**MEJO 137.2: Principles of Advertising & Public Relations**

**Fall 2020**

**TR 3:00-4:15 p.m.**

**Carroll 143**

**Professors**

Suman Lee (Public Relations)

Office: 358 Carroll Hall

Phone: 919-962-4077

Email: [suman@unc.edu](mailto:suman@unc.edu)

Office Hours: By appointment

Gary Kayye (Advertising)

Office: 224 Carroll Hall

Phone: 919-868-3358 (Mobile)

Email: kayye@email.unc.edu

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 Texts**

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>)

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.

**Prerequisites**

None

**Evaluation**

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

Public Relations (47.5%)

Exam I 20% (200 pts)

Exam II 20% (200 pts)

Participation 7.5% (75 pts)

Advertising (47.5%)

Exam I 20% (200 pts)

Exam II 20% (200 pts)

Participation 7.5% (75 pts)

Research Participation Requirement (5%)

5%=Completing all 3 studies/ 3 two page articles reviews

3.33%=Completing 2 studies/ 2 two page articles reviews

1.66%=Completing 1 study/ 1 two page articles review

0.83%=Completing .5 study/ 1 one page articles review

**Grading scale**

A 93.00-100

A- 90.00-92.99

B+ 87.00-89.99

B 83.00-86.99

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 expected, 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 the course grade for students with a pattern of excessive absences (more than three during the semester). If you miss more than three, your final grade will be reduced a letter grade (or 10%).** 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 two advertising and two public relations exams, for a total of four exams. The exams will consist of multiple-choice questions. 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.

**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 in-class discussion, quizzes, activities, and attendance.

**Research Participation Requirement**

Students in MEJO 137 are required to complete three hours of research over the course of the semester. There are three ways you can fulfill the research requirement.

First, you can participate in three 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 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 at 5 p.m.**

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 at 5 p.m.**

Third, if you would like to get your research participation completed early, course instructors may have some research projects that you can participate in. You will be expected to contribute for one hour to receive one research credit, two hours to receive two research credits, and three hours to receive three research credits. Should your work end at the half hour, you will receive a half credit. Unfortunately, this option does not transfer to other classes or professors in the MJ-School.

**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.

***Public Relations (1st half)***

|  |  |  |
| --- | --- | --- |
| **WEEK** | **TOPIC** | **READING** |
| 1 | Introduction to Contemporary PR | Chapter 1 |
| 2 | Practitioners and Organizational Setting  History and Evolution | Chapter 2 & 3  Chapter 4 |
| 3 | Professionalism and Ethics  Legal Consideration | Chapter 5  Chapter 6 |
| 4 | **PR Exam 1 (September 3)** |  |
| 5 | Theoretical Thinking and Strategy | Chapter 7 & 8 |
| 6 | Internal Relations  Media Relations and Social Media | Chapter 9  Chapter 10 |
| 7 | Crisis Communication & CSR  **PR Exam 2 (September 24)** | Chapter 15 |

***Advertising (2nd half) starting on September 29***

|  |  |
| --- | --- |
| Weeks | **Topics & Readings\***  \* Readings should be completed before class.  \*\*Quizzes given these days covering the prior classes. |
| Week 9 | **COURSE INTRODUCTION** (AD SECTION)  **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) |
| Week  10 | **WHO & HOW PART I**  Sullivan & Bockes, Ch. 3 (Ready Fire! Aim, p. 31-46)  **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) |
| Week  11 | **CONSUMER INSIGHTS**  Kocek, partial Part II (Finding Insights, p. 27-57)  **BRANDS & TARGET AUDIENCES**  Kocek, partial Part III (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119) |
| Week  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)  **CREATIVE BRIEF**  Kocek, partial Part II (Creative Briefs, Selling the Idea, p. 59-70) |
| Week  13 | **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)  **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) |
| Week  14 | **CREATIVE PART I**  Sullivan & Boches, Ch. 5 (Write When You Get Work, p. 79-104)  **\*\*\*\*\*\*\*Assignment One due in class\*\*\*\*\*\*\***  **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). |
| Week  15 | **CONSUMER RESPONSES**  **THE PITCH**  Sullivan & Boches, Ch. 19 (Pecked to Death by Ducks, p. 327-356) |
| Week  16 | **CATCH-UP DAY and ADVERTISING WRAP-UP**  **\*\*\*\*\*\*\*Assignment Two due in class\*\*\*\*\*\*\*\***  **Final: November 23, Monday, 4:00 pm** |