**Instructors:**

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| **Scott Misner, MA | Public Relations**Mondays TBD Carroll Hall smisner@misnercorp.com | **Judy Liu, MPH | Advertising**Mondays 1-2 p.m. or by appointment 222 Carroll Hall, Second Floorjudyliu@email.unc.edu |

**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 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 communications professions in which they work.

\*Please note that regular office hours for Professor Misner will be determined by the second week of class. If you need to meet, please contact him via phone (919) 412-3886.

**Method of Study**

MEJO 137.3/.4 will be team taught by Professors Liu and Misner. The first half of the course (15 sessions), Professor Liu will instruct the Advertising/Marketing portions of class and Professor Misner will instruct the Public Relations portions. For the second half, your professor will alternate to teach the remaining portion.

Lectures, discussions, and exams/assessments are the key teaching tools for this course. The professor will present lecture material relevant to class readings and 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.

**Prerequisites**

There are no prerequisites to take this course.

**Required Books/Textbooks**

* *Strategic Marketing Management* by A Chernev 10th edition 2019 preferred, (9th edition acceptable)
* *Public Relations (1st edition)* by Tom Kelleher, Ph.D*.* [Rent via Amazon (recommended) $37.97](https://www.amazon.com/Public-Relations-Tom-Kelleher-dp-0190201479/dp/0190201479/ref%3Dmt_paperback?_encoding=UTF8&me=&qid=)

**Suggested Books/Textbooks**

* *For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations* by Ronn Torossian [Amazon: $19.51](https://www.amazon.com/Immediate-Release-Deliver-Game-Changing-Relations/dp/1936661160)
* *Associated Press Stylebook* [Amazon $14.05](https://www.amazon.com/Associated-Press-Stylebook-2018-Briefing/dp/1541672380/ref%3Ddp_ob_title_bk)
* *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
* *Advertising and Promotion*, Fourth Edition – Hackley, C.; Hackley, A.R. 2015

You are also encouraged to get an academic subscription to the [The New York Times](https://guides.lib.unc.edu/nyt-academic-pass), [The Washington Post](https://subscribe.washingtonpost.com/acqlite/edu-offer/), or [The Wall Street Journal](https://buy.wsj.com/wsjstudentfall18/?gclid=Cj0KCQiAsJfhBRCaARIsAO68ZM6cpNv0UZr2P1GVQiRjxteqnjX33hxIoys3WwRVwIhwl-IiYhCJevsaArV-EALw_wcB&trackingCode=aaqsk6hb&cid=WSJ_SCH_GOO_ACQ_NA&tier_1=639764812&tier_2=google&tier_3=639764812&tier_4=30364212857&tier_5=student%20wall%20street%20journal%20subscription&ef_id=W8U63gAAAMPSIX4_:20181228203639:s) to begin daily reading of respected news sources.

**Reading**

All reading for the lectures listed on the tentative/dynamic 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. If you’re not able to attend class, please proactively inform me via email or let me know in person. Instructors reserve the right to lower course grades for students with a pattern of excessive absences, and any unexcused absences will automatically result in a 10-point deduction. If you are absent, it’s your responsibility to acquire notes from classmates; instructors are not expected to provide notes.

**Email and Communication**

You should treat emails as professional correspondence. All communication should include your name, your class, and a professionally worded message. I will check email every weekday between 9 a.m. and 6 p.m. My goal is to respond within 24 hours Monday through Friday. Do not send text messages.

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

**Measurement percentages/points** **Grading Scale\*\***

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| --- | --- | --- |
| Public Relations Portion 475 points (47.5%):* Participation 75 points
* Exam One 200 points
* Exam Two 200 points

Advertising Portion 475 points (47.5%):* Participation 75 points
* Career Fair 25 points
* Two Exams 400 points

Research participation requirement (5%) | AA-B+BB-C+CC-D+DD-F | = 93.0 -100= 90.0-92.99= 87.0-89.99 = 83.0-86.99 = 80.0-82.99 = 77.0-79.99= 73.0-76.99 = 70.0-72.99= 67.0-69.99= 63.0-66.99= 60.0-62.99= Below 60.0 |

**Assessments/Exams** There will be two advertising and two public relations assessments/exams. Details about the assessments/exams 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). **You must fulfill your participation in a research study by Nov. 18, 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 Nov. 18, 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 participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. [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. If you need information about accommodations visit the Accessibility Services website at [accessibility.unc.edu](https://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](https://eoc.unc.edu/our-policies/policy-statement-on-non-discrimination/). 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](https://outlook.unc.edu/owa/redir.aspx?C=OxjFBPDBbkKZSIA74JvtcWTD_Va1eNEI5ekYLVKc8egyi0aGgmva0Ke3JMMsRrpCNEV8l06fMeY.&URL=mailto%3ados%40unc.edu) or 919-966-4042.

**Use of Laptops and Other Technology**

Laptops are for purposes of taking class notes or doing in-class assignments only. Do not use your laptop or phone for non-class activities (e.g. Instagram, Twitter, etc.). NO video/voice recording is allowed. If students bring laptops or electronic devices to class, their laptop cameras or device cameras should not be operational. All cellphones must be turned OFF during lecture. Failure to abide by the laptop and phone rules will result in an embarrassing assignment for the offender.

**Formatting and Writing Expectations**

When submitting your assignments, the assignment sheet will indicate how to format your document. As a general rule, follow AP Style and/or these formatting requirements for assignments. Documents not meeting these standards will not be accepted and are considered late until corrected.

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| **Font** | **Size** | **Page Margins** | **Page Numbers** | **Name** | **Submissions** | **Lines** |
| Arial | 9 | 1 inch all sides | All text pages | Header | Sakai | 1.5 Spaced |

**Schedule for MEJO 137.3 (Misner) First Half of the Semester**

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| **DATE** | **WK** | **LECTURE/TOPIC** | **READINGS** |
| 8/21 | 1 | What is public relations? | [Chapter 1: Does Society Need PR? (Coombs & Holladay, 2013, pp. 4–35)](https://ares.lib.unc.edu/ares/ares.dll/plink?u-http%3A%2F%2Fsite.ebrary.com%2Flib%2Funcch%2Freader.action%3Fppg%3D12%26docID%3D10733330%26tm%3D1482333702120)[*Optional Article & Video:* The real reason why Americans love bacon for breakfast](https://www.washingtonpost.com/news/wonk/wp/2016/06/27/baconforbreakfast/) |
| 8/26 | 2 | Public Relations Models & Relationship Management | [Chapter 2: Public Relations Models Through The Ages (Kelleher, 2017, pp. 26–53)](https://drive.google.com/open?id=1ntcX9R-XYQhzXwXPncgUehuffpsdT4AM) |
| 8/28 | 2 | Public Relations Today |  Chapter 3: Convergence and Integrated Communication (Kelleher, 2017, pp. 54–82) [Chapter 4: Relationship Management (Kelleher, 2017, pp. 83–109)](https://drive.google.com/open?id=13trMAmnfDriJk4FDXzLuG7qUEB5CraxT) |
| **No Class – Labor Day, Sept. 2** |
| 9/4 | 3 | Research | Chapter 5: Research (Kelleher, 2017, pp. 110–139) |
| 9/9 | 4 | Research: Issues and Crises | Chapter 12: Issues and Crises (Kelleher, 2017, pp. 302–330) |
| 9/11 | 4 | Planning | Chapter 6: Planning (Kelleher, 2017, pp. 140–167)**Receive Exam I**: [Planning Document](https://docs.google.com/document/d/1bhG03IDHZl-noO-4AzcAivkfnK1uEsF21meOiClTDwg/edit?usp=sharing) |
| 9/16 | 5 | Planning: Writing | Chapter 9: Writing (Kelleher, 2017, pp. 220–248) |
| 9/18 | 5 | Planning: Multimedia and Mobile | Chapter 10: Multimedia and Mobile (Kelleher, 2017, pp. 249–274) |
| 9/23 | 6 | Implementation | Chapter 7: Implementation (Kelleher, 2017, pp. 168–190) |
| 9/25 | 6 | **Exam I** | **Exam I Due before 11:55 p.m.***In class we will “workshop” the assignments associated with this Exam I. I’ll answer any questions you have on the assignment.* |
| 9/30 | 7 | Implementation: Global | Chapter 13: Global (Kelleher, 2017, pp. 331–354) |
| 10/2 | 7 | Evaluation | Chapter 8: Evaluation (Kelleher, 2017, pp.191–219) |
| 10/7 | 8 | Careers | Chapter 14: Careers (Kelleher, 2017, pp. 355–380) |
| 10/9 | 8 | Final Assessment Review | *Review Day |* [*Exam II Study Guide*](https://docs.google.com/document/d/1pNBYFeKMpHyvtG1UfZtZR9s07snRvbYLZNfGWt1-GVc/edit?usp=sharing) *| Review Session Qs**Here we will review for the final assessment in the public relations portion of the class.* |
| 10/14 | 9 | **Exam II** | **Exam II – Last day of class in the PR portion. We’ll meet in class for the final exam. Your professor will then alternate beginning 10/16 and you’ll begin the advertising portion.** |

**Schedule for MEJO 137.3 (Liu) Second Half of the Semester**

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| * **Week 1**: Reading Assignment *– Strategic Marketing Management* Chapter 1: Marketing as a Principle
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| * **Week 2:** Reading Assignment *– Strategic Marketing Management* Chapter 2: Marketing Strategy and Tactics
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| * **Week 3**: Reading Assignment *– Strategic Marketing Management* Chapter 3: Marketing Planning and Management
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| * **Week 4**: Reading Assignment *– Strategic Marketing Management* Chapter 4: Identifying Target Customers
* Reading Assignment *– Strategic Marketing Management* Chapter 5: Developing a Customer Value Proposition
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| * **Week 5**: Reading Assignment *– Strategic Marketing Management* Chapter 6: Creating Company Value
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| * **Week 6**: Reading Assignment *– Strategic Marketing Management* Chapter 7: Managing Products
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| * **Week 7**: Reading Assignment *– Strategic Marketing Management* Chapter 8: Managing Services
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| * **Week 8**: Reading Assignment *– Strategic Marketing Management* Chapter 9: Managing Brands
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| * **Week 9**: Reading Assignment *– Strategic Marketing Management* Chapter 10: Managing Price
* Reading Assignment *– Strategic Marketing Management* Chapter 12: Managing Communication
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| * **Week 10**: Reading Assignment *– Strategic Marketing Management* Chapter 13: Managing Distribution Channels and Discussions regarding Advertising Careers (October 14 last day of Advertising class before switching to PR section)
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| **Two Exams:**Exam 1 – September 18Exam 2 – October 14 Students will take two in-class exams throughout the marketing section of this course.  | * 400
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| **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
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| **Advertising Career Fair** networking event Ad & PR student club meeting attendance | * 25
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| **Total Points (MARKETING SECTION)** | * 475
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**Schedule for MEJO 137.4 (Misner) Second Half of the Semester**

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| --- | --- | --- | --- |
| **DATE** |  | **LECTURE/TOPIC** | **READING(S)** |
| 10/16 |  | What is public relations? | [Chapter 1: Does Society Need PR? (Coombs & Holladay, 2013, pp. 4–35)](https://ares.lib.unc.edu/ares/ares.dll/plink?u-http%3A%2F%2Fsite.ebrary.com%2Flib%2Funcch%2Freader.action%3Fppg%3D12%26docID%3D10733330%26tm%3D1482333702120)[*Optional Article & Video:* The real reason why Americans love bacon for breakfast](https://www.washingtonpost.com/news/wonk/wp/2016/06/27/baconforbreakfast/) |
| 10/21 |  | Public Relations Models & Relationship Management | [Chapter 2: Public Relations Models Through The Ages (Kelleher, 2017, pp. 26–53)](https://drive.google.com/open?id=1ntcX9R-XYQhzXwXPncgUehuffpsdT4AM) |
| 10/23 |  | Public Relations Today |  Chapter 3: Convergence and Integrated Communication (Kelleher, 2017, pp. 54–82) [Chapter 4: Relationship Management (Kelleher, 2017, pp. 83–109)](https://drive.google.com/open?id=13trMAmnfDriJk4FDXzLuG7qUEB5CraxT) |
| 10/28 |  | Research | Chapter 5: Research (Kelleher, 2017, pp. 110–139) |
| 10/30 |  | Research: Issues and Crises | Chapter 12: Issues and Crises (Kelleher, 2017, pp. 302–330) |
| 11/4 |  | Planning | Chapter 6: Planning (Kelleher, 2017, pp. 140–167)**Receive Exam I**: [Planning Document](https://docs.google.com/document/d/1bhG03IDHZl-noO-4AzcAivkfnK1uEsF21meOiClTDwg/edit?usp=sharing) |
| 11/6 |  | Planning: Writing | Chapter 9: Writing (Kelleher, 2017, pp. 220–248) |
| 11/11 |  | Planning: Multimedia and Mobile | Chapter 10: Multimedia and Mobile (Kelleher, 2017, pp. 249–274) |
| 11/13 |  | **Exam I** | **Exam I Due at 11:55 p.m.***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.*  |
| 11/18 |  | Implementation | Chapter 7: Implementation (Kelleher, 2017, pp. 168–190) |
| 11/20 |  | Implementation: Global | Chapter 13: Global (Kelleher, 2017, pp. 331–354)*Applied reading:* Chapter 9: Give More to Get More (Torossian, 2011, pp. 235-248) |
| 11/25 |  | Evaluation | Chapter 8: Evaluation (Kelleher, 2017, pp.191–219) |
|  |  |  | **No Class – Nov. 27, Thanksgiving Break** |
| 12/2 |  | Careers | Chapter 14: Careers (Kelleher, 2017, pp. 355–380) |
| 12/2 |  | Final Assessment Review | *Review Day |* [*Exam II Study Guide*](https://docs.google.com/document/d/1pNBYFeKMpHyvtG1UfZtZR9s07snRvbYLZNfGWt1-GVc/edit?usp=sharing) *| Review Session Qs**Here we will review for the final assessment in the public relations portion of the class.* |
| 12/4 |  | **Exam II** | **Exam II -** *Alternate option - we may meet on the date of our final exam for Assessment II which is during the week of Dec. 9. To be determined.*  |