

Principles of Advertising and PR

MEJO 137

Summer Session II - 2022

Time: Monday - Friday 9:45am - 11:15am

Classroom - CMC Room 302

Prerequisites: none



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.

Sections

For the Summer of 2022, this course is only being taught in Summer Session II and it will be exclusively taught in-person in the new Curtis Media Center (adjacent to Carroll Hall). It will not be available as a hybrid class via Zoom.

The Professors

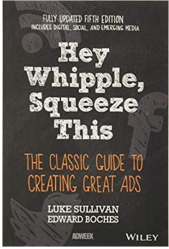
LIVIS FREEMAN - PR Professor | Teaching Assistant Professor & Director of the Chuck Stone Program for Diversity
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Readings for the Class

Readings

ADVERTISING TEXT BOOKS



Hey Whipple, Squeeze This: Sullivan, L. & Boches, E. (Any edition will do); Hey, Whipple, Squeeze this: The Classic Guide to Creating Great Ads. 5th edition. John Wiley & Sons.

Available to order on Amazon [here](#) or as an audiobook [here](#). The eBook [version is here](#).

**If you order the eBook version, follow the chapter subjects rather than the page numbers in the Advertising Section Schedule.



The Practical Pocket Guide to Account Planning: Koczek, C. (Any edition). The Practical Pocket Guide to Account Planning. Yellow Bird Press.

Available to order on Amazon [here](#). The eBook [version is here](#).

Near the end of the session, you will be given one Creative Assignment followed by, at the end of the session, a final Ad Exam. The assignment is designed to help guide your ability to demonstrate your inner creativity—but, as with everything creative (and in advertising) it will be graded subjectively. But, the advertising final exam will consist of multiple-choice questions; thus, 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.

PUBLIC RELATIONS TEXT BOOK



THINK Public Relations 2nd Edition

by Dennis Wilcox (Author), Glen Cameron (Author), Bryan Reber (Author), Jae-Hwa Shin (Author)

Available to order on Amazon [here](#). The eBook [version is here](#).

Acquiring the Textbooks

The required textbooks for this course are not only available in the UNC Student Stores but, are available for digital download/online reading from the UNC Libraries; although students are encouraged to purchase their own copy, especially if they plan to pursue a career in marketing, advertising, or PR. In addition, they are all available from [amazon.com](https://www.amazon.com) in both print and eBook formats (see *the links above*).

Ad Section Schedule (HaHa)

Day #1	<p>INTRODUCTION & WHAT IS ADVERTISING?</p> <p>Sullivan & Boches, Ch 1. (A Brief History of Why Everybody Hates Advertising, p. 1-16) & Ch. 2 (The Creative Process, p. 17-30)</p>
Day #2	<p>WHO & HOW PART I</p> <p>Sullivan & Bockes, Ch. 3 (Ready Fire! Aim, p. 31-46)</p>
Day #3	<p>WHO & HOW PART II</p> <p>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)</p>
Day #4	<p>CONSUMER INSIGHTS & BRANDS AND TARGET AUDIENCES</p> <p>Kocek, partial Part II (Finding Insights, p. 27-57)</p> <p>Kocek, partial Part III (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119)</p>
Day #5	<p>STRATEGY</p> <p>Sullivan & Boches, Ch. 7 (Stupid, Rong, and Viral, p. 121-142) & Ch. 8 (Why Is the Bad Guy Always More Interesting?, p. 143-154)</p>
Day #6	<p>CREATIVE BRIEF</p> <p>Kocek, partial Part II (Creative Briefs, Selling the Idea, p. 59-70)</p>
Day #7	<p>DIGITAL PART I</p> <p>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)</p>
Day #8	<p>DIGITAL PART II</p> <p>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)</p>
Day #9	<p>CREATIVE PART I & II</p> <p>Sullivan & Boches, Ch. 5 (Write When You Get Work, p. 79-104) and Ch 6. (The Virtues of Simplicity, p. 105-120) & Ch. 4 (The Sudden Cessation of Stupidity, p. 47-78).</p>
Day #10	<p>THE PITCH</p> <p>Sullivan & Boches, Ch. 19 (Pecked to Death by Ducks, p. 327-356)</p> <p>THE PITCH II: Strategically Defending Your Work</p>

PR Section Schedule

Day #1	INTRODUCTION & WHAT IS PUBLIC RELATIONS? THINK - Chapter 1
Day #2	RESEARCH AND CAMPAIGN PLANNING THINK - Chapter 5
Day #3	GROWTH IN THE PROFESSION/DEPARTMENTS & FIRMS (GUEST SPEAKER - TBA) THINK - Chapters 3 & 4
Day #4	PUBLIC OPINION AND PERSUASION Mock Crash Campaign Assignment Breakdown/Group Discussions THINK - Chapter 7
Day #5	MOCK CRASH CAMPAIGN WORK Group work & a Brief Visit by Park Library Staff
Day #6	ART OF CLIENT RELATIONSHIP MANAGEMENT/KILLER PRESENTATIONS Reading TBA
Day #7	REACHING DIVERSE AUDIENCES THINK - Chapter 10
Day #8	EVENTS AND PROMOTIONS THINK - Chapter 13
Day #9	ETHICS AND THE LAW THINK - Chapter 9
Day #10	CRISIS COMMUNICATIONS & PUBLIC AFFAIRS (GUEST SPEAKER - TBA) THINK - Chapter 8
Day #11	LDOC: CAREERS IN PR/CAREER PREP THINK - Chapter 2

Grading, Policies and Research

Grade	Percentage
A	94 - 100%
A-	90 - 93.9%
B+	87 - 89.9%
B	84 - 86.9%
B-	80 - 83.9%
C+	77 - 79.9%
C	74 - 76.9%
C-	70 - 73.9%
D	65 - 69.9%
F	0 - 64.9%
I	Incomplete

Grading

Your grade will be earned by successfully completing the requirements for both the advertising and public relations sections of the course.

Attendance

Attendance is required for this class. A hybrid mode of attendance is not being offered for Summer Session II. However, there will be days where we will join, as an entire class, via Zoom.

Late work & missed exams

Any assignment submitted past the deadline will result in a 10% deduction of the grade calculation.

Grading Rubric

ADVERTISING:

500 Point Total

Creative Assignment	200 Points
Advertising Final Exam	250 Points
Advertising Section Participation	50 Points

PUBLIC RELATIONS:

500 Point Total

Mock Crash Campaign Assignment	175 Points
Final PR Exam	250 Points
PR Section Participation	75 Points

Research for the Advertising Section (50 points)

There is no research option for Summer Session II

Other MEJO & UNC Stuff

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 (titleixcoordinator@unc.edu), Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators gvscc@unc.edu to discuss your specific needs. Additional resources at safe.unc.edu

Policy 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) 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.

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. To learn more about them, click 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.