



◀ **da book** –

Made to stick: Why some ideas survive and others die. By Chip Heath and Dan Heath. Random House, 2007/2008.

Purchase at bookstore. Also on reserve at the Park Library and at Davis Library (2-hour check-out).

Need some foundations? Need a refresher? Here are 2 books that may help.

♦ *Planning and managing public relations campaigns* by Anne Gregory, 4th ed. (Park Library: HD59.G69 2015)

♦ *Hey Whipple, squeeze this: The classic guide to creating great ads.* 5th ed. by Luke Sullivan, Edward Boches. Access e-version at library.unc.edu with ONYEN and password

And, other readings and cases in Sakai – Resources Folder.

Be ready to discuss, ask questions, offer opinions, disagree, argue, share knowledge, updates, etc. That’s what’ll make this class fun!

And speaking of Sakai... here’s what you’ll find!

- ♦ **Syllabus:** Subject to updates, cuz, 2021! I’ll keep you posted if anything changes.
- ♦ **Resources:** Look here for readings and handouts
- ♦ **Assignments:** both homework and in-class assignments will reside here.

Got the curiosities?

Please keep up with what’s going on in the world and in strategic communication through regular reading/viewing of traditional and evolving media channels.

Share news we all can use about public relations, marketing, corporate communications, investor relations, advertising, social media and strategic communication as you come across them.

Some resources:

- [The Skimm](#) – you may also sign up for daily e-blast (M-F)
- [Commpro](#) – also has a daily e-blast
- [Ragan’s PR Daily](#)
- [O’Dwyer’s Inside News of PR & Mktg Comms](#)
- [PR Week](#)
- [Public Relations Today](#)
- [Ad Week](#) and more!!



Special 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 disabilities, visit the **Accessibility Resources & Service Office website**, call 919/962-8300, or use NC Relay 711.



Attendance and Participation: You’re expected to attend and **actively** participate in each class period. This is not a lecture class; we will use class time to talk about and apply what you find through readings, research, experiences, following a professional and working on your cases.

There are not a certain number of classes you are permitted to miss; however, if you are ill or have an emergency, please let me know so I may work with you.



And, speaking of assignments...

Homework assignments are due at the beginning of class (aka no later than 11 a.m.).

In some instances, you will be directed to post your assignment on Sakai; others may call for you to bring a printed copy. Please see the assignment instructions for details.

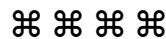
The UNC-CH Graduate School's grading system is:

- H = High pass – clear excellence, over the top, wow!
- P = Pass – entirely satisfactory graduate work
- L = Low Pass – inadequate graduate work
- F = Fail

For ESC students, the grading scale is:

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = <60
- (and +/- as appropriate)

Additional fun reading available in the [Graduate School Handbook](#).



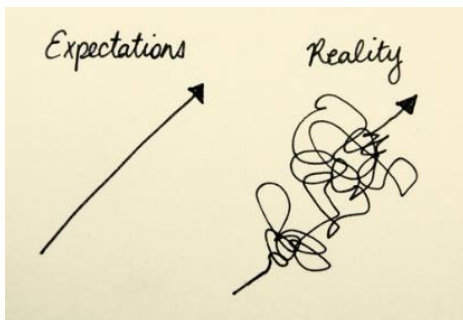
Your final grade breakdown:

Reflections	13%
Case study assessment, leading class discussion	15%
Original case study	35%
♦ Written report =	25%
♦ Presentation =	10%
Homework/in-class assignments	15%
In-class participation	10%
Follow a professional	12%

Basic guidelines

I welcome your using your laptop in class to take notes, search for class-related information, complete in-class assignments, etc.

Please let your social media have a 75-minute rest while class is underway! There's evidence that multitasking means you're better prepared to screw up at least two things at a time [Psychological Science]. ☺ Just sayin'...



Plus ...

Let me know of any questions or concerns you have. I know that balancing various coursework for a graduate program can be challenging. Don't succumb to the stress – let's work together to ensure you meet course requirements and have a good time.

And please take advantage of campus and online resources (links also on Sakai – Resources folder):

- ♦ [Counseling and Psychological Services](#) (aka, CAPS)
- ♦ [Multicultural Health Program](#)
- ♦ [Community Clinic](#), UNC Department of Psychology in-person & teletherapy services
- ♦ [Student Care Hub ask a question](#)
- ♦ [Carolina Cupboard](#) on-campus food pantry
- ♦ [COVID-19 Emergency Grant Funding](#)
- ♦ [COVID-19 Update](#): New action items on vaccination and testing for Carolina community
- ♦ [COVID-19 Community Standards](#)
- ♦ [The Graduate School CoVID-19 updates and information](#)



Diversity, Equity and Inclusion:

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#).

In summary, UNC-Chapel Hill 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, ethnicity, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression.

The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University’s nondiscrimination policies.

Student Conduct

You are expected to conduct yourself within the guidelines of the University honor system. 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. You may retrieve the full document, *The instrument of student judicial governance*, [here](#). The University’s *Policy on Prohibit Discrimination, Harassment and Related Misconduct* is outlined [here](#).



If you need assistance with a harassment issue or problem, bring it to my attention or The Office of the Dean of Students, odos@unc.edu, 919/966-4042 or NC Relay 711.

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.


Discrimination violates the university’s [Honor Code](#), Title VII of the Civil Rights Act (1964) and Title IX of the Educational Amendments.


Professional values and competencies: The Hussman School of Journalism and Media'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](#). 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. 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.


Week by Week – MEJO 730.001 Fall 2021




Please note: This schedule may change ... you know... 2021, ‘n’ all. I will advise.


Date	Today’s Topic/Goal	Readings/Assignments for this Day <i>Heath & Heath = textbook</i> <i>Other readings are on Sakai – Resources tab</i> <i>Assignments – see Assignment tab on Sakai</i>
Aug. 19	<p>First day of class – introductions, what’s up for the semester, “stickiness,” and responding to a request for proposal</p> 	<p>Before first class, please read...</p> <ul style="list-style-type: none"> ▪ Heath & Heath, intro + chapters 1 and 2 ▪ The ultimate guide to writing your first RFP response
Aug. 24	<p>Creating campaign plans – setting the foundations What do you know? What do you need to know? How will you find what you need to know?</p> <ul style="list-style-type: none"> ▪ Secondary research ▪ Deep diving – issues management 	<p>Readings</p> <ul style="list-style-type: none"> ▪ Heath & Heath, ch. 3-4 ▪ <i>Issues management: Clarification of terms</i> ▪ <i>SWOT analysis: Discover new opportunities, manage and eliminate threats</i> – text/video <p>Homework assignment:</p> <ul style="list-style-type: none"> ▪ ID professional you’ll follow on social media
Aug. 26	<p>Tinkering with theory Trust me, it’s fun!!</p>	<p>Readings</p> <ul style="list-style-type: none"> ▪ Heath & Heath, ch. 5 ▪ Standpoint theory basics ▪ <i>Framing</i> by Tom Bivins <p>Homework assignment</p> <ul style="list-style-type: none"> ▪ “Doing” theory – write up + be prepared to share and discuss findings for your assigned theories. See a few resources on Sakai for starting points.
Aug. 31	<p>Doing research and evaluation</p> <ul style="list-style-type: none"> ▪ Primary research <ul style="list-style-type: none"> ▪ Collecting data ▪ Analyzing results ▪ Reporting findings 	<p>Readings</p> <ul style="list-style-type: none"> ▪ Heath & Heath, ch. 6 ▪ <i>14 market research examples</i> ▪ <i>Brand Tracking 101</i> – p. 14 provides a synopsis of using different research techniques ▪ <i>Evaluating information: Applying the CRAAP Test</i> <p>Homework assignment:</p> <ul style="list-style-type: none"> ▪ Reflection 1 – Researching about researching

Date	Today's Topic/Goal	Readings/Assignments for this Day
Sept. 2	<p>Stakeholders, publics, and plans</p> <ul style="list-style-type: none"> Putting research to good use Who will you target? How? Goals, objectives, strategies and tactics <p><i>“People tend to confuse activity and results. At the end of the day, results are what really matter, not activities.”</i> ~ Lisa Borders, WNBA</p>	<p>Readings</p> <ul style="list-style-type: none"> Heath & Heath, Epilogue-What sticks Who are stakeholders and why do they matter What is an influencer? https://influencermarketinghub.com/what-is-an-influencer/ People are getting vaccines in secret <p>Homework assignments:</p> <ul style="list-style-type: none"> Reflection 2 – storytelling: Racial disparities in drowning deaths persist, research shows + How I learned to swim Brief report on the professional you're following
Sept. 7	<p>Why white papers: Establish organization's position Case study How to (or how not to) Backgrounder what else?</p>	<p>Readings</p> <ul style="list-style-type: none"> Heath & Heath, Sticky advice How to write and format a white paper <p>Homework assignments:</p> <ul style="list-style-type: none"> Assess a white paper Fog Index (optional)
Sept. 9	<p>Leadership foundations</p> 	<p>Readings</p> <ul style="list-style-type: none"> 8 most common leadership styles & how to find your own 18 business leaders on creating an inclusive and equitable society <p>Homework assignment:</p> <ul style="list-style-type: none"> Reflection 3: Finding your leadership style
Sept. 14	<p>Leadership issues</p> 	<p>Readings</p> <ul style="list-style-type: none"> Satya Nadella employed a 'growth mindset' to overhaul Microsoft's cutthroat culture We analyzed 23 memos from CEOs responding to the US Capitol riot Employees aren't as optimistic about company diversity efforts as managers. <p>Homework Assignment:</p> <ul style="list-style-type: none"> Reflection 4: Microsoft CEO's culture overhaul
Sept. 16	<p>Case study foundations</p> <ul style="list-style-type: none"> Case components Case uses – teaching, marketing and branding tools Doing in-class case assessments Sign up to lead discussion of an existing case study Where to find cases to critique 	<p>Readings</p> <ul style="list-style-type: none"> A (very) brief refresher on the case study method Case study writing guide (Types: pp. 4-5) Case study discussion guide Masks are the new boarding pass (Delta case study) <p>Homework assignments:</p> <ul style="list-style-type: none"> ID 1-ish idea for your original case study see Arthur Page Society Case Study Competition for ideas

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Sept. 21	Ethics cases <ul style="list-style-type: none"> ▪ What can we do vs what should we do? ▪ Ethics codes by professional associations and organizations 	Readings <ul style="list-style-type: none"> ▪ <i>What is native advertising? Definition, components, benchmarks, & best practices with examples</i> ▪ Peruse the codes: PRSA code of ethics, AMA statement of ethics, Institute for Advertising Ethics principles and practices <p>Plus case(s) TBD by discussion host!</p> <p>Homework assignment:</p> <ul style="list-style-type: none"> ▪ Submit topic for your original case study & at least 8 initial references
Sept. 23	Media relations cases <ul style="list-style-type: none"> ▪ Pitching and catching ▪ Working with media ▪ Tracking the value of media coverage ▪ Formulating a pitch ▪ HARO 	Readings <ul style="list-style-type: none"> ▪ <i>Cision's 2021 Global State of the Media Report Reveals Top Trends Impacting Journalists and PR Pros (News release)</i> ▪ <i>Pitching to the media</i> <p>Plus... Case(s) TBD by discussion leader(s)!</p> <p>Homework assignment:</p> <ul style="list-style-type: none"> ▪ Comparing a news release and subsequent news story
Sept. 28	Social media campaign cases <ul style="list-style-type: none"> ▪ Meeting organization goals 	Readings <ul style="list-style-type: none"> ▪ <i>How to plan a social media marketing campaign, step by step</i> <p>Cases anyone?? 😊</p> <p>Homework assignment:</p> <ul style="list-style-type: none"> ▪ Update on the professional you're following
Sept. 30	More social media <ul style="list-style-type: none"> ▪ Roles of influencers (even the micros!) 	Readings: <ul style="list-style-type: none"> ▪ <i>How TikTok is changing healthcare marketing</i> ▪ <i>How to use micro influencer marketing to grow your business</i> <p>And ... Case(s) to discuss!</p>
Oct. 5	Sports marketing and communication <ul style="list-style-type: none"> ▪ Broadening the player – and consumer - involvement 	Readings: <ul style="list-style-type: none"> ▪ <i>10 new trends in sports marketing</i> <p>And ... Case(s) to discuss!</p>
Oct. 7	Sports marketing and communication again	Readings <ul style="list-style-type: none"> ▪ <i>How brands are using Twitch for sports marketing</i> <p>Case(s) TBD by discussion leader(s)!</p>
Oct. 12 University day... but we still have class!	Consumer relations, branding <ul style="list-style-type: none"> ▪ Telling the story ▪ Protecting the brand's rep 	Readings <ul style="list-style-type: none"> ▪ <i>US consumer sentiment and behaviors during the coronavirus crisis</i> <p>Who's up? Discussioners unite!</p>

Date	Topic	Readings/Assignments
Oct. 14	More with the consumer types	<p>Readings</p> <ul style="list-style-type: none"> ▪ Interview: Zoom CEO Eric Yuan dishes on the difficulty of scaling the company through the pandemic <p>And... case(s) for discussion!</p> <p>Homework assignment:</p> <ul style="list-style-type: none"> ▪ Please submit at least <u>2 pages</u> of your original case study draft
Oct. 19	<p>Community relations</p> <ul style="list-style-type: none"> ▪ Good neighbor, good citizen, good will 	<p>Readings</p> <ul style="list-style-type: none"> ▪ 4 ways to build your community relations strategy ▪ Community engagement tips <p>Case(s) TBD by discussion leader(s)!</p>
Oct. 21-24	<p>Woo hoo!</p> <p>It's fall break!</p>	
Oct. 26	<p>Activism</p> <p>Moving forward, fighting back</p>	<p>Readings</p> <ul style="list-style-type: none"> ▪ Companies are struggling to engage with today's activists – a new survey explores why <p>In-class: We will watch the student-created documentary <i>Silence Sam</i></p> <p>Another case, too!</p>
Oct. 28	<p>Advocacy</p> <p>It's more than philanthropy</p>	<p>Readings</p> <ul style="list-style-type: none"> ▪ How your brand can take a political stand ▪ The 5-minute guide to corporate social advocacy <p>and... case(s)!</p> <p>Homework assignment:</p> <ul style="list-style-type: none"> ▪ Update on the professional you're following

Date	Topic	Readings/Assignments
Nov. 2 Election Day!!!!!! 	Government relations, public affairs From local and state levels to national and international arenas	Readings <ul style="list-style-type: none"> ▪ <i>Government public relations</i> ▪ <i>Government relations</i> (Public Affairs Council) ▪ <i>International</i> (Public Affairs Council) <p>And ... Case(s) to discuss!</p>
Nov. 4	Case study check-in/work day <ul style="list-style-type: none"> ▪ How's it goin'? 	Homework assignment <ul style="list-style-type: none"> ▪ Submit updated draft of your case study
Nov. 9 When you're about to leave work and the boss says "Before you go..." 	Employee communication The forgotten stakeholder?	Readings <ul style="list-style-type: none"> ▪ <i>5 steps to a comprehensive internal communications audit</i> ▪ <i>How to deliver meaningful, safe messages about mental health</i> <p>Case(s) TBD by discussion leader(s)!</p>
Nov. 11	Again with the employee thing	Readings <ul style="list-style-type: none"> ▪ <i>As Juneteenth becomes federal holiday, communication issues remain</i> ▪ <i>Retailers are increasingly uncomfortable with employee influencers</i> <p>Who's on today to lead the way (ooh! Poetry!!)</p>
Nov. 16	Guest speaker TBD	Readings TBD Homework assignment: <ul style="list-style-type: none"> ▪ Final update on the professional you're following
Nov. 18	Crisis communication <ul style="list-style-type: none"> ▪ Are you ready? Are your stakeholders ready? 	Readings <ul style="list-style-type: none"> ▪ <i>Situational crisis communication theory and how it helps a business</i> (pp. 1-3, Tables 5, 6 & 7) ▪ <i>How leaders should address racially charged events</i> <p>Case discussion host/hostess?</p> <p>Homework assignments</p> <ul style="list-style-type: none"> ▪ Share (verbally) an update on your case study ▪ Optional: Submit a draft of your case overview

Date	Topic	Readings/Assignments
Nov. 23	Ack... more crises!!	Readings <ul style="list-style-type: none"> Community member webinar: <i>Communicating through the coronavirus era</i> - Please focus on the presentation by Prof. Valerie Fields (starts about 6:30 thru 24:40) Case discussion!
Nov. 24-28 	<h2 style="color: red;">Happy Thanksgiving!!</h2>	
Nov. 30 - LDOC!	Wrappin' it all up! <ul style="list-style-type: none"> Case updates and feedback Working on teaching notes Course feedback 	No readings!! We will watch a video, <i>Women behind the Lines</i> , about the 1969 UNC-Chapel Hill food services strike and discuss its implications today.
Dec. 6, midnight	Turn in final <u>written</u> case study online.	Early submissions cheerfully accepted! 😊
Dec. 9, noon	Case study presentation day! 	Very last assignment!! Present your case study – 10 minutes Turn in your presentation materials

Enjoy Winter Break!

