

Hussman School of Media and Journalism
University of North Carolina at Chapel Hill

PRINCIPLES OF ADVERTISING & PUBLIC RELATIONS MEJO 137.1 and 137.2 (Spring 2021)

Monday and Wednesday, 2:00-3:15 pm. All classes are online.

Public Relations Instructor

Professor Julie Dixon

Office: REMOTE

Email: julesdixon@unc.edu

Advertising Instructor

Dr. Allison Lazard

Email: lazard@unc.edu

Office hours: Tuesdays 3:30-5pm and by
appointment

***For a ZOOM “office time”, ..please email
Professor Dixon to set up a specific time.*

**NOTE: This syllabus is subject to change throughout the semester; any changes will be notified via Sakai, and an updated document will be posted.*

Course Overview

“Principles of Advertising and Public Relations” introduces you to the fields of advertising and public relations, incorporating important concepts concerning effective advertising and PR practices. This course will provide you with a solid foundation for understanding both disciplines, including historical development, issues and controversies, best practices, career opportunities, and components of successful advertising and public relations campaigns. This course will help you build a foundation in understanding advertising and PR. It will also provide a solid understanding of 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 or further study in advertising or public relations is right for you.
- Examine the role and function of advertising and public relations in businesses, nonprofits and government.
- Understand basic components of the advertising and public relations processes, which include target audiences, research, planning, goals and objectives, strategies, messages, media channels, issues management, tactics, and evaluation metrics.
- 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, and how people respond to strategic communication messages.
- Understand the transformation that has taken place in the strategic communications industry driven by digital and social technology and engagement.

Prerequisite. There are no prerequisites to take this course.

Sections. Two sections of MEJO 137 will be team taught by Professor Dixon and Dr. Lazard. You will be with one instructor at a time.

- 137.1 : Lazard, Ad weeks 1-8; Dixon, PR weeks 9-16
- 137.2 : Dixon, PR weeks 1-9; Lazard, Ad weeks 9-16

Online Format. This class will be taught as an online remote learning course only.

Grading

Your grade will be earned by successfully completing the requirements for both the advertising and public relations sections of the course. The final grade will be computed by adding both the advertising and PR grade percentages. A schedule of weekly readings, topics, and assignments for the section of the course follows in this syllabus and will be posted on Sakai.

| | |
|--|---------------------------|
| <u>Advertising section of this course</u> | <u>475 points (47.5%)</u> |
| Advertising Assignment One | 200 points (20%) |
| Advertising Assignment Two | 125 points (12.5%) |
| Advertising Weekly Quizzes (drop 1) | 150 points (15%) |
| | |
| <u>Public Relations section of this course</u> | <u>475 points (47.5%)</u> |
| Class Participation/Attendance | 55 points (5.5%) |
| Public Relations Team Discussion | 60 points (7%) |
| First PR Assessment | 180 points (18%) |
| Final PR Assessment | 180 points (18%) |

The remaining 5% (50 points) of your grade will be from your research participation. Three hours are required.

Research Participation Requirement: Students in MEJO 137 are required to complete two hours of research participation over the course of the semester. There are two ways you can fulfill this requirement. First, you can participate in two 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 MEJO class that has a research participation requirement, it may also satisfy the research requirement for this course.

Second, you can write two one-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: *Media Psychology*, *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.

Grading scale

A = 100-94 (1,000-940 points)
 A- = 93.9-90 (939-900 points)
 B+ = 89.9-87 (899-870 points)
 B = 86.9-84 (869-840 points)
 B- = 83.9-80 (839-800 points)
 C+ = 79.9-77 (799-770 points)
 C = 76.9-74 (769-740 points)
 C- = 73.9-70 (739-700 points)
 D = 69.9-65 (699-650 points)
 F = 64.9 or below (649-0 points)

Advertising Section

To join the advertising portion of the course remotely, you will be required to access a UNC Zoom account. See Sakai for Zoom links.

Required textbooks

- Sullivan, L. & Boches, E. (2003). *Hey, Whipple, Squeeze this: The Classic Guide to Creating Great Ads*. 5th edition. John Wiley & Sons.
- Kocek, C. (2013). *The Practical Pocket Guide to Account Planning*. Yellow Bird Press.

See schedule on last page and as a separate PDF on Sakai. Updates will be posted on the schedule PDF on Sakai.

Public Relations Section

Lectures, group projects, and online discussions are major teaching methods for this course. The professors will present lecture material relevant to class readings and, along with supplemental readings and guest speakers, provide real-world examples of a variety of advertising and public relations scenarios. Each student is expected to have read assigned material before the post time of the online lecture and/or class period in which the material is to be discussed. Ongoing dynamic course material will also be presented as appropriate.

For information about UNC's roadmaps for maintaining a safe and health campus environment visit: <https://carolinatogether.unc.edu/community-standards-3-2/>

Remote-learning students are strongly encouraged to participate in real-time during the class meeting as they will benefit from virtual engagement, opportunities to ask the instructor questions, and queries from other students. ***Missing more than three (3) Zoom sessions without notifying the instructor of an illness will guarantee a deduction in your participation grade.***

To participate in the Public Relations portion of the course remotely, you will be required to access a UNC Zoom account.

For instructions on setting up your UNC Zoom account (free), please click here:

https://help.unc.edu/sp?id=kb_article&sys_id=1892ec36db1f0c146cf4710439961996

If you are joining remotely, please log in to Professor Dixon's personal meeting room NO LATER than 1:50 pm on Monday and Wednesday. Consistently logging in late will lower your participation grade.

The invitation for remote log in (to join the Zoom meeting) is here:

Online join:

<https://unc.zoom.us/j/5301615551>

Meeting ID: 5301615551

Phone join:

855 880 1246 US Toll-free

877 853 5257 US Toll-free

Meeting ID: 5301615551

NOTE: Please test your zoom account PRIOR to class. If you have trouble logging in to Zoom, **contact Professor Dixon (julesdixon@unc.edu) PRIOR to the lecture. I will not be able to help you troubleshoot Zoom once class has started.**

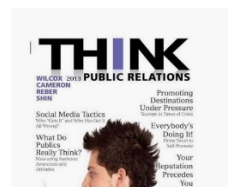
During the lecture portion of the class, you will be asked to mute your audio. However, I expect the remote learners to turn on their audio during the first few minutes of the course and after the lecture during discussions. ***Remote learners – everyone in the classroom can hear you through classroom audio! Please be aware of this and mute yourself as appropriate.***

REQUIRED TEXTBOOKS

The required textbooks for this course are available for digital download/online reading from the UNC Library, although students are encouraged to purchase their own copy, especially if they plan to pursue a career in marketing, advertising, or PR.

The required textbook for the course is available for digital download/online reading from the UNC Library, although students are encouraged to purchase their own copy, especially if they plan to pursue a career in marketing, advertising, or PR.

• Think Public Relations (2013) – Wilcox, Cameron, Reber and Shin



THINK Public Relations

by Dennis Wilcox

★★★★★ 119

Paperback

\$18.95 to rent

\$90.66 to buy

*****SPECIFIC PR ARTICLES FOR THE SEMESTER***

WILL BE POSTED BY PROFESSOR DIXON ON SAKAI— OR VIA EMAIL DISTRIBUTION.

PROFESSIONALISM AND ASSIGNMENT EXPECTATIONS

Students are expected to be professional in all dealings associated with this class. This includes treating each other, your professors, and any guest speakers with the utmost respect and providing them with your full attention.

Written assignments, unless noted otherwise, should be printed out, proofread and grammatically correct. Good writing is critical to success in communications. Pay attention to correct punctuation and grammar. AP Style is preferred.

SEEKING HELP

If you need individual assistance, it is your responsibility to communicate 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.

For information about course add and drop deadlines, see the Registrar calendar [here](#).

Special Accommodations. Should you require special accommodations in order to attend, participate in, and/or meet the requirements of this class as described above, please let me know. If such is the case and you have not done so already, you should also contact the University's Department of Accessibility Resources Services (AR&S) for more information at accessibility@unc.edu or by calling 919-962-8300.

The Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps> requires that all graduates should be aware of certain core values and competencies, including the following addressed in this course:

- 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.

Honor Code. Students are expected to conduct themselves 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.

Diversity and Inclusion. 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.

Harassment. The University of North Carolina at Chapel Hill does not tolerate harassment based on gender, race, religion, sexual orientation, culture, disability, or 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 or problem, please bring it to my attention, the attention of Senior Associate Dean Charlie Tuggle, and/or The Office of the Dean of Students at dos@unc.edu or 919.966.4042.

****Schedule for MEJO 137.001 & 137.002 PR Sections (Professor Dixon)**

| 137.1 Weeks 1-8 | 137.2 Weeks 9-16 | TOPICS AND READINGS* <i>* Readings should be completed before the start of class.</i> |
|------------------------------|-------------------------------|---|
| 1/20 | 3/17 | COURSE INTRODUCTION (<i>PR SECTION</i>) <i>INTRO—Let's Get to Know Each Other-- Discuss Semester Objectives</i> |
| 1/25 | 3/22 | WHAT IS PUBLIC RELATIONS ? Read: CHECK SAKAI SITE |
| 1/27 | 3/24 | THE POWER OF INTEGRATED MARKETING Read: CHECK SAKAI SITE |
| 2/1 | 3/29 | TRENDS IN PUBLIC RELATIONS Read: CHECK SAKAI SITE |
| 2/3 | 3/31 | THE ART OF CLIENT RELATIONS Read: CHECK SAKAI SITE |
| 2/8 | 4/7 | CORPORATE RESPONSIBILITY Read: CHECK SAKAI SITE |
| 2/10 | 4/12 | WHAT DO REPORTERS REALLY WANT? Read: CHECK SAKAI SITE |
| 2/17 | 4/14 | NEW MEDIA Read: CHECK SAKAI SITE |
| 2/22 | 4/19 | INFLUENCER RELATIONS Read: CHECK SAKAI SITE |

| | | |
|------|------|--|
| 2/24 | 4/21 | MEDIA JUNKETS Read: CHECK SAKAI SITE |
| 3/1 | 4/26 | CRISIS RELATIONS Read: CHECK SAKAI SITE |
| 3/3 | 4/28 | PR MEASUREMENT Read: CHECK SAKAI SITE |
| 3/8 | 5/3 | Let's Chat- CAREERS IN PUBLIC RELATIONS Read: CHECK SAKAI SITE |
| 3/10 | 5/5 | OPEN DISCUSSION WITH PROFESSOR DIXON |
| 3/15 | 5/14 | EXAM/Assessment **** |

ADVERTISING SECTION SCHEDULE

| 137.1 Weeks | 137.2 Weeks | Topics & Readings* |
|----------------|----------------|--|
| 1-8 | 9-16 | * Readings should be completed before class. **Quizzes given these days covering the prior classes. |
| 1/20 | 3/17 | COURSE INTRODUCTION (AD SECTION) |
| 1/25 | 3/22 | WHAT IS ADVERTISING? Sullivan & Boches, Ch 1. (A Brief History of Why Everybody Hates Advertising, p. 1-16) & Ch. 2 (The Creative Process, p. 17-30) |
| 1/27 | 3/24 | WHO & HOW PART I Sullivan & Bockes, Ch. 3 (Ready Fire! Aim, p. 31-46) |
| 2/1** | 3/29** | WHO & HOW PART II 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) |
| 2/3 | 3/31 | CONSUMER INSIGHTS Kocek, partial Part II (Finding Insights, p. 27-57) |
| 2/8** | 4/7** | BRANDS & TARGET AUDIENCES Kocek, partial Part III (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119) |
| 2/10 | 4/12 | STRATEGY Sullivan & Boches, Ch. 7 (Stupid, Rong, and Viral, p. 121-142) & Ch. 8 (Why Is the Bad Guy Always More Interesting?, p. 143-154) |
| 2/17** | 4/14** | CREATIVE BRIEF Kocek, partial Part II (Creative Briefs, Selling the Idea, p. 59-70) |
| 2/22 | 4/19 | DIGITAL PART I 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) |
| 2/24** | 4/21** | DIGITAL PART II 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) |
| 3/1 | 4/26 | CREATIVE PART I Sullivan & Boches, Ch. 5 (Write When You Get Work, p. 79-104) *****Assignment One due in class***** |
| 3/3** | 4/28** | CREATIVE PART II Sullivan & Boches, Ch 6. (The Virtues of Simplicity, p. 105-120) & optional Ch. 4 (The Sudden Cessation of Stupidity, p. 47-78). |
| 3/8 | 5/3 | CONSUMER RESPONSES |
| 3/10** | 5/5** | THE PITCH Sullivan & Boches, Ch. 19 (Pecked to Death by Ducks, p. 327-356) |
| 3/15 | 5/14 8am | ADVERTISING WRAP-UP *****Assignment Two due in class***** |