**MEJO 137.1: Principles of Advertising & Public Relations**

Hussman School of Journalism and Media

University of North Carolina at Chapel Hill

Summer 2021

M-F 9:45-11:15 a.m.

Join Zoom Meeting

<https://unc.zoom.us/j/93737357316>

**Instructor**

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Associate Professor

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Office Hours: By appointment

**Course Description**

This course introduces you to the fields of advertising and public relations along with important concepts concerning effective advertising and public relations practices. 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.

**Learning Objectives**

Upon successful completion of this course, the student will be able to:

1. Determine whether a career in advertising or public relations is right for you.
2. Examine the role and function of advertising and public relations in business, nonprofits and government.
3. 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.
4. 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.
5. Understand the transformation that has taken place in the strategic communication industry driven by digital and social technology and engagement.

**ACEJMC Accreditation Core Values and Competencies by this course**

1. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
2. Understand concepts and apply theories in the use and presentation of images and information.
3. Think critically, creatively and independently.
4. Apply tools and technologies appropriate for the communication professions in which they work.
5. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society.

**Required Text**

Broom, G. M. & Sha, B. (2013). **Cultip & Center’s Effective public relations**, **11th ed**. Upper Saddle River, NJ: Pearson.

(Ebook available at <http://www.mypearsonstore.com/bookstore/cutlip-and-centers-effective-public-relations-subscription-9780133800821?xid=PSED>)

Hackley, C., & Hackley, R. A. (2018). **Advertising and Promotion, 5th ed.** Thousand Oaks, CA: Sage.

**Prerequisites**

None

**Evaluation**

The evaluation of coursework will be based on the following points and percentages:

PR Exam I 100 pts

PR Exam II 100 pts

AD Critique 100 pts

AD Exam 100 pts

Participation 50 pts

**Grading scale (%)**

A 95.00-100

A- 93.00-94.99

B+ 90.00-92.99

B 83.00-89.99

B- 80.00-82.99

C+ 77.00-79.99

C 73.00-76.99

C- 70.00-72.99

D+ 67.00-69.99

D 60.00-66.99

F Below 60.00

**Attendance**

Attendance is required, and you are responsible for all announcements and schedule changes made in class. There is no substitute for attending class, participating, listening, and taking notes. **Attendance will be monitored, and the instructors reserve the right to lower or fail the course grade for students with a pattern of excessive absences (three or more during the session). Please note that you have two absences without penalty. If you miss 3-4 times, your final grade will be reduced a letter grade (or 10%). If you miss 5 times or more, you will fail the course regardless of other performances.** If you are absent, it is your responsibility to acquire notes from classmates; the instructors will not provide notes outside of regular class time.

**Exams**

There will be one advertising exam and two public relations exams. The exams will consist of mostly multiple-choice questions, short answers, and/or other types. Textbook/s, readings, in-class discussions, and guest lectures will be covered in the exams. NOTE: You must take notes in class as the content expands beyond the lecture slides.

**Advertising Critique**

You (or your team) select an advertisement of an organization, (1) describe its visual and textual characteristics, (2) identify and criticize a key message and its creative quality, (3) summarize what others think based on at least three in-depth interviews of intended target audience members, (4) your own analysis, lessons learned and conclusion, and (5) present in class.

**Missed Exams**

If you miss an exam without an acceptable medical or legal reason provided *in advance*, or documentation after an illness or emergency, you will receive a grade of zero. Make-up exams are not curved. If you know you will miss an exam, it is in your interest to inform the instructor of your situation as soon as you are aware of it.

**Participation**

This consists of attendance record, in-class discussion, quizzes, and activities.

**Honor Code**

The Honor Code, embodying the ideals of academic honesty, integrity and responsible citizenship, has governed the performance of all academic work and student conduct at the University for 125 years. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in this code and a respect for this most significant University tradition. Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. For more information, go here: honor.unc.edu.

**Student Accommodations**

If you need accommodations to participate in this course, please let the instructor know as soon as possible. If you need information about accommodations visit the Accessibility Services website at accessibility.unc.edu.

**Diversity**

The University’s policy statements on Equal Employment Opportunity and Nondiscrimination are outlined at http://policy.sites.unc.edu/files/2013/04/nondiscrim.pdf. In summary, UNC 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 or disabilities.

**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.

**Use of Laptops and Other Technology**

You are required bring your laptops or tablets for class participation, lecture quizzes, note-taking, research, and other work as assigned in class. However, to minimize distractions, please do not use your laptop for non-class activities (e.g. Facebook, iMessage, etc.). You should not be on your phone during class for non-lecture related activities. Please notify the professor if you are recording the lectures.

**Form**

All writing assignments should be (1) submitted on letter size paper; (2) printed on one side of the page only; (3) prepared in a Times New Roman 12-point typeface; and (4) one inch margin at all sides, and (5) double-spaced.

**Course Schedule**

The following is a tentative outline of topics over the course of the semester and is subject to change.

**Week 1 (June 28-July 2): PR Class 1**

Chapter 1: Introduction to Contemporary PR

Chapters 2 & 3: Practitioners and Organizational Setting

Chapter 4: History and Evolution

Chapter 5: Professionalism and Ethics

**Week 2 (July 6-9): PR Class 2**

Chapter 6: Legal Consideration

Chapter 7 & 8: Theoretical Thinking and Strategy

Chapter 9: Internal Relations

***July 2, PR Exam I (Chs. 1-6)***

***July 5, No Class, Holiday***

**Week 3 (July 6-10): PR Class 3 & AD Class 1**

Chapter 10: Media Relations and Social Media

Chapter 15: Crisis Communication & CSR

Chapter 1: Advertising and Promotion under Convergence

***July 13, PR Exam II (Chs. 7-10 & 15)***

**Week 4 (July 13-17): AD Class 2**

Chapter 2: Advertising Theory

Chapter 3: Branding and Promotional Communication

Chapter 4: Creative Agency Model

Chapter 5: Strategy and Creativity

**Week 5 (July 20-23): AD Class 3**

Chapter 6: Media Planning

Chapter 7: Non-Advertising Promotion

Chapter 8: Global Advertising

Chapter 9: Ethics and Regulation for Advertising

***July 22-23, AD Critique Presentation***

**Week 6**

***August 2, AD Exam (Monday 8:00 a.m.)***