

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

***PRINCIPLES OF ADVERTISING & PUBLIC RELATIONS***  
MEJO 137.1 and 137.2 (Spring 2022)

Tuesday and Thursday, 2:00-3:15 pm (Section 2) and 3:30-4:45 (Section 1).

**Section # 1 will be in-person starting January 11th - Carroll Hall Room 111**  
**Section # 2 starts on January 11th—ONLINE via ZOOM and will move in-person later**

**Public Relations Instructor**  
**Professor Jules Dixon**  
Office: REMOTE  
Email: julesdixon@unc.edu

**Advertising Instructor**  
**Professor Gary Kayye**  
Office: 224 Carroll Hall  
Email: kayye@email.unc.edu

***\*\*For a ZOOM “office hours”  
please email Professor Dixon.***

**Office Hours: T/Thurs (2:00pm - 3:00pm)**

***This syllabus WILL likely change throughout the semester due to pandemic updates, etc. Any changes will be sent via Sakai.***

Students are often confused by the fact that this course lists two instructors. But, the answer is quite simple: The class is half *Principles of Advertising* and half *Principles of PR*. Each professor (Kayye and Dixon) have different specialties. Kayye is the Advertising professor and Dixon is the PR professor. So, Section 1 (3:30pm class) will start with Kayye and Advertising. Section 2 (2pm) will start with Dixon and PR. Then, half way through the semester, the two professors will switch classrooms - you will stay in the same section all semester. Simple, huh?

**Spring 2022 Course Delivery Notes:**

**For Section #2 (2:00-3:15pm T/Thurs)** We will kick-off the first 3 weeks of our semester ONLINE via Zoom. We understand that the ongoing Covid-19 Pandemic may require changes to this plan and I will monitor the situation relating to our learning mode very closely. If I need to change the format of the course--temporarily due to the outbreak of illness in our classroom--I will announce the updates via email on our Sakai site.

**For Section #1 (3:00-4:15pm T/Thurs)** We will be in-person for the entire Advertising portion of the class (through March 1st).

## Course Description

“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 Professor Gary Kayye. *As stated above, you will be with one instructor at a time.*

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

## 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.

<b>Advertising section of this course</b>	<b>475 points (47.5 %)</b>
Advertising Assignment One	100 points (15 %)
Advertising Assignment Two	150 points (10 %)
Advertising Exam	150 points (15%)
Participation	75 points (7.5%)
<b>Public Relations section of this course</b>	<b>475 points (47.5%)</b>
Class Participation/Attendance	55 points (5.5%)
Public Relations Team Discussion	60 points (7%)
First PR Assessment	180 points (18%)
Final PR Exam	180 points (18%)

***The remaining 5% (50 points) of your grade will be from your research participation (in the ADVERTISING portion of the class). Two hours required.***

**Research Participation Requirement:** *Students in MEJO 137 are required to complete 2 hours of research participation in the Advertising portion of the course.* 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)

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## Advertising Section

The AD section of our course for Section # 1 of the class—**will be taught in Carroll 111.**

### Required textbooks

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

There will be two advertising creative assignments and one advertising exam. The assignments are to help guide your ability to demonstrate your inner creativity—both are subjective, like all creative is. The advertising exam will consist of multiple-choice questions—it is an objective measurement of knowledge. The textbooks and in-class assigned readings, in-class discussions and lectures will be covered in the exams. It is HIGHLY RECOMMENDED that you take notes in class as the content expands beyond the lecture slides.

Participation grade: Because of the size of this class, participation is exclusively based on attendance.

If you need to miss class but want to actively participate via Zoom, the Advertising section will be on Zoom - *pay attention to which section you are enrolled in:*

Section 1 (3:30pm class): Zoom Meeting ID: 992 7809 9409 (January 11 - March 1) or, <https://unc.zoom.us/j/99278099409>

Section 2 (2pm class): Zoom Meeting ID: 992 8958 7342 (March 3 - April 27) or, <https://unc.zoom.us/j/99289587342>

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## Public Relations Section

*Lectures, group break-outs, and class discussions are major teaching methods for this PR course.*

Professor Dixon will present lecture material relevant to class readings and, along with supplemental readings, will provide real-world examples of a variety of media 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.***

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](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 Tuesday and Thursday. Consistently logging in late will lower your participation grade.**

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

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](mailto:julesdixon@unc.edu)) PRIOR to the lecture. I will not be able to help you troubleshoot Zoom once class has started.**

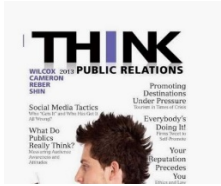
**During the lecture portion of the class, you will be asked to mute your audio.** However, I expect the remote learners to turn on their audio during the first few minutes of the course and after the lecture during discussions.

### 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.

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- **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](#).

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## Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

## TITLE IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator (Elizabeth Hall, interim – [titleixcoordinator@unc.edu](mailto:titleixcoordinator@unc.edu)), Report and Response Coordinators in the Equal Opportunity and Compliance Office ([reportandresponse@unc.edu](mailto:reportandresponse@unc.edu)), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators ([gvsc@unc.edu](mailto:gvsc@unc.edu); confidential) to discuss your specific needs. Additional resources at [safe.unc.edu](http://safe.unc.edu).

## POLICY ON NON-DISCRIMINATION

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's [Policy Statement on Non-Discrimination](#) offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at [safe.unc.edu](http://safe.unc.edu)) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

## DIVERSITY STATEMENT

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 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. 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.

### **\*\*\*MASK USE \*\*\***

***All enrolled students are REQUIRED to wear a mask covering your mouth and nose at all times in our classroom.*** This requirement is to protect our educational community -- your classmates and me -- as we learn together. **If you choose not to wear a mask, or wear it improperly, I will ask you to leave immediately, and I will submit a report to the Office of Student Conduct.**

**At that point you will be disenrolled from this course for the protection of our educational community. Students who have an authorized accommodation from Accessibility Resources and Service have an exception. For additional information, see <https://carolinatogether.unc.edu/university-guidelines-for-facemasks/>.**

## ACCREDITATION

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: <http://hussman.unc.edu/accreditation>. 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.

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

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<b><u>137.2</u></b> Weeks 1-8	<b><u>137.1</u></b> Weeks 9-16	<b>TOPICS AND READINGS*</b> <i>* Readings should be completed before the start of class.</i>
1/11	3/3	<b>COURSE INTRODUCTION (<i>PR SECTION</i>)</b> <i>INTRO—Let's Get to Know Each Other-- Discuss Semester Objectives</i>
1/13	3/8	<b>WHAT IS PUBLIC RELATIONS ?</b>
1/18	3/10	<b>THE POWER OF INTEGRATED MARKETING</b>
1/20	3/15	<b>TRENDS IN PUBLIC RELATIONS</b>
1/25	3/17	<b>THE ART OF CLIENT RELATIONS</b>
1/27	3/22	<b>CORPORATE RESPONSIBILITY</b>
2/1	3/24	<b>WHAT DO REPORTERS REALLY WANT?</b>
2/3	3/29	<b>NEW MEDIA</b>
<b>2/8</b>	3/31	<b>***FIRST PR ASSESSMENT</b>

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2/10      4/5      **INFLUENCER RELATIONS**

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2/15      4/7      **MEDIA JUNKETS**

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2/17      4/12      **CRISIS RELATIONS**

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**2/22**                      **FINAL EXAM – Section #2**

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4/19      **OPEN DISCUSSION WITH PROFESSOR DIXON**  
& 4/21

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4/26-  
LDOC

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**\*\*FINAL PR EXAM: May 5 (12:00-2pm) – Section 1**



## ADVERTISING SECTION SCHEDULE

137.1 Weeks 1-8	137.2 Weeks 9-16	<b>Topics &amp; Readings*</b> * Readings should be completed before class. **Quizzes given these days covering the prior classes.
WEEK 1		<b>COURSE INTRODUCTION (AD SECTION)</b>
WEEK 1		<b>WHAT IS ADVERTISING?</b> Sullivan & Boches, Ch 1. (A Brief History of Why Everybody Hates Advertising, p. 1-16) & Ch. 2 (The Creative Process, p. 17-30)
WEEK 2		<b>WHO &amp; HOW PART I</b> Sullivan & Bockes, Ch. 3 (Ready Fire! Aim, p. 31-46)
WEEK 2		<b>WHO &amp; HOW PART II</b> 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 3		<b>CONSUMER INSIGHTS</b> Kocek, partial Part II (Finding Insights, p. 27-57)
WEEK 3		<b>BRANDS &amp; TARGET AUDIENCES</b> Kocek, partial Part III (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119)
WEEK 4		<b>STRATEGY</b> Sullivan & Boches, Ch. 7 (Stupid, Rong, and Viral, p. 121-142) & Ch. 8 (Why Is the Bad Guy Always More Interesting?, p. 143-154)
WEEK 4		<b>CREATIVE BRIEF</b> Kocek, partial Part II (Creative Briefs, Selling the Idea, p. 59-70)
WEEK 5		<b>DIGITAL PART I</b> 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)
WEEK 5		<b>DIGITAL PART II</b> 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 6		<b>CREATIVE PART I</b> Sullivan & Boches, Ch. 5 (Write When You Get Work, p. 79-104) ***** Assignment One due by the beginning of class*****

WEEK 6	<b>CREATIVE PART II</b> Sullivan & Boches, Ch 6. (The Virtues of Simplicity, p. 105-120) & optional Ch. 4 (The Sudden Cessation of Stupidity, p. 47-78).
WEEK 7	<b>CONSUMER RESPONSES</b>
WEEK 7	<b>THE PITCH</b> Sullivan & Boches, Ch. 19 (Pecked to Death by Ducks, p. 327-356) <b>THE PITCH II: <i>Strategically Defending Your Work</i></b>
WEEK 8	<b>Color Theory, Chasm Theory ; Catch-Up and Ad Wrap-Up</b> ***** Assignment Two due by the beginning of class*****

**FINAL EXAM will be dictated by which section you are in. We will discuss this in class**