



THE UNIVERSITY
of NORTH CAROLINA
at CHAPEL HILL

Principles of Advertising & Public Relations

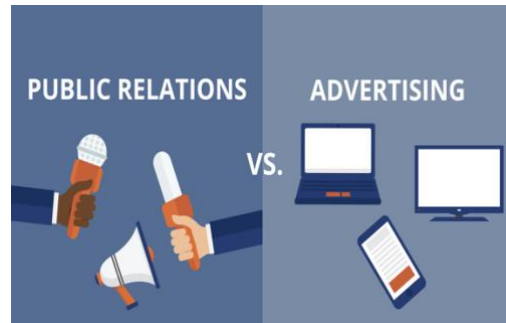
MEJO 137.5 || Fall 2020

Instructor: Tegan Bratcher tegranrae@live.unc.edu

Class place/time: Online on [Sakai](#)!

Office Hours: via Zoom on Tues/Thurs 4:00-6:00pm
(Please email me to set up times to meet)

Quick links: [Sakai](#) | [Semester sched/readings](#)



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. As a whole, this course will provide you with a solid foundation for understanding both disciplines, including historical evolution, issues and controversies, best practices, job opportunities and components of successful advertising and public relations campaigns. Importantly, this course will emphasize diversity, inequalities, and power structures as related to both fields of public relations and advertising.

This course is designed to give you an abstract overview of both public relations and advertising, helping you as the students to familiarize yourself with various aspects of strategic communication. 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 a host of other related disciplines.

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 the advertising and public relations process that include publics, research, planning, goals and objectives, strategies, messages, media, issues management and tactics.
- Explore diverse topics within PR and advertising using diverse materials and various methods

- Have a solid understanding of the importance of diversity and inclusion within to the two professional fields
- 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.



Class Structure | Working online and asynchronously

This course will be separated into two separate parts. For the half of the course will cover public relations and the second half will cover advertising.

Readings, lectures, discussions, and assignments 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.

Due to COVID-19, this class will be taught online using an asynchronous format. Therefore, we will not be meeting Tues/Thursday from 4:45 - 6:00 p.m. That

said, while the class will not be meeting at its designated times, there will still be roughly 75-minutes of instruction time per week through videos, online class discussions, and online activities. Each student is expected to read the assigned material and watch the assigned videos for the week, then contribute to meaningful discussions online and complete given assignments.

Finally, you will then publish at least three comments per week in our on Sakai forums site, where the lectures and assignments will be posted. The comments in the forums should be regarding that week's lecture, examples, and discussions. Comments must include complete sentences, and I expect at minimum 2-3 sentences per forum comment.

- To access the video for the day and discussion forum, visit our class Sakai page.
- To access the gradebook, course assignments, and tests, visit our Sakai site.

Professional Courtesy

This is a real-world class in which we are going to examine the challenges and dilemmas of public relations and advertising. Curiosity – quite simply asking questions – is one of the foundations and driving tenants of our industries. In addition to staying current, it is imperative we all remain respectful of each other and differing perspectives or opinions. While we all may not agree on issues presented in class discussions, we should respect each other's right to speak (or type).

The Instructor & Communication

My name is Tegan Bratcher and I'll be your instructor for this class! Please feel free to always address me as Tegan. A full bio of me can be read on my website www.teganrbratcher.com. You can also access our course site through my site under the "Teaching" tab.

First and foremost, **email is the best way to reach me**. I am typically prompt in responding to emails and will guarantee a response within 24 hours on weekdays. Additionally, I have set up zoom link for this class which can be accessed [here](#) and on the website. For all scheduled zoom meetings (one-on-one meetings/possible class meetings/group meetings) this same zoom link will be utilized unless otherwise stated. Please save questions regarding lengthy answers for zoom video meetings. Also, **please arrange zoom meetings with me via email at least 48 hours in advance of the meeting**. You should treat emails with me as professional correspondence. All communication should include your name, your class, and a professionally worded message.

Participation & Class Expectations

Technically, we are "in class" this semester on Tuesdays and Thursdays 4:45 – 6:00pm. However, the asynchronous format of the class is designed to work with your schedule however best works for you.

Participation during this online session is **required**. Weekly participation in the discussion forums is expected and will contribute to 10% of your final grade. To gain the full 100 participation points, I expect at least two-three comments per week in the forum. The more you post on a consistent basis, the higher your chance of getting the full 100 participation points. The comments should be relevant to that week's lesson (reading, video lecture, website examples) and include complete sentences and complete thoughts. In your comments, you can either answer another student's question, pose your own question, answer the questions I pose in the class website, or find your own example and describe it to the rest of the class.

Be respectful of each other in the discussion post – we are all adults, so I expect everyone to know what is and is not appropriate for discussions. Don't make me have to call you out.

If you are unable to participate for any reason, then you will need to let me know in advance when possible. Lack of participation as a result of family death or health issues will be addressed based on the circumstances.

Late assignments will be docked 10% per day, and lack of participation in the discussion forum will result in deduction of points (-2 points per week of no forum activity). If you think that for any reason you will not be able to submit an assignment on time or engage in the daily class discussions, I highly recommend you communicate with me (via email) as early as you can to let me know.

It is your responsibility to engage with the weekly videos and materials, class conversations on Slack, and turn in assignments polished and on time.

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

Consider the following rubric for participation for discussion posts:

| | | | |
|--|--|---|--|
| A (9-10) Consistently participates in class/online at least twice a week. Has thought-provoking ideas, asks questions. | B (7-8) Participates in class/online twice a week at max, consistently throughout the semester. Good ideas and asks questions. | C (5-6) Participates in class/online from time to time. Mostly prefers to lurk. Pretty good input but is not contributing consistently. | D/F (4 or less) Barely says anything at all, both in class and online. Mostly lurks, even if there is good attendance. |
|--|--|---|--|

Assignments | Grading

Technology Policy: You will need a computer, tablet, or cell phone with internet connection in order to take this class. If you do not have access to a device with reliable internet connection, please contact me as soon as possible. Remember to always save a backup work all your work to the cloud, or a flash/jump drive. Save early and often. If you ever have technical difficulties, you should inform me as soon as possible.

Formatting and Writing Expectations: In this class you are held to professional writing standards on all assignments and in all forums. 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 or posts on Slack. 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. When in doubt use: Font (Times New Roman), Font Size (12), Page Margins (1in all sides), Number each page, Add name to the header, and double-spaced.

Grading

This course is based on a total of 500 points. 40% of your grade will be based on two final projects. One is 20% of your grade is based on the PR section of the course (100 points), and the other 20% of your grade is based on the advertising section of the course (100 points). Another 40% of your grade will be based on assignments. There will be two writing assignments, each worth 20% of your grade (50 points per assignment). One assignment will focus on public relations and one assignment will focus on advertising. Then, 5% of your grade is based on two additional assignments – assignment #1 and the reflection paper (25 points per assignment); They are worth 2.5% each. Another 5% of your grade is based on the research requirement (details below) worth 50 points. The final 10% of your grade is based on participation in the discussion forums on Sakai (100 points total).

Research Participation Requirement

Students in 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 Hussman School of Journalism and Media. 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 November 10, 2020.

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 November 10, 2020.

Grading for research participation requirement 50 points (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

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: All assignments must be typed, correctly formatted and turned in on time in Sakai. 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. 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 (4:45 p.m.) on the date that the assignment is due.

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.)

| Assignments | % | Points | Grading Policy* |
|-----------------------|-----|--------|-----------------|
| Assignment #1 - Intro | 2.5 | 25 | A=90-100 |
| AD Assignment #1 | 20 | 50 | B=80-89 |
| AD Final Project | 20 | 100 | C=70-79 |
| PR Assignment #1 | 20 | 50 | D=60-69 |
| PR Final Project | 20 | 100 | F= Below 60 |
| Reflection Paper | 2.5 | 25 | |
| Research Requirement | 5 | 50 | |
| Participation | 10 | 100 | |
| | | | |
| Total | 100 | 500 | |

*This is the grading scale for class documents, not for the final course grade.

**For all assignments, please see the assignment sheet/rubric for more details (uploaded on Sakai).

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

Assessments/Assignments There will be one advertising and one public relations assignment. Details about the assignments will be provided by the instructor under the “Assignments” tab in Sakai.

Assignments

- Assignments are due at the beginning of class time on Sakai (4:45pm). Late assignments 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.

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.

Quality work and guidelines: Your assignments will be evaluated primarily on the quality of your ideas, but also on how clearly and persuasively you present those ideas. Graded assignments (group and individual) will lose points for lack of professional presentation,

including mistakes in spelling, grammar, and punctuation. Proofread your work carefully; most importantly, **think** about your work.

Late work policy

Missed deadlines are a costly error in the media industry. Therefore, late submissions will not be accepted. Excuses translate into loss of reputation and business in the profession. If you for any reason cannot submit an assignment at the time it is due, it is up to you to email me in advance regarding potential accommodations. Any negotiations regarding late work should be worked out between you and I at least 24 hours prior to the assignment being due.

*Extra credit opportunities: Opportunities for extra credit may arise throughout the semester. Should there be any extra credit opportunities, I will inform you.

A final (and important) note about grading and evaluation

You deserve an instructor who is approachable, fair, and accessible. I welcome questions and challenges, and you will never be penalized for your opinions, as long as they are considerate of others. I will work my hardest to make this course enjoyable and interesting. Please contact me sooner rather than later if you are having problems understanding any of the concepts covered. I am your resource for this class, so please do not hesitate to contact me should you have any trouble. I will do all I can to help you before a deadline; after a deadline has passed, I cannot retroactively help you improve that grade.

Reading Material

Due to the online circumstances of this class, there is no required physical text for this class. Instead supplemental readings and materials will be provided to you via online resources and the class website. Because this is an asynchronous course it is up to the student to complete all assigned readings on their own time. However, it is expected that students are engaging with both reading and lecture material appropriately in the classroom discussion posts. Meaning that through the students written work (via assignments and discussion posts) there should be a demonstrated understanding of concepts from course readings/materials. This syllabus and the class website are the best places to find all classroom materials including links to readings.

Important Info

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 visit the Accessibility Services website at <https://accessibility.unc.edu/>

Honor Code

I expect that each student will conduct himself or herself within the guidelines of the University honor system (<http://honor.unc.edu>). All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean Charlie Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Seeking help

If you need individual assistance, it's your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

Diversity and Inclusion

The School of Media and Journalism adopted [diversity and inclusion mission and vision statements](#) in spring 2016 with accompanying goals. It complements the University policy on [Prohibiting Harassment and Discrimination](#). In summary, 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.

Harassment

UNC does not 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 and Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments. If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, dos@unc.edu or 919/966-4042.

ACEJMC professional values and competencies

The School of Media and Journalism's accrediting body outlines 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. No single course could possibly give you all these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. The values and competencies in bold are most relevant for this course:


- Understand and apply the principles and laws of freedom of speech and press for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;

- 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;**
- **Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;**
- 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;**
- 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.

Fall 2020 Tentative Course Outline

| Week | Date | Topics (videos) | Readings/Assignments Due |
|-------------|--------|--|---|
| 1 | Aug 11 | Syllabus/class overview – Ice breakers – get to know you | Readings: Resources > Week 1 on Sakai |
| Advertising | | | |
| | Aug 13 | What is advertising? | Readings and videos posted to Sakai; please discuss these materials in full in the forum “Week 1: What is Advertising?” |
| 2 | Aug 18 | Who and how? | Assignment #1 due by Tuesday Aug 18 @ 4:45pm in the forum “Week 1: Intro”. Readings Sakai |
| | Aug 20 | Consumer Insights | Readings Sakai |
| 3 | Aug 25 | Brands & Audience Targeting | Readings Sakai |
| | Aug 27 | Strategies | Readings Sakai |

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|------------------|---------|---|---|
| 4 | Sept 1 | Diversity | Readings Sakai AD Assignment #1 due by 4:45pm. |
| | Sept 3 | Diversity | Readings Sakai |
| 5 | Sept 8 | The Digital Divide | Readings Sakai |
| | Sept 10 | The Digital Divide | Readings Sakai |
| 6 | Sept 15 | Creative Part I | Final project workshopping – no readings |
| | Sept 17 | Creative Part II | Final project workshopping – no readings |
| 7 | Sept 22 | Final Ad project for check-in | Final project workshopping – no readings |
| | Sept 24 | <i>Reflection on first half of the semester – what's working, what's not.</i> | Final Advertising project due by 4:45pm |
| Public Relations | | | |
| 8 | Sept 29 | What is PR? | Readings Sakai |
| | Oct 1 | PR models and relationship management | Readings Sakai |
| 9 | Oct 6 | Research | Readings Sakai |
| | Oct 8 | Media Relations | Readings Sakai |
| 10 | Oct 13 | Media Relations | Readings Sakai |
| | Oct 15 | Issues and crises | PR Assignment #1 due by 4:45pm. |
| 11 | Oct 20 | Politics & PR | Readings Sakai |
| | Oct 22 | Social Media & PR | Readings Sakai |
| 12 | Oct 27 | Diversity: Race, Gender, & PR | Readings Sakai |
| | Oct 29 | Diversity: Race, Gender, & PR | Readings Sakai |
| 13 | Nov 3 | PR today | Readings Sakai |
| | Nov 5 | Community Relations: FYRE Documentary | Final project workshopping – no readings |
| 14 | Nov 10 | Community Relations: FYRE Documentary | Final project workshopping – no readings Final Research requirement due by 6:15pm |

| | | | |
|----|-----------|---|--|
| | Nov 12 | Final class wrap up | Final project workshopping – no readings Reflection Paper due by 4:45pm. |
| 15 | Nov 17 | Last Day of Classes | |
| 16 | Nov 24 | Final PR projects due by 4:45pm!! | |
| | Nov 26 | <p>Enjoy the holidays and cheers to a better 2021!!</p>  | |