



# **MEJO 137: Principles of Advertising & Public Relations**

School of Media and Journalism | University of North Carolina at Chapel Hill  
MEJO 137.3, 9:30-10:45 a.m. T/Th, CA 33 | MEJO 137.4 9:30-10:45 a.m. T/Th, CA 143



Quick Links: [Schedule](#) | [Books/Textbooks](#) | [Grading System](#) | [Research Participation](#)

## Instructors

### **Adam Saffer, Ph.D. | Public Relations**

🕒 T/Th 8–9 a.m. | 2–3 p.m. (See Sakai “Sign-up”)\*

🏠 378 Carroll Hall, Third Floor

📞 919-962-3372 | Skype: Adam.Saffer

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

### **Allison Lazard, Ph.D. | Advertising**

🕒 Tuesdays 2-3pm or by appt

🏠 384 Carroll Hall, Third Floor

📞 919-843-8304

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## Course Overview

This course introduces you to the fields of advertising and public relations along with important concepts concerning effective advertising and public relations practices. Taking 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. Additionally, the 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 the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), which 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 gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- 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; and
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work.

\*Please note that regular office hours will start the second week of class (January 14). Office hours will end on Thursday, April 18, 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) Jordan Morehouse ([jmorehou@live.unc.edu](mailto:jmorehou@live.unc.edu)) with questions about assignments, due dates, etc.

## Method of Study

Two sections of MEJO 137 will be team taught by Professors Lazard and Saffer. For the first half of the course (approximately 15 sessions), Dr. Lazard will instruct MEJO 137.3 and Dr. Saffer will instruct MEJO 137.4. For the second half of the course, Dr. Lazard will instruct MEJO 137.4 and Dr. Saffer will instruct MEJO 137.3.

Lectures, discussions, and assignment/assessments 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.

## Prerequisites

There are no prerequisites to take this course.

## Required Books/Textbooks

- ❑ Kocek, C. (2013). *The Practical Pocket Guide to Account Planning*. Yellow Bird Press.
- ❑ Sullivan, L. & Boches, E. (2016). *Hey, Whipple, Squeeze this: The Classic Guide to Creating Great Ads*. 5<sup>th</sup> edition. John Wiley & Sons.
- ❑ “Public Relations (1st edition) by Tom Kelleher, Ph.D. [Rent via Amazon \(recommended\) \\$37.97](#)

## Suggested Books/Textbooks

- ❑ “For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations” by Ronn Torossian [Amazon: \\$19.51](#)
- ❑ “Associated Press Stylebook” [Amazon \\$14.05](#)

Please note that for the public relations portion, it is strongly encouraged that students get an academic subscription to the [The New York Times](#), [The Washington Post](#), or [The Wall Street Journal](#).

## Reading

All reading for the lectures listed on the [tentative schedule](#) are to be completed before class. 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). Please note that you have two absences for each half of the semester. If you are absent, it is your responsibility to acquire notes from classmates; the instructors are not expect to provide notes.

## Email and Communication

Before you draft an email the instructor 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 (Professor Saffer) check email every weekday between 7 a.m. and 10 p.m. My goal is to respond within 24 hours Monday through Friday. Please note I will have limited availability to respond to your emails on Mondays and Wednesdays as I reserve those days for my research projects.



**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 475 points (47.5%):

- In-class quizzes (drop 1) 15% (150 points)
- Assessment One 20% (200 points)
- Assessment Two 12.5% (125 points)

Advertising Portion 475 points (47.5%)

- Weekly quizzes (drop 1) 150 points
- Assignment One 200 points
- Assignment Two 125 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



### Quizzes

There will be quizzes in both the advertising and public relations portions of this course. In the public relations portion, there will be approximately 11 in-class quizzes that will total 150 points. In both portions, your lowest quiz grade will be dropped.

### Assessments/Assignments

There will be two advertising and two public relations assessments/assignments. Details about the assessments/assignments will be provided by the instructors.

### 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 two 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 25, 2019.**

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 25, 2019.**

### 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 special accommodations to attend or participate in this course, please let me know as soon as possible. This includes physical needs as well as less apparent needs such as testing anxiety. If you need information about accommodations visit the Accessibility Services website at [accessibility.unc.edu](http://accessibility.unc.edu) or the Learning Center website at <http://learningcenter.unc.edu/ldadhd-services/>.

### Diversity

UNC's policy statements on Equal Employment Opportunity and Nondiscrimination are outlined [here](#). UNC does not discriminate or 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, Title VII of the Civil Rights Act (1964), and Title IX of the Educational Amendments. If you need assistance with a harassment issue, 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 137.4 (Saffer) First Half of the Semester

DATE	DAY	LECTURE/TOPIC	READING(S)
1/10	1	What is public relations?	<a href="#">Chapter 1: Does Society Need PR? (Coombs &amp; Holladay, 2013, pp. 4–35)</a> <i>Applied reading:</i> Chapter 1: Moving People, Shifting Minds (Torossian, 2011, pp. 1–19) <a href="#">Optional Article &amp; Video: The real reason why Americans love bacon for breakfast</a>
1/15	2	Public Relations Models & Relationship Management	Chapter 2: Public Relations Models Through The Ages (Kelleher, 2017, pp. 26–53) Chapter 4: Relationship Management (Kelleher, 2017, pp. 83–109)
1/17	3	Public Relations Today	Panel with Guests from Fleishman Hillard in Raleigh & Lenovo Chapter 3: Convergence and Integrated Communication (Kelleher, 2017, pp. 54–82)
1/22	4	Research	Chapter 5: Research (Kelleher, 2017, pp. 110–139) <i>Applied reading:</i> Chapter 2: Know Your Own Reality (Torossian, 2011, pp. 21–48) <b>Receive Assessment I: Planning Document (Team) and News Release (Individual)</b>
1/24	5	Research: Issues and Crises	Chapter 12: Issues and Crises (Kelleher, 2017, pp. 302–330) <i>Applied reading:</i> Chapter 7: Life Happens: Manage Crises (Torossian, 2011, pp. 199–233) <a href="#">Optional Video: The Power of Outrospection</a> <i>Optional Academic Article:</i> <a href="#">How publics react to crisis communication efforts</a>
1/29	6	Planning	Chapter 6: Planning (Kelleher, 2017, pp. 140–167) <i>Applied reading:</i> Chapter 6: Getting Out In Front (Torossian, 2011, pp. 123–163) <a href="#">Optional Video: Who Rules The New Media Landscape?</a>
1/31	7	Planning: Writing	Chapter 9: Writing (Kelleher, 2017, pp. 220–248) <i>Applied reading:</i> Chapter 7: In G-D We Trust, Not The Media (Torossian, pp. 165–197)
2/5	8	Planning: Multimedia and Mobile	Chapter 10: Multimedia and Mobile (Kelleher, 2017, pp. 249–274) <a href="#">Article: Snapchat, Instagram and Influencers: How to Know What's Best for Your Brand</a> <a href="#">Optional Video: The Internet in Society: Empowering or Censoring Citizens?</a>
2/7	9	<b>Assessment I</b>	<b>Assessment I Due at 11:55 p.m.</b> <i>In class we will “workshop” the assignments associated with assessment one. This is a flexible day. If there are any school closures, this day will be dropped and extended office hours offered.</i>
2/12	10	Implementation	Chapter 7: Implementation (Kelleher, 2017, pp. 168–190) <i>Applied reading:</i> Chapter 3: Talk Isn't Cheap (Torossian, 2011, pp. 49–78) <a href="#">Video (pick one): 5 Ted Talks All Brand Storytellers Must Watch</a>
2/14	11	Implementation: Global	Chapter 13: Global (Kelleher, 2017, pp. 331–354) <i>Applied reading:</i> Chapter 9: Give More to Get More (Torossian, 2011, pp. 235–248)
2/19	12	Evaluation	Chapter 8: Evaluation (Kelleher, 2017, pp.191–219) <a href="#">Article: Emerging Models of Public Relations Measurement</a>
2/21	13	Careers	Chapter 14: Careers (Kelleher, 2017, pp. 355–380) <i>Applied reading:</i> Chapter 10: In Conclusion (Torossian, 2011, pp. 249–257)
2/26	14	Final Assessment Review	<i>Review Day   Exam II Study Guide   Review Session Qs</i> <i>Here we will review for the final assessment in the public relations portion of the class.</i>
2/28	15	<b>Assessment II</b>	<b>Assessment II - Dr. Lazard will begin teaching the advertising portion on 3/5</b>

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**ADVERTISING SECTION SCHEDULE**


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<b>137.3</b>	<b>137.4</b>	<b>Topics &amp; Readings*</b>
Weeks	Weeks	* Readings should be completed before class.
1-8	9-16	**Quizzes given these days covering the prior classes.
1/10	3/5	<b>COURSE INTRODUCTION (AD SECTION)</b>
1/15	3/7	<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)
1/17	3/19	<b>WHO &amp; HOW PART I</b> Sullivan & Bockes, Ch. 3 (Ready Fire! Aim, p. 31-46)
1/22**	3/21**	<b>WHO &amp; HOW PART II</b> Kocek, Part I (What's in a Name?, Job Description vs. Reality, Who's Who at the Agency, p. 1-19) & partial Part II (The Kickoff Call, p. 21-26)
1/24	3/26	<b>CONSUMER INSIGHTS</b> Kocek, partial Part II (Finding Insights, p. 27-57)
1/29**	3/28**	<b>BRANDS &amp; TARGET AUDIENCES</b> Kocek, partial Part III (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119)
1/31	4/2	<b>STRATEGY</b> Sullivan & Boches, Ch. 7 (Stupid, Rong, and Viral, p. 121-142) & Ch. 8 (Why Is the Bad Guy Always More Interesting?, p. 143-154)
2/5**	4/4**	<b>CREATIVE BRIEF</b> Kocek, partial Part II (Creative Briefs, Selling the Idea, p. 59-70)
2/7	4/9	<b>DIGITAL PART I</b> Sullivan & Boches, Ch. 10 (Digital Isn't a Medium, It's a Way of Life, p. 171-182) & Ch.11 (Change the Mindset, Change the Brief, Change the Team, p. 183-196)
2/12**	4/11**	<b>DIGITAL PART II</b> Sullivan & Boches, Ch. 12 (Why Pay for Attention When You Can Earn It?, p. 197-218) & Ch. 13 (Social Media is the New Creative Playground, p. 219-232)
2/14	4/16	<b>CREATIVE PART I</b> Sullivan & Boches, Ch. 5 (Write When You Get Work, p. 79-104) *****Assignment One due in class*****
2/19**	4/18**	<b>CREATIVE PART II</b> Sullivan & Boches, Ch 6. (The Virtues of Simplicity, p. 105-120) & optional Ch. 4 (The Sudden Cessation of Stupidity, p. 47-78).
2/21	4/23	<b>CONSUMER RESPONSES</b>
2/26**	4/25**	<b>THE PITCH</b> Sullivan & Boches, Ch. 19 (Pecked to Death by Ducks, p. 327-356)
2/28	5/3 at 8 a.m.	<b>ADVERTISING WRAP-UP</b> *****Assignment Two due in class*****

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### Schedule for MEJO 137.3 (Saffer) Second Half of the Semester

DATE	DAY	LECTURE/TOPIC	READING(S)
3/5	1	What is public relations?	<a href="#">Chapter 1: Does Society Need PR? (Coombs &amp; Holladay, 2013, pp. 4–35)</a> <i>Applied reading:</i> Chapter 1: Moving People, Shifting Minds (Torossian, 2011, pp. 1–19) <a href="#">Optional Article &amp; Video: The real reason why Americans love bacon for breakfast</a>
3/7	2	Public Relations Models & Relationship Management	Chapter 2: Public Relations Models Through The Ages (Kelleher, 2017, pp. 26–53) Chapter 4: Relationship Management (Kelleher, 2017, pp. 83–109)
<b>Spring Break Week of March 11–15</b>			
3/19	3	Public Relations Today	Panel with Guests from Fleishman Hillard in Raleigh & Lenovo Chapter 3: Convergence and Integrated Communication (Kelleher, 2017, pp. 54–82)
3/21	4	Research	Chapter 5: Research (Kelleher, 2017, pp. 110–139) <i>Applied reading:</i> Chapter 2: Know Your Own Reality (Torossian, 2011, pp. 21–48) <b>Receive Assessment I: Planning Document (Team) and News Release (Individual)</b>
3/26	5	Research: Issues and Crises	Chapter 12: Issues and Crises (Kelleher, 2017, pp. 302–330) <i>Applied reading:</i> Chapter 7: Life Happens: Manage Crises (Torossian, 2011, pp. 199–233) <a href="#">Optional Video: The Power of Outrospection</a> <i>Optional Academic Article:</i> <a href="#">How publics react to crisis communication efforts</a>
3/28	6	Planning	Chapter 6: Planning (Kelleher, 2017, pp. 140–167) <i>Applied reading:</i> Chapter 6: Getting Out In Front (Torossian, 2011, pp. 123–163) <a href="#">Optional Video: Who Rules The New Media Landscape?</a>
4/2	7	Planning: Writing	Chapter 9: Writing (Kelleher, 2017, pp. 220–248) <i>Applied reading:</i> Chapter 7: In G-D We Trust, Not The Media (Torossian, pp. 165–197)
4/4	8	Planning: Multimedia and Mobile	Chapter 10: Multimedia and Mobile (Kelleher, 2017, pp. 249–274) <a href="#">Article: Snapchat, Instagram and Influencers: How to Know What's Best for Your Brand</a> <a href="#">Optional Video: The Internet in Society: Empowering or Censoring Citizens?</a>
4/9	9	<b>Assessment I</b>	<b>Assessment I Due at 11:55 p.m.</b> <i>In class we will “workshop” the assignments associated with assessment one. This is a flexible day. If there are any school closures, this day will be dropped and extended office hours offered.</i>
4/11	10	Implementation	Chapter 7: Implementation (Kelleher, 2017, pp. 168–190) <i>Applied reading:</i> Chapter 3: Talk Isn't Cheap (Torossian, 2011, pp. 49–78) <a href="#">Video (pick one): 5 Ted Talks All Brand Storytellers Must Watch</a>
4/16	11	Implementation: Global	Chapter 13: Global (Kelleher, 2017, pp. 331–354) <i>Applied reading:</i> Chapter 9: Give More to Get More (Torossian, 2011, pp. 235–248)
4/18	12	Evaluation	Chapter 8: Evaluation (Kelleher, 2017, pp.191–219) <a href="#">Article: Emerging Models of Public Relations Measurement</a>
4/23	13	Careers	Chapter 14: Careers (Kelleher, 2017, pp. 355–380) <i>Applied reading:</i> Chapter 10: In Conclusion (Torossian, 2011, pp. 249–257)
4/25	14	Final Assessment Review	<i>Review Day   Exam II Study Guide   Review Session Qs</i> <i>Here we will review for the final assessment in the public relations portion of the class.</i>
5/3	15	<b>Assessment II</b>	<b>Assessment II</b> Please note that we will meet on Friday, May 3 at 8 a.m. for this assessment.