****

**PRINCIPLES OF ADVERTISING & PUBLIC RELATIONS: MEJO 137**

**Fall 2019: Mondays and Wednesdays, 9:30-10:45am**

Instructor:

Judy Liu, MPH

Email: judyliu@email.unc.edu

Office Hours: Mondays 1-2 p.m. and by appointment

**PREREQUISITE**: There are no prerequisites to take this course.

**MARKETING SECTION COURSE OBJECTIVES:**

Upon course completion, students should:

* Understand general advertising principles;
* Understand historical and key emerging studies that have shaped advertising;
* Develop a basic foundation on how to implement key advertising campaigns;
* Gain knowledge regarding how various entities leverage such techniques to reach their business objectives; and,
* Examine the role and function of advertising as independent firms and as in-house corporate roles.
* **Main Textbooks:**
* *Strategic Marketing Management by A Chernev* 10th edition 2019 preferred, (9th edition acceptable)
* **Optional Readings:**
* *New Rules of Marketing and PR:* *How to Use Social Media, Online Video, Mobile Applications,* *Blogs, News Releases, and Viral Marketing to Reach Buyers Directly by David Meerman Scott* ISBN 9781119362418
* *Advertising and Promotion*, Fourth Edition – Hackley, C.; Hackley, A.R. 2015
* ISBN: 9781473997998

The UNC Sakai service can be found at http://sakai.unc.edu. Any content uploaded via the UNC Sakai website will be announced during class.

You are responsible for any course changes that may be made on Sakai, including changes to the syllabus or any assignments.

Updates may be sent via email. Therefore, check your school email accounts.

**Extra Credit**

No extra credit assignments will be given.

**Special Accommodations**

* If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible.
* If you need information about disabilities, please visit the Accessibility Services website at <https://accessibility.unc.edu/>

**Honor Code**

* Adherence to the University Honor Code is expected at **all** times.

**Diversity**

* The University’s policy on Prohibiting Harassment and Discrimination is outlined in the 2011-2012 Undergraduate Bulletin http://www.unc.edu/ugradbulletin/. 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 on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression.

**Accreditation**

 The School of Media and Journalism’s accrediting body outlines a number of values you

 should be aware of and competencies you should be able to demonstrate by the time you

 graduate from our program. Learn more about them here:

http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps

 No single course could possibly give you all of these values and competencies; but

 collectively, our classes are designed to build your abilities in each of these areas. In this

 class, we will address a number of the values and competencies, with special emphasis

 on:

* demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
* demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
* 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.

**PROFESSIONALISM AND ASSIGNMENT EXPECTATIONS**

Students are expected to attend all classes and actively participate in class, demonstrating professional behavior at all times.

Written assignments will be accepted electronically via email to my email inbox at judyliu@email.unc.edu. All written assignments should be proofread and grammatically correct. In general, AP Style is preferred.

A schedule of readings and assignments for this course will be posted on Sakai.

**Research Participation Requirement**

* Students in all 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 this requirement. The first way is to 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 first- hand experience with mass communication research. You will be able to sign up online to participate in these studies.  The second way to fulfill your research participation requirement is to write three two- page summaries and critiques of academic research articles. Each review counts for one hour of research participation, and you may combine participation in the studies with article reviews to fulfill the research requirement. To receive credit your summary must:
1. Summarize an article that was published in the last two years from journals such as the Journal of Advertising, the Journal of Public Relations Research, Public Relations Inquiry, PRaxis, the Journal of Consumer Marketing, or the Journal of Current Issues & Research in Advertising.
2. List, at the top of the page of each summary: the author(s) of the article, the publication date, the article title, and the journal title.

Articles from these journals are available online through the UNC library Web site, and hard copies of many articles are available in the Park and Davis libraries. Article summaries are due by 5pm EST on Monday, November 18th .

If you are enrolled in another MEJO class that has a research requirement, it will also satisfy the research requirement for this course. If you have any questions about the subject pool participation, please contact me.

* The following are the expected class deliverables and weekly reading assignments:

|  |  |
| --- | --- |
| * **Week 1** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 1: Marketing as a Principle
 |  |
| * **Week 2**
* Reading Assignment ***–*** *Strategic Marketing Management* Chapter 2: Marketing Strategy and Tactics
 |  |
| * **Week 3** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 3: Marketing Planning and Management
 |  |
| * **Week 4** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 4: Identifying Target Customers
* Reading Assignment ***–*** *Strategic Marketing Management* Chapter 5: Developing a Customer Value Proposition
 |  |
| * **Week 5** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 6: Creating Company Value
 |  |
| * **Week 6** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 7: Managing Products
 |  |
| * **Week 7** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 8: Managing Services
 |  |
| * **Week 8** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 9: Managing Brands
 |  |
| * **Week 9** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 10: Managing Price
* Reading Assignment ***–*** *Strategic Marketing Management* Chapter 12: Managing Communication
 |  |
| * **Week 10** Reading Assignment ***–*** *Strategic Marketing Management* Chapter 13: Managing Distribution Channels and Discussions regarding Advertising Careers (October 14th last day of Advertising class before switching to PR section)
 |  |
| * **Two Exams**

**Exam 1 – September 18th** **Exam 2 – October 14th** * Students will take two in-class exams throughout the marketing section of this course.
 | * 400
 |
| **Class Participation**Each student will be expected to complete all reading assignments and attend all classes. Throughout the semester, students will be randomly asked to answer specific questions relevant to the course reading assignments. Students who are not prepared will receive up to a 10 point deduction for the day. | * 75
 |
| * Advertising Career fair/networking event/ Ad& PR student club meeting attendance
 | * 25
 |
| * **Total Points (MARKETING SECTION)**
 | * 475
 |

Note: Your grade for this course will be calculated based on the following:

Marketing section 475 points

* Exam 1 – 200 points
* Exam 2 – 200 points
* Class attendance and participation – 50 points
* Advertising Career fair/networking event/ Ad& PR student club meeting attendance – 25 points

Public Relations section 475 points

Research Participation 50 points

**Attendance**: Regular classroom attendance is expected and required. If you are not able to attend class, please proactively inform me via email or let me know in person. Each unexcused absence will result in a ten point deduction. Acceptable excused absences include medical illness, job interviews and possible other reasons based on prior approval. Each student is expected to conduct him/herself in a professional manner. If inappropriate behavior is demonstrated, the disruptive individual will be asked to leave the classroom.

**Exams:** All exams will be taken during the scheduled time/date. No supplemental notes or lecture materials or devices are allowed during the exam. Students will **NOT** be granted a makeup exam UNLESS s/he have a written signed note from the UNC Student Health Services outlining the excused medical illness.

**Laptops**: Laptops are for purposes of taking class notes or doing in class assignments only. If you are caught using a computer for other means, you may lose the privilege of using it for the rest of the semester.

**Video/Voice Recording**: **No** video/voice recording is allowed. If students bring laptops or electronic devices to class, their laptop cameras or device cameras must be taped. The only exception is when a student is presenting in class. Then, he/she can opt to record their own presentation with prior notification and approval from the instructor.

**Cell Phones:** All cellphones must be turned **OFF** during lecture.