

MEJO 137: Principles of Advertising and Public Relations

Summer Session I

Quick Links: [Schedule](#) | [Books/Textbooks](#)

Instructor: Teresa Tackett

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Office Hours: By appointment on Sakai

Classroom: Sakai!

Time: M-F, 6 a.m. – 9 p.m. EST (asynchronous)

Office: <https://unc.zoom.us/j/99314967056>

**The official class time is 1:15 p.m. to 2:45 p.m. EST. However, we will be meeting asynchronously, and your daily work should be completed between the hours of 6 a.m. and 9 p.m. EST. We will not be meeting on Zoom, and Sakai will be our virtual classroom for the summer!*

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 the 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.

Prerequisites

There are no prerequisites to take this course.

Course Textbooks (readings will be made available on Sakai)

- Kocek, C. (2013). *The Practical Pocket Guide to Account Planning*. Yellow Bird Press.
- Sullivan, L. & Boches, E. (2016). *Hey, Whipple, Squeeze this: The Classic Guide to Creating Great Ads*. 5th edition. John Wiley & Sons.
- “Public Relations” (1st edition) by Tom Kelleher, Ph.D.

Suggested Books/Textbooks (not required)

- “For Immediate Release: Shape Minds, Build Brands, and Deliver Results with Game-Changing Public Relations” by Ronn Torossian [Amazon: \\$17.50](#) (no required reading from this book)
- “Associated Press Stylebook” [Amazon \\$9.13](#) or monthly subscription to their website (no required reading on this, but you will need it for courses later)

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

Personal teaching style

I understand and acknowledge that people learn in different ways. Therefore, during our time together, you will learn by reading, by reviewing case study examples and engaging with your peers online, and by applying what you've learn when doing assignments and taking exams. One method of learning does not replace the other and one method is not more important than another. That said, I also understand and acknowledge that reviewing examples (for example) may not be as intellectually stimulating to some students, while to others, it may be a key method for learning and retaining information. I know that not all students love every method of learning, which is why I try to present the material in a variety of ways for each topic we cover.

To do well in this class, you need to be engaged with each learning type. Please contact me at any time if you have questions or concerns about the online course. My objective for the online course is to make it a positive learning experience, admittedly through your hard work. I am a resource available for your assistance and I want to see you succeed.

Method of Study

This course will be separated into two separate parts. For the first two weeks (May 19-June 4) we will cover public relations and for the last two weeks (June 7-June 24), we will cover advertising. This is mirrored after the way the course is taught in the spring and fall semesters. Readings, online discussions, and individual assignments are the major teaching tools for this course.

This class will be taught **online only** and will take an asynchronous format; therefore, we will **not** be meeting on Zoom every day from 1:15 – 2:45 p.m. That said, although the class will not be meeting every day starting at 1:15 p.m., there will still be 90-minutes of instruction time Monday – Friday. You'll be expected to do the readings, engage in online class discussions via the Discussion Board, and complete assignments. Please review the "Daily Lesson" on Sakai, and complete the assignment(s) for the day between the hours of 6 a.m. and 9 p.m. EST.

Attendance Participation

Because we do not meet together in a classroom, Sakai will serve as our virtual classroom and participation during this online summer session is required. Daily participation in the "Daily Lesson" and "Discussion Board" forum between the hours of 6 a.m. and 9 p.m. EST is expected and will contribute to 20% of your final grade.

Daily Schedule

You can find each day's assigned readings and scheduled activities on the Sakai site for this class under the "Daily Lesson" menu heading. Every day, each student is expected to read the assigned chapters and/or articles before engaging in class discussion on the "Discussion Board." Your discussion responses should address the textbook readings, case study examples, and the instructor's questions posted in the "Daily Lesson" for that day.

The Discussion Board will be open from 6 a.m. to 9 p.m. each day. You're welcome to post on any given topic after that, but it will not be counted for grading purposes if it's posted before 6 a.m. or after 9 p.m. on the assigned day.

Here's how I will grade discussion board participation:

You'll get a grade for each day's participation. The average of those grades will be your final Discussion Board grade, which counts for 20 percent of your final course grade. I will drop your lowest Discussion Board grade, so if you miss one day, it will not affect your grade.

A grade of 100 will be given for a student who has commented in a timely manner that day on all the instructor prompts, and in addition, has responded more than once to others' posts. Comments are thorough and thoughtful and reflect an understanding of the assigned material. They contribute original information and go beyond simply agreeing or disagreeing with others' comments. Opinions are backed up with evidence and discussion of personal experience.

A grade of 90 will be given for a student who has commented in a timely manner that day on all the instructor prompts, and in addition, has responded at least once to others' posts. Comments are thorough and thoughtful, reflect an understanding of the assigned material, and go beyond simply agreeing or disagreeing with others' comments.

A grade of 75 will be given for a student who has commented in a timely manner that day to the instructor prompts. This is the grade given if comments are overly brief or if there is no responding to others' posts.

A grade of 50 will be given to a student who fails to respond to the instructor, and only responds to others' posts.

A grade of 0 will be given to a student who does not post at all on any given day.

Grading

This course is based on a total of 500 points. 50% of your grade will be based on two exams. 25% of your grade is based on the PR test (125 points), and 25% of your grade is based on the advertising test (125 points). 30% of your grade will be based on assignments. There will be two writing assignments, each worth 15% of your grade (75 points per assignment). One assignment will focus on public relations and one assignment will focus on advertising. The final 20% of your grade is based on your discussion board participation.

Although grades are not negotiable, I will give every consideration to any concerns you have about an assignment grade, as long as the concern is identified promptly. I ask that you wait 24 hours after receiving your grade to email me. Should you continue to have questions after this 24-hour waiting period, please outline your concern(s) and provide evidence to support your claim. You may challenge a grade up to one week 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, and Late Work: 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 (1:15 p.m.) on the date that the assignment is due.

Course Grade Calculation: I will calculate your final course grade as follows:

Assignments	%	Points	*Grading Scale
PR exam	25%	125	A = 100-94
Ad exam	25%	125	A- = 93.9-90
Discussion Board	20%	100	B+ = 89.9-87
PR assignment	15%	75	B = 86.9-84
Ad assignment	15%	75	B- = 83.9-80
Total	100%	500	C+ = 79.9-77
			C = 76.9-74
			C- = 73.9-70
			D = 69.9-65
			F = 64.9

*Grading scale values are absolute.

There will be no rounding up at the end of the semester.

Reading

All readings listed on the daily lesson are to be completed *before* engaging in the discussion board. So, for example, you should read Coombs and Holladay's (2013) chapter before posting and responding on the "Discussion Board" for Day 1.

Discussion Board

Engaging with one another on the discussion board is a vital component of our virtual classroom experience. It is important for each of you to actively participate in the discussion board. This is where you can try out ideas and get feedback from me and your peers. Feel free to share your thoughts and opinions, even when they disagree with mine and with those of your classmates. Please be respectful in all of your comments.

As stated above, the discussion board will be open from 6 a.m. to 9 p.m. EST each day. You're welcome to post on any given topic after that, but it will not be counted for grading purposes if it's posted before 6 a.m. or after 9 p.m. EST on the assigned day.

Comments like the following are *not* acceptable: "Yes Sandy, I do like the way you defined public relations. That is how I, John, would also define public relations, too. Your description of the definition of public relations is similar to my experience."

On the other hand, comments like the following are highly encouraged: "I'm just now realizing that I only thought about public relations as publicity. The idea that public relations is about relationship management is new to me. That said, I'm confused as to how relationship management fits in with the models of public relations. Do these happen together or are these two different ways of practicing public relations? Also, can an organization practice all of these types of public relations at once?"

You can read more about grading expectations under the "Here's how I will grade discussion board participation" heading.

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. 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.

Exams and Review Days

There will be one public relations exam and one advertising exam. The public relations exam will count for 25% of your grade and will be on Monday, June 7. The advertising exam will count for 25% of your grade and will be on Thursday, June 24.

Each exam will have two parts: (1) an objective part with true/false, multiple choice, and matching questions, and (2) an essay part. Questions will be taken from the assigned daily readings (textbook and other assigned readings) and I will release a review guide to you to assist you in preparing for each exam well before each exam day. More details about the exams will follow.

Assignments

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

PR and Advertising Assignments

- Assignments are due at the *beginning* of the official class time on Sakai (1:15 p.m. EST). 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.

To access the gradebook, course assignments, and tests, visit our Sakai site.

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 work.

When submitting your assignments, please follow the formatting requirements in this table. Documents not meeting these standards will not be accepted and considered late until corrected.

Font	Size	Page Margins	Page Numbers	Name	Submissions	Lines
Times New Roman	12	1 inch all sides	All text pages	Header	Sakai	Double Spaced

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, and 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.

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. 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. My policy is to investigate all documents having greater than 15% of content from other sources as measured by TurnItIn.com. Documents that appear to have content from other than the author will be turned over to the University.

Diversity and Inclusion

The Hussman School of Journalism and Media 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, 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 me 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/>

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.

Email and Communication

I check email regularly every day between 9 a.m. and 5 p.m. I cannot guarantee an immediate response but will likely respond within 48 hours, Monday through Friday. You should treat emails with me as professional correspondence. All communication should include your name, your class, and a professionally worded message. When emailing me, I recommend following [this format](#).

Computer Supplies: All work should be saved to the cloud, or a flash/jump drive. Save early and often, I cannot rescue or resurrect lost documents.

Schedule for MEJO 137

DATE	DAY	LECTURE/TOPIC	READING(S)
5/19	1	What is public relations?	Required reading: <u>Chapter 1: Does Society Need PR? (Coombs & Holladay, 2013, pp. 4–35)</u>
5/20	2	Public relations models and relationship management	Required reading: <u>Chapter 2: Public Relations Models Through The Ages (Kelleher, 2017, pp. 26–53)</u> <u>Chapter 4: Relationship Management (Kelleher, 2017, pp. 83–109)</u>
5/21	3	Research and PR today	Required reading: Chapter 5: Research (Kelleher, 2017, pp. 110–139)
5/24	4	Research: Issues and Crises	Required reading: Chapter 12: Issues and Crises (Kelleher, 2017, pp. 302–330)
5/25	5	Planning	Required reading: Chapter 6: Planning (Kelleher, 2017, pp. 140–167) Release PR Assignment: News release
5/26	6	Planning: Writing and Multimedia and Mobile	Required reading: Chapter 9: Writing (Kelleher, 2017, pp. 220–248)
5/27	7	Implementation	Required reading: Chapter 7: Implementation (Kelleher, 2017, pp. 168–190)
5/28	8	Implementation: Global	Required reading: Chapter 13: Global (Kelleher, 2017, pp. 331–354)

5/31	9	No class	Memorial day. No class!
6/1	10	Evaluation	Required reading: Chapter 8: Evaluation (Kelleher, 2017, pp.191–219) PR Assignment due Release PR Exam review guide
6/2	11	Careers	Required reading: Chapter 14: Careers (Kelleher, 2017, pp. 355–380)
6/3	12	Review Day	Use the study guide to help you prepare for test questions, format, content, and more.
6/4	13	Flex Day	Study for the exam.
6/7	14	PR Exam	Exam day. Exam will only be open for two hours.
6/8	15	What is advertising?	Required reading: Chapter 1: A brief history of why everybody hates advertising (Sullivan & Boches) Chapter 2: The creative process (Sullivan & Boches)
6/9	16	Who and how	Required reading: Chapter 3: Ready Fire! Aim (Sullivan & Boches) Part I and partial Part II (pp. 5-26) (Kocek)
6/10	17	How an ad gets made	Required reading: Part II (pp. 27-70) (Kocek)
6/11	18	Brands and target audiences	Required reading: partial Part III (pp. 71-99) (Kocek) **no slides to link for this day**
6/14	19	Organized chaos	Required reading: partial Part III (pp. 100-124) (Kocek) Release Ad Assignment: Mind map + Creative headlines
6/15	20	Work on assignment	Required reading: Chapter 7: Stupid, Rong, Naughty & Viral (Sullivan & Boches) Chapter 8: Why is the bad guy always more interesting? (Sullivan & Boches)
6/16	21	Strategy + Digital Part I	Required reading: Chapter 10: Digital isn't a medium, it's a way of life (Sullivan & Boches) Chapter 11: Change the mindset, change the brief, change the team (Sullivan & Boches)
6/17	22	Digital Part II	Required reading: Chapter 12: Why pay for attention when you can earn it? (Sullivan & Boches) Chapter 13: Social media is the new creative playground (Sullivan & Boches)
6/18	23	Ad creative	Chapter 4: The sudden cessation of stupidity (Sullivan & Boches) Chapter 5: Write when you get work (Sullivan & Boches) Chapter 6: The virtues of simplicity (Sullivan & Boches) Ad Assignment due Release Ad Exam review guide
6/21	24	Review Day	Use the study guide to help you prepare for test questions, format, content, and more.

6/22	25	Reading Days	Study for the exam.
6/23	26	Flex Day	Study for the exam.
6/24	26	Ad Exam	Exam day. The final exam has a specific time period: 11:30 a.m. - 2:30 p.m. EST

Enjoy the summer!