

# MEJO 137: Principles of Advertising and Public Relations Spring 2020

Section 137.005 meets in CA 11; Section 137.006 meets in CA 141

## Professors:

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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 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 Journalism and Media 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 one half of the course, we will cover one portion (advertising and/or PR) and for the second half of the course, we will cover the second portion. Lectures, discussions, and assignments/assessments are the major teaching tools for this course. Each 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 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

- ❑ PR: Holiday, R. (2013). *Trust Me, I'm Lying: Confessions of a Media Manipulator*. Portfolio.
- ❑ Ad: Kocek, C. (2013). *The Practical Pocket Guide to Account Planning*. Yellow Bird Press.
- ❑ Ad: Sullivan, L. & Boches, E. (2016). *Hey, Whipple, Squeeze this: The Classic Guide to Creating Great Ads*. 5th edition. John Wiley & Sons.

It's strongly encouraged you follow the following Twitter accounts: [@nytimes](#), [@washingtonpost](#), [@WSJ](#), [@Ogilvy](#), [@AdWeek](#), [@PRWeek](#), [@rga](#), [@nmtifamp](#), [@AdAge](#), [@WeAreSocial](#)

### Reading

All reading for the lectures listed on the schedule are to be completed before class. Beyond the book, **PR readings are posted on Sakai** for specific class sessions. Sakai readings and lecture slides will be posted in the "Resources" section.

### 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.

### 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 us 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/>

## Grading

This course is based on a total of 1,000 points.

**Assignments, Deadlines, and Late Work:** Late assignments will receive an automatic 10% per class day deduction. You are responsible for turning in a hard copy of an assignment.

**Course Grade Calculation:** We 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 Assignment 1	12.5%	125
PR Assignment 2	12.5%	125
PR Final	12.5%	125
PR quizzes (Drop 1)	10%	100
Ad assignment 1	20%	200
Ad assignment 2	12.5%	125
Ad Weekly Quizzes (Drop 1)	15%	150
Research Participation Pool	5%	50
<b>Total</b>	<b>100%</b>	<b>1,000</b>

Grading Scale: A: 93-100%; A- 90-92%; B+ 88-89%; B 83-87%; B- 80-82%; C+ 78-79%; C: 73-77%; C- 70-72%; D+ 68-69; D 60-67; F Below 60

**For all assignments, please see the assignment sheet/rubric for more details.  
There will be no rounding up at the end of the semester.**

## Quizzes

Quizzes are based on previous classes and reading. No make-up quizzes will be offered, though one quiz score will be dropped from each section. Quizzes will not be given out after the start of class, so don't be late!

## PR Section Schedule

137.5 Weeks 1-8	137.6 Weeks 9-16	TOPIC	READINGS • Everything due at the start of class
1/9	3/3	Introduction What is public relations?	Review syllabus, course requirements, meet each other
1/14	3/5	Media Relations	Readings: Sakai Holiday: Chapters 1+2
1/16	3/17	Media Relations	Readings: Sakai Holiday: Chapters 3+4
1/21	3/19	Consumer Relations	Readings: Sakai Holiday: Chapter 5+6
1/23	3/24	Politics and PR	Readings: Sakai Holiday: Chapters 7+8
1/28	3/26	Research and Insights	Readings: Sakai Holiday: Chapters 9+10
1/30		Community Relations	1/30 Readings: Sakai Holiday: Chapters 11+12
3/31		FYRE Documentary	3/31 Readings: None
2/4		FYRE Documentary	2/4 Readings: None 4/2 Readings: Sakai
4/2		Community Relations	Holiday: Chapters 11+12
2/6	4/7	Social Media and PR	Readings: Sakai Holiday: Chapters 13+14 <b>Due: Assignment 1 PR</b>
2/11	4/9	Career Day & Investor Relations	Readings: No Sakai Holiday: Chapters 15+16
2/13	4/14	Crisis	Readings: Sakai <b>Due: Assignment 2 PR</b>
2/18	4/16	Global PR	Readings: Sakai Holiday: Chapters 17+18
2/20	4/21	Corporate Social Responsibility & Internal Relations	Readings: Holiday: Chapters 19+20
2/25	4/23	Review Day	Readings: Holiday: Chapters 20+21
2/27	4/27 12pm	Final Exam	Readings: None <b>Due: Final PR Exam</b>

**ADVERTISING SECTION SCHEDULE**

137.6	137.5	<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.
1/9	3/3	<b>COURSE INTRODUCTION (AD SECTION)</b>
1/14	3/5	<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)
1/16	3/17	<b>WHO &amp; HOW PART I</b> Sullivan & Bockes, Ch. 3 (Ready Fire! Aim, p. 31-46)
1/21**	3/19**	<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)
1/23	3/24	<b>CONSUMER INSIGHTS</b> Kocek, partial Part II (Finding Insights, p. 27-57)
1/28**	3/26**	<b>BRANDS &amp; TARGET AUDIENCES</b> Kocek, partial Part III (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119)
1/30	3/31	<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)
2/4**	4/2**	<b>CREATIVE BRIEF</b> Kocek, partial Part II (Creative Briefs, Selling the Idea, p. 59-70)
2/6	4/7	<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)
2/11**	4/9**	<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)
2/13	4/14	<b>CREATIVE PART I</b> Sullivan & Boches, Ch. 5 (Write When You Get Work, p. 79-104) <b>*****Assignment One due in class*****</b>
2/18**	4/16**	<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).
2/20	4/21	<b>CONSUMER RESPONSES</b>
2/25**	4/23**	<b>THE PITCH</b> Sullivan & Boches, Ch. 19 (Pecked to Death by Ducks, p. 327-356)
2/27	4/27	<b>ADVERTISING WRAP-UP</b> 12pm <b>*****Assignment Two due in class*****</b>