

# MEJO 137: Principles of Advertising and Public Relations

## Summer Session I

Quick Links: [Schedule](#) | [Books/Textbooks](#)

**Instructor:** Jordan Morehouse  
**Office:** Carroll 371  
**E-mail:** [jmorehou@live.unc.edu](mailto:jmorehou@live.unc.edu)

**Classroom:** Carroll 21  
**Time:** M-F 1:15 - 2:45 p.m.  
**Office Hours:** T/Th 3:00 – 4:00 p.m. or  
by appointment

### 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 this course, 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.

### Method of Study

This course will be separated into two separate parts. For the first two weeks, we will cover public relations and for the last two weeks, we will cover advertising. This is mirrored after the way the course is taught in the spring and fall semesters. 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 (no required reading from this book)
- “Associated Press Stylebook” Amazon \$14.05 or monthly subscription to their website (no required reading on this, but you will need it for courses later)

It’s strongly encouraged you follow the following Twitter accounts: [@nytimes](#), [@washingtonpost](#), [@WSJ](#), [@Ogilvy](#), [@AdWeek](#), [@PRWeek](#).

### Reading

All reading for the lectures listed on the schedule are to be completed before class. 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 during summer sessions is required. Regular, on-time class attendance is a student obligation, and expected. This course has in-class quizzes that make up a significant portion of your grade. When you miss class, you miss those points. If you have three unexcused absences, your overall grade will be reduced a letter grade (or 10%). As a professional courtesy, let me know when you will miss class.

If you believe your absence should be excused for a relevant event or religious holiday, please send an email *beforehand* detailing the event and why you will miss class. Absences as a result of family death or health issues will be addressed based on the circumstances. Should you miss a prolonged period of the course, you will be directed to the Registrar’s Office or Summer School Office for handling the compensation process.

You may make up work you missed because of an unplanned absence only upon documented proof of a reasonable excused absence. Documented proof includes a doctor’s note, email notification of a delayed or cancelled flight, etc. It is your responsibility to acquire class notes, missed assignments and turn in makeup work. If you have an unplanned excused absence, it is your responsibility to request makeup assignments because of an absence. You are responsible for acquiring notes from classmates; the instructor will not provide notes outside of regular class time.

A student is responsible for all work—including tests and written work—for all class meetings. In practical terms, one-fifth of your grade is based on in-class assignments, making regular class attendance vital. An unexcused absence will result in a 0 for that day's assignment or quiz points.

**School Closure:** If school closes before the official semester ends, then your grade will be based on the work completed.

### **Honor Code**

All work submitted for this course must be your work. All sources used for information must be properly cited. Students should adhere to the University's Honor Code: [honor.unc.edu](http://honor.unc.edu). The ideas and content within your materials must be original and not copied from others. In our industry, we are expected to be original and creative all of the time. All written content submitted for this course will be processed by plagiarism detection software. My policy is to investigate all documents having greater than 15% of content from other sources as measured by TurnItIn.com. Documents that appear to have content from other than the author will be turned over to the University.

### **Diversity and Inclusion**

The School of Media and Journalism adopted Diversity and Inclusion Mission and Vision statements in spring 2016 with accompanying goals: <http://www.mj.unc.edu/diversity-and-inclusion>. 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 based on age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.

### **Harassment**

We all have the right to our opinions. In the classroom, everyone should feel comfortable expressing his or her opinions. We do not need to agree but we do need to respect others' thoughts. The University does not tolerate harassment. Please support your classmates' and others' right to worship, act, look and think, in their own way. Originality is valued in our industry; we should always appreciate everyone's originality. Harassment is a violation of the Honor Code, Title VII of the Civil Rights Act (1964), and Title IX. If you are harassed or feel threatened, please bring it to my attention at an appropriate time or contact the Dean of Students ([dos@unc.edu](mailto:dos@unc.edu), 919-966-4042).

### **Special Needs Policy**

If you need accommodations based upon a disability, under the terms of the Americans with Disabilities Act, or Section 504 of the Rehabilitation Act of 1973, please email me your needs by the end of the first week of classes. This includes physical needs as well as less apparent needs such as testing anxiety. If you need information about disabilities, please visit the Learning Center website at <http://learningcenter.unc.edu/ldadhd-services/>

### **Technology Policy**

Please turn off your cell phone and all other communication devices/applications when you are in class. Research demonstrates that your phone distracts you and others. In your internships and jobs, you are expected to put your phones away. The same goes for this classroom. Your use of the technology in the classroom is a privilege and should be used for taking notes and working assignments.

## Email and Communication

I check email regularly every day between 7 a.m. and 7 p.m. I cannot guarantee an immediate response but will guarantee a response within 24 to 48 hours, Monday through Friday. You should treat emails to the client or me as professional correspondence. All communication should include your name, your class, and a professionally worded message. When emailing me, I recommend following [this format](#).

## Formatting and Writing Expectations

In this class you are held to professional writing standards on all assignments. Professional writing is the correct use of grammar, spelling and punctuation. You must proofread your documents carefully to ensure your writing is professional. As writers in the digital age, we are privileged to technologies that check our spelling and grammar. There is no excuse for any spelling errors in your documents.

When submitting your assignments, I will tell you on the assignment sheet how I would like you to format the document. Follow the formatting requirements in this table for all draft copy assignments where specific formatting and styling is not provided. Documents not meeting these standards will not be accepted and considered late until corrected.

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

**Computer Supplies:** All work should be saved to the cloud, or a flash/jump drive. Save early and often, I cannot rescue or resurrect lost documents.

## Grading

This course is based on a total of 1,000 points. 40% of your grade will be based on two exams. 20% of your grade is based on the PR test, and 20% of your grade is based on the advertising test. Another 40% of your grade will be based on assignments. There will be four assignments, each worth 100 points each (10% of your grade). In total, two assignments will focus on public relations and two assignments will focus on advertising. Then, 10% of your grade is based on a reflection paper, and the last 10% of your grade is based on daily quizzes and participation.

If you have concerns about a grade, please inform me of this concern via email. I ask that you wait 24 hours after receiving your grade. Please outline your concern(s) and provide evidence to support your claim. You may challenge a grade up to one weeks after it has been posted on Sakai (this does not apply to grades posted during finals).

Your final grade will be calculated using the University's grading scale: A, B, C, D, F with the plus or minus option for each letter grades A–D. I follow the University's grading standards. Here are tailored descriptions of the grade levels:

- **A**–Mastery of course content at the highest level of attainment that can reasonably be expected of students at a given stage of development. The A grade states clearly that the student has shown such outstanding promise in the aspect of the discipline under study. To achieve this grade, students should not miss class; students should read and critically engage ALL the assigned readings (textbook chapters and articles); complete assignments on time with the correct format, appropriate style, and with few grammatical errors; demonstrate their outstanding abilities; and stay informed on current events.

- **B**—Strong performance demonstrating a high level of attainment for a student at a given stage of development. The B grade states that the student has shown solid promise in the aspect of the discipline under study. To achieve this grade, students may miss two classes; read the assigned readings (textbook chapters and articles); complete assignments on time with proficient formatting, styling, and editing; and stay informed on current events.
- **C**—A totally acceptable performance demonstrating an adequate level of attainment for a student at a given stage of development. The C grade states that while not yet showing any unusual promise, the student may continue to study in the discipline with reasonable hope of intellectual development. To achieve this grade, students may miss two or three classes; read some of the assigned readings (textbook chapters and articles); complete assignments but not on time with formatting, styling, and editing errors; and follow current events occasionally.
- **D**—A marginal performance in the required exercises demonstrating a minimal passing level of attainment for a student at a given stage of development. The D grade states that the student has given no evidence of prospective growth in the discipline; an accumulation of D grades should be taken to mean that the student would be well advised to pursue another discipline or try again later. To receive this grade, students miss more than three classes; occasionally read the assigned readings (textbook chapters and articles); does not complete assignments or does so with partially proficient formatting, styling, and editing errors; and does not follow current events.
- **F**—For whatever reasons, an unacceptable performance. The F grade indicates that the student's performance in the required exercises has revealed almost no understanding of the course content.

**Assignments, Deadlines, and Late Work:** All assignments must be typed, correctly formatted and turned in on time. For out-of-class assignments, late papers will receive a reduced grade unless you and I agree *before* the assignment is due that it can be late. Late assignments will receive an automatic 10% per day deduction. If you must miss class on a day when a written assignment is due, you must submit your assignment through Sakai on time. You are responsible for bringing the hard copy of an assignment, assignment sheet and support materials when requested. This policy is necessary so I can quickly return graded assignments. I will not accept any assignment one week after the due date. The one-week mark is calculated one week from the beginning of class period (1:15 p.m.) on the date that the assignment is due.

**Sakai:** I encourage you to use the Sakai Discussion Board feature to discuss client issues among your peers. This is an effective way to ask questions and share your perspective. Additionally, all other handouts are/will be posted on Sakai for your convenience. Please consult these materials.

**Course Grade Calculation:** I will calculate your final course grade as follows:  
(Since the University grading system does not calculate A+, an “A” final course grade requires a 92 or higher.)

Assignment	%	Points	
PR exam	20%	200	Grading scale: A = 90-100 B = 80-89 C = 70-79 D = 60-69 F = Below 60
Ad exam	20%	200	
PR assignments (2)	20%	200	
Ad assignments (2)	20%	200	
Reflection paper	10%	100	
16 quizzes (5 pts. each)	8%	80	
Participation	2%	20	
<b>Total</b>	<b>100%</b>	<b>1,000</b>	

\*For all assignments, please see the assignment sheet/rubric for more details.

\*\*Grading scale values are absolute, there will be no rounding up at the end of the semester.

### Quizzes

There will be daily quizzes worth 5 points each, based on the readings.

### Assessments/Assignments

There will be two advertising and two public relations assessments/assignments. Details about the assessments/assignments will be provided by the instructor. I scheduled the release dates and due dates for each assignment so that you have at least one weekend to work on it. Because I tried to give you at least one weekend to work on assignments, assignment due dates and tests occur close to one another. This shouldn't be an issue if you start the assignment when I release it. There is plenty of time to study for each exam and complete each assignment.

### Personal teaching style

I understand and acknowledge that people learn in different ways. Therefore during our time together, you will learn by reading, through lectures, by viewing examples, and by doing. One method of learning does not replace the other and one method is not more important than another. That said, I also understand and acknowledge that viewing examples (for example) may not be as intellectually stimulating to some students, while to others, it may be a key method for learning and retaining information. I know that not all students love every method of learning, which is why I try to present the material in a variety of ways for each topic we cover.

To do well in this class, you need to be engaged with each learning type. Please come talk to me at any time if you have questions or concerns about the course. My objective for the course is to make it a positive learning experience, admittedly through your hard work. I am a resource available for your assistance and I want to see you succeed.

### Out-of-class assignments

- Assignments are due at the *beginning* of class time. Late assignments (even one minute late) are docked 10%.
- Assignments must be typewritten; assignments not typewritten will not be accepted. When you have a job, you'll learn that computer glitches and printing problems happen but are not excused – the same is true in this classroom. Leave yourself plenty of time to cope with these problems and still make your deadline.
- Out-of-class assignments should be picture perfect when they are turned in. They may not be edited on hard copy. Obvious corrections, such as penned-in material, correction fluid, type-overs, etc., will be penalized. No handwritten edits.

### Rewrites

- You may rewrite any assignment (not exam, but assignment) that receives a grade of 65 or lower. The rewrite is due no later than four days after you receive the assignment back, no later than the beginning of the class period. It's your responsibility to meet this deadline. The rewrite grade and the original grade will be averaged to determine your final grade for that assignment.
- You must firmly attach the original work with your rewrite. If no original is attached, the rewrite will not be graded.

## Schedule for MEJO 137

5/15	1	What is public relations?	Required reading: Chapter 1: Does Society Need PR? (Coombs & Holladay, 2013, pp. 4–35)  <i>Optional Article &amp; Video: <a href="#">The real reason why Americans love bacon for breakfast</a></i>
5/16	2	Public relations models and relationship management	Required reading: Chapter 2: Public Relations Models Through The Ages (Kelleher, 2017, pp. 26–53) Chapter 4: Relationship Management (Kelleher, 2017, pp. 83–109)  <b>Release PR Assignment #1: Case study</b>
5/17	3	Research and PR today	Required reading: Chapter 5: Research (Kelleher, 2017, pp. 110–139) Chapter 3: Convergence and Integrated Communication (Kelleher, 2017, pp. 54–82)
5/20	4	Research: Issues and Crises	Required reading: Chapter 12: Issues and Crises (Kelleher, 2017, pp. 302–330)  <i>Optional Academic Article: <a href="#">How publics react to crisis communication efforts</a></i>
5/21	5	Planning	Required reading: Chapter 6: Planning (Kelleher, 2017, pp. 140–167)  <i>Optional Video: <a href="#">Who Rules The New Media Landscape?</a></i>
5/22	6	Planning: Writing and Multimedia and Mobile	Required reading: Chapter 9: Writing (Kelleher, 2017, pp. 220–248) Chapter 10: Multimedia and Mobile (Kelleher, 2017, pp. 249–274) <i>Article: <a href="#">Snapchat, Instagram and Influencers: How to Know What’s Best for Your Brand</a></i>  <i>Optional Video: <a href="#">The Internet in Society: Empowering or Censoring Citizens?</a></i>  <b>PR Assignment #1 due</b>
5/23	7	Implementation	Required reading: Chapter 7: Implementation (Kelleher, 2017, pp. 168–190) <i>Video (pick one): <a href="#">5 Ted Talks All Brand Storytellers Must Watch</a></i>  <b>Release PR Assignment #2: News release</b>
5/24	8	Implementation: Global	Required reading: Chapter 13: Global (Kelleher, 2017, pp. 331–354)  <b>Release PR Exam review guide</b>
5/27	9	No class	Memorial day. No class
5/28	10	Evaluation	Required reading: Chapter 8: Evaluation (Kelleher, 2017, pp.191–219) <i>Article: <a href="#">Emerging Models of Public Relations Measurement</a></i>
5/29	11	Careers	Required reading: Chapter 14: Careers (Kelleher, 2017, pp. 355–380) <i>Applied reading: Chapter 10: In Conclusion (Torossian, 2011, pp. 249–257)</i>  <b>PR Assignment #2 due</b>
5/30	12	Review Day	Review Day. We’ll review test questions, format, content, and more.

5/31	13	PR Exam	<b>Exam day</b>
6/3	14	What is advertising?	Required reading: Chapter 1: A brief history of why everybody hates advertising (Sullivan & Boches) Chapter 2: The creative process (Sullivan & Boches)  <b>Release Ad Assignment #1: Case study</b>
6/4	15	Who and how	Required reading: Chapter 3: Ready Fire! Aim (Sullivan & Boches) Part I and partial Part II (pp. 5-26) (Kocek)
6/5	16	How an ad gets made	Required reading: Part II (pp. 27-70) (Kocek)
6/6	17	Brands and target audiences	Required reading: partial Part III (pp. 71-99) (Kocek)
6/7	18	Organized chaos	Required reading: partial Part III (pp. 100-124) (Kocek)
6/10	19	Strategy	Required reading: Chapter 7: Stupid, Rong, Naughty & Viral (Sullivan & Boches) Chapter 8: Why is the bad guy always more interesting? (Sullivan & Boches)  <b>Ad Assignment #1 due</b>
6/11	20	Digital Part I	Required reading: Chapter 10: Digital isn't a medium, it's a way of life (Sullivan & Boches) Chapter 11: Change the mindset, change the brief, change the team (Sullivan & Boches)  <b>Release Ad Assignment #2: Mind map + Creative brief</b>
6/12	21	Digital Part II	Required reading: Chapter 12: Why pay for attention when you can earn it? (Sullivan & Boches) Chapter 13: Social media is the new creative playground (Sullivan & Boches)
6/13	22	Ad creative	Chapter 4: The sudden cessation of stupidity (Sullivan & Boches) Chapter 5: Write when you get work (Sullivan & Boches) Chapter 6: The virtues of simplicity (Sullivan & Boches)  <b>Release Ad Exam review guide</b>
6/14	23	Review Day	Review Day. We'll review test questions, format, content, and more.
6/17	24	Reflection paper	Submit your reflection paper to Sakai on or before 2:45 p.m.  <b>Ad Assignment #2 due</b>
6/18	25	Reading Day	Study for the exam.
6/20	26	Ad Exam	<b>Exam day - at 11:30am in CA 21 (time change due to final exam schedule)</b>