

## **MEJO 137.2: Principles of Advertising & Public Relations**

**School of Media and Journalism  
University of North Carolina at Chapel Hill  
Spring 2018  
MW 11:15 a.m.-12:30 p.m.  
Carroll 33**

### **Professors**

Suman Lee (Public Relations)

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### **Course Description**

This course 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.

### **Learning Objectives**

Upon successful completion of this course, the student will be able to:

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. 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 and how people respond to strategic communication messages.
5. Understand the transformation that has taken place in the strategic communication industry driven by digital and social technology and engagement.

### ACEJMC Accreditation Core Values and Competencies by this course

1. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
2. Understand concepts and apply theories in the use and presentation of images and information
3. Think critically, creatively and independently
4. Apply tools and technologies appropriate for the communication professions in which they work
5. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society

### Required Texts

PR Section:

Broom, G. M. & Sha, B. (2013). **Cultip & Center's Effective public relations, 11<sup>th</sup> ed.** Upper Saddle River, NJ: Pearson.

(Ebook available at <http://www.mypearsonstore.com/bookstore/cutlip-and-centers-effective-public-relations-subscription-9780133800821?xid=PSED>)

AD Section:

1. Kocek, C. (2013). **The Practical Pocket Guide to Account Planning.** Yellow Bird Press.

2. Sullivan, L. & Boches, E. (2003). **Hey, Whipple, Squeeze this: The Classic Guide to Creating Great Ads,** 5th edition. John Wiley & Sons.

### Prerequisites:

None

### Evaluation

The evaluation of coursework will be based on the following percentages:

Public Relations (47.5%)		Advertising (47.5%)	
Exam I	20% (200 pts)	Assignment I	20% (200 pts)
Exam II	20% (200 pts)	Assignment II	20% (200 pts)
Participation	7.5% (75 pts)	Participation	7.5% (75 pts)

Research Participation Requirement (5%)

5%=Completing all 3 studies/ 3 two page articles reviews

3.33%=Completing 2 studies/ 2 two page articles reviews

1.66%=Completing 1 study/ 1 two page articles review  
 0.83%=Completing .5 study/ 1 one page articles review

### Grading scale

A	93.00-100	C	73.00-76.99
A-	90.00-92.99	C-	70.00-72.99
B+	87.00-89.99	D+	67.00-69.99
B	83.00-86.99	D	60.00-66.99
B-	80.00-82.99	F	Below 60.00
C+	77.00-79.99		

### 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. Professors combine your 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.

### 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, and guest lectures 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.

### Participation

This consists of in-class discussion, quizzes, and activities.

## Research Participation Requirement

Students in 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). **You must fulfill your participation in a research study by April 27, 2018 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 27, 2018 at 5 p.m.**

Third, if you would like to get your research participation completed early, course instructors may 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. 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 need 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, 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.

## Form

All writing assignments should be (1) submitted on letter size paper; (2) printed on one side of the page only; (3) prepared in a Times New Roman 12-point typeface; and (4) one inch margin at all sides, and (5) double-spaced.

## Course Schedule

The following is a tentative outline of topics over the course of the semester and is subject to change.

### Public Relations (1<sup>st</sup> half)

DATE	CLASS	TOPIC	READING
1/10	1	Introduction to Contemporary PR	Chapter 1
1/15	-	<b>MLK HOLIDAY</b>	<b>NO CLASS</b>

1/17	2	Practitioners and Organizational Setting	Chapter 2 & 3
1/22	3	History and Evolution	Chapter 4
1/24	4	Professionalism and Ethics	Chapter 5
1/29	5	Legal Consideration	Chapter 6
1/31	6	Theoretical Thinking and Strategy	Chapter 7 & 8
2/5	7	Exam Review	
2/7	8	<b>EXAM I</b>	
2/12	9	Crisis Communication & CSR	Chapter 15
2/14	10	Media Relations and Social Media	Chapter 10
2/19	11	Internal Relations	Chapter 9
2/21	12	Public Affairs & Other Contexts	Chapter 16-21
2/26	13	PR Strategic Planning Process	Chapter 11-14
2/28	14	<b>EXAM II</b>	

### Advertising (2<sup>nd</sup> half) starting on March 5

Weeks	<b>Topics &amp; Readings*</b> * Readings should be completed before class. **Quizzes given these days covering the prior classes.
Week 9	<b>COURSE INTRODUCTION (AD SECTION)</b> <b>WHAT IS ADVERTISING?</b> Sullivan & Boches, Ch 1. (A Brief History of Why Everybody Hates Advertising, p. 1-16) & Ch. 2 (The Creative Process, p. 17-30)

Week 10	<p><b>WHO &amp; HOW PART I</b></p> <p>Sullivan &amp; Bockes, Ch. 3 (Ready Fire! Aim, p. 31-46)</p> <p><b>WHO &amp; HOW PART II</b></p> <p>Kocek, Part I (What's in a Name?, Job Description vs. Reality, Who's Who at the Agency, p. 1-19) &amp; partial Part II (The Kickoff Call, p. 21-26)</p>
Week 11	<p><b>CONSUMER INSIGHTS</b></p> <p>Kocek, partial Part II (Finding Insights, p. 27-57)</p> <p><b>BRANDS &amp; TARGET AUDIENCES</b></p> <p>Kocek, partial Part III (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119)</p>
Week 12	<p><b>STRATEGY</b></p> <p>Sullivan &amp; Boches, Ch. 7 (Stupid, Rong, and Viral, p. 121-142) &amp; Ch. 8 (Why Is the Bad Guy Always More Interesting?, p. 143-154)</p> <p><b>CREATIVE BRIEF</b></p> <p>Kocek, partial Part II (Creative Briefs, Selling the Idea, p. 59-70)</p>
Week 13	<p><b>DIGITAL PART I</b></p> <p>Sullivan &amp; Boches, Ch. 10 (Digital Isn't a Medium, It's a Way of Life, p. 171-182) &amp; Ch. 11 (Change the Mindset, Change the Brief, Change the Team, p. 183-196)</p> <p><b>DIGITAL PART II</b></p> <p>Sullivan &amp; Boches, Ch. 12 (Why Pay for Attention When You Can Earn It?, p. 197-218) &amp; Ch. 13 (Social Media is the New Creative Playground, p. 219-232)</p>
Week 14	<p><b>CREATIVE PART I</b></p> <p>Sullivan &amp; Boches, Ch. 5 (Write When You Get Work, p. 79-104)</p> <p>***** Assignment One due in class*****</p> <p><b>CREATIVE PART II</b></p> <p>Sullivan &amp; Boches, Ch 6. (The Virtues of Simplicity, p. 105-120) &amp; optional Ch. 4 (The Sudden Cessation of Stupidity, p. 47-78).</p>
Week 15	<p><b>CONSUMER RESPONSES</b></p> <p><b>THE PITCH</b></p> <p>Sullivan &amp; Boches, Ch. 19 (Pecked to Death by Ducks, p. 327-356)</p>
Week 16	<p><b>CATCH-UP DAY and ADVERTISING WRAP-UP</b></p> <p>***** Assignment Two due in class*****</p>
<b>May 8</b>	<b>FINAL EXAM - May 8, 12:00pm</b>

