-7)</a> Academic Article: The effects of organizational Twitter interactivity <a href="#">Optional Video: The Internet in Society: Empowering or Censoring Citizens?</a>
2/22	12	Evaluation	Chapter 8: Research (read only Evaluation section) (Seitel, 2017, pp. 164-167) <a href="#">Article: Emerging Models of Public Relations Measurement</a> Campaign: That Guy! Please see materials on Sakai and read before class
2/27	13	2 <sup>nd</sup> PR Exam Review	Exam Review Day   <a href="#">Exam II Study Guide</a>   <a href="#">Review Session Qs</a> Chapter 10: In Conclusion: Rules For PR Success (Torossian, 2011, pp. 249-257)
3/1	14	<b>Exam II</b>	<b>Exam II - Dr. Kim being teaching the advertising portion on 3/6</b>

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

<b>DATE</b>	<b>DAY</b>	<b>TOPIC/READING</b>	<b>ASSIGNMENT DUE</b>
3/6	1	Class introduction	Overview of Syllabus   What is AD?
3/8	2	Chapters 1	Introducing Advertising and Promotion
3/13		<b>Spring Break</b>	<b>Spring Break</b>
3/15		<b>Spring Break</b>	<b>Spring Break</b>
3/20	3	Chapter 2	Theorizing Advertising
3/22	4	Chapter 3	The Brand and IMC Planning
3/27	5	Chapter 4	Advertising Agencies
3/29	6	Chapters 5	Strategy and Creativity
4/3	7	Exam Review Day	1 <sup>st</sup> Exam Review
4/5	8	<b>Exam I</b>	<b>Exam I</b>
4/10	9	Chapter 6	Promotional Media in the Digital Age
4/12	10	Chapter 7	Non-Advertising Promotion
4/17	11	Chapter 8	International Advertising
4/19	12	Chapter 10	Research in Advertising
4/24	13	Exam Review Day	2 <sup>nd</sup> Exam Review
4/26	14	<b>Exam II</b>	<b>Exam II</b>

Schedule for MEJO 137.1 (Saffer) Second Half of the Semester			
DATE	DAY	LECTURE/TOPIC	READING(S)
3/6	1	Overview   What is PR?	<a href="#">Chapter 1: Does Society Need PR? (Coombs &amp; Holladay, 2013, pp. 4–35)</a>
3/8	2	Public Relations Today	<a href="#">Chapter 2: Ethical Implication of Public Relations</a> <a href="#">Chapter 3: Who Practices Public Relations?</a> (Coombs & Holladay, 2013, pp. 36-89) <a href="#">Optional Article &amp; Video: The real reason why Americans love bacon for breakfast</a>
3/13		<b>Spring Break</b>	<b>No Class</b>
3/15		<b>Spring Break</b>	<b>No Class</b>
3/20	3	Research	Chapter 8: Research (Seitel, 2017, pp. 149-154) <a href="#">Article: How using the research skills you learned in college can pay off</a> <a href="#">Article: 4 ways to win new business by doing your research</a>
3/22	4	Public Opinion & Persuasion	Chapter 7: Public Opinion and Persuasion (Wilcox, Cameron, Reber, & Shin, 2013) <a href="#">Video: Science Of Persuasion</a> <a href="#">Article: The Court of Public Opinion</a>
3/27	5	Planning	Chapter 4: The Power of Planning (Seitel & Doorley, 2012) <a href="#">Video: Public Relations Planning</a> <a href="#">Article: How to Develop a Key Message for Your Next PR Campaign</a> <b>Assignment: Planning Document Due at the End of the Week on Sakai</b>
3/29	6	Media	Chapter 6: Getting Out In Front (Torossian, 2011, pp. 123–163) Chapter 7: In G-D We Trust, Not The Media (Torossian, 2011, pp. 165–197) <a href="#">Video: Who Rules The New Media Landscape?</a>
4/3	7	1 <sup>st</sup> PR Exam Review	Exam Review Day   <a href="#">Exam I Study Guide</a>   <a href="#">Review Session Qs</a>
4/5	8	<b>Exam I</b>	<b>Exam I*</b>
4/10	9	Communication	Chapter 3: Communication (Seitel, 2017, pp. 46–58) <a href="#">Video (pick one): 5 Ted Talks All Brand Storytellers Must Watch</a> <b>Assignment: News Release Due at the End of the Week on Sakai</b>
4/12	10	Crisis Communication	Chapter 7: Life Happens: Manage Crises (Torossian, 2011, pp. 199–233) Academic Article: How publics react to crisis communication efforts <a href="#">Optional Video: The Power of Outrospection</a>
4/17	11	Social Media <i>Guest Speaker:</i> Jordan Morehouse	<a href="#">Chapter 1: When Social Media Meets PR (Breakendridge, 2012, pp. 1-7)</a> Academic Article: The effects of organizational Twitter interactivity <a href="#">Optional Video: The Internet in Society: Empowering or Censoring Citizens?</a>
4/19	12	Evaluation	Chapter 8: Research (read only Evaluation section) (Seitel, 2017, pp. 164-167) <a href="#">Article :Emerging Models of Public Relations Measurement</a> Campaign: That Guy! Please see materials on Sakai and read before class
4/24	13	2 <sup>nd</sup> PR Exam Review	Exam Review Day   <a href="#">Exam II Study Guide</a>   <a href="#">Review Session Qs</a> Chapter 10: In Conclusion: Rules For PR Success (Torossian, 2011, pp. 249–257)
4/26	14	<b>Exam II</b>	<b>Exam II - Dr. Kim being teaching the advertising portion on 3/6</b>

