

Principles of Advertising and PR

MEJO 137

Fall 2022

Time: T & TH 2:00pm - 3:15pm
3:30pm - 4:45pm

Classroom - Carroll Hall 111

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 Fall of 2022, both sections of MEJO 137 will be taught *Principles of Advertising for the first-half of the semester* by Professor Kayye and then *Principles of PR* by professor Dixon *the second-half of the semester*. The Advertising portion is only being taught in-person in Carroll Hall in Room 111 (large lecture hall). Details for how the PR portion of the course will be taught will be explained on Sakai later this semester.

The Professors

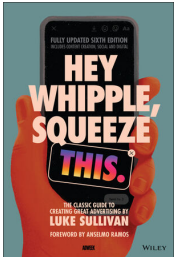
JULES DIXON - PR Professor | Professor of the Practice | Member of the NC Media & Journalism Hall of Fame
Carroll Hall Office 222 | julesdixon@unc.edu

GARY KAYYE - Advertising Professor | Teaching Assistant Professor & Founder of [THE rAVe Agency](http://THErAVeAgency.com)
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Readings for the Class

Readings

ADVERTISING TEXT BOOKS



Hey Whipple, Squeeze This: Sullivan, L. (6th Edition); Hey, Whipple, Squeeze this: The Classic Guide to Creating Great Ads. 5th edition. John Wiley & Sons.

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

****All reading called-out on Page 3 are based on the 6th Edition of this book****



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](#).

For the Advertising portion of the class, there are two Creative Assignments as well as an Exam. The first assignment usually hits around Day-5 - depending on the pace of the class. The second assignment is generally hits around Day-11. And, at the end of the first half of the class (before the PR section starts) you will be required to take a final Ad Exam. The assignments are 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 exam. 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

Do the readings (based on SIXTH EDITION) PRIOR to class

Day #1	INTRODUCTION & WHAT IS ADVERTISING? Sullivan, Ch 1. (A Brief History of Why Everybody Hates Advertising, p. 1-14) & Ch. 2 (The Creative Process, p. 17-30)
Day #2	WHO & HOW PART I Sullivan, Ch. 3 (Tell the Truth & Run), p. 31-51) & Ch. 4 (A Controlled Daydream) p. 53-79
Day #3	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)
Day #4	CONSUMER INSIGHTS & BRANDS AND TARGET AUDIENCES Kocek, partial Part II (Finding Insights, p. 27-57) Kocek, partial Part III (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119)
Day #5	CATCH-UP DAY & CREATIVE ASSIGNMENT #1 We will use this day to catch up with the first four days of lecture - in case we are behind - as well as talk about your first creative assignment - and even start working on it.
Day #6	STRATEGY Sullivan, Ch. 9 (Viral, Naughty & Rong, p. 161-176) & Ch. 7 (Why Is the Bad Guy Always More Interesting?, p. 129-144)
Day #7	CREATIVE BRIEF Kocek, partial Part II (Creative Briefs, Selling the Idea, p. 59-70)
Day #8	DIGITAL PART I Sullivan, Ch. 10 (Advertising 2.0, p. 179-192) & Ch.11 (Make the Idea Better, Not the Logo, p. 193-210)
Day #9	DIGITAL PART II Sullivan, Ch. 12 (Concepting for the Hive Mind), p. 211-227) & Ch. 13 (Everything that Can Be Digital, Will Be) p. 229-246.
Day #10	CREATIVE PART I & II Sullivan, Ch. 5 (Brevity is the Soul of Whit, p. 81-113) and Ch 6. (The Virtues of Simplicity, p. 115-127).
Day #11	THE PITCH & CREATIVE ASSIGNMENT #2 Sullivan, Ch. 16 (Pecked to Death by Ducks, p. 281-300) & Ch. 17 (Just Start WWII) p. 303-340 THE PITCH II: STRATEGICALLY DEFENDING YOUR WORK I will also assign the 2nd Creative Assignment
Day #12	CATCH-UP DAY & THE TEST

PR Section Schedule

Day #1	INTRODUCTION & PR SEMESTER OBJECTIVES No reading assignment
Day #2	WHAT IS PUBLIC RELATIONS? THINK - Chapters 1 & 3
Day #3	THE POWER OF INTEGRATED MARKETING No reading assignment
Day #4	TRENDS IN PUBLIC RELATIONS THINK - Chapter 10
Day #5	THE ART OF CLIENT RELATIONSHIPS Chapter 5
Day #6	CORPORATE RESPONSIBILITY THINK - Chapter 15
Day #7	WHAT DO REPORTERS REALLY WANT? THINK - Chapter 11
Day #8	EXPLORATION OF NEW MEDIA THINK - Chapter 12
Day #9	**FIRST PR QUIZ** THINK - Chapter 9
Day #10	INFLUENCER RELATIONS THINK - Chapter 13
Day #11	MEDIA JUNKETS THINK - Chapter 6
Day #12	CRISIS RELATIONS THINK - Chapter 8
Day #13	OPEN PR DISCUSSION & "A DAY IN THE LIFE"
Day #14	INDUSTRY GUEST SPEAKER
Day #15	INDUSTRY GUEST SPEAKER / EXAM PREP

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. The Advertising portion of the class will be in-person in Carroll Hall Room 111. The PR section attendance will be determined later this semester but is likely to be 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: **475 Point Total**

1st Creative Assignment	100 Points
2nd Creative Assignment	125 Points
Advertising Final Exam	200 Points
Advertising Section Participation/Attendance	50 Points

PUBLIC RELATIONS: **475 Point Total**

PR Team Discussion	60 Points
First PR Quiz	180 Points
Final PR Exam	180 Points
PR Section Participation/Attendance	55 Points

Research for the Advertising Section (50 points)

The remaining 5% (50 points) of your grade will be from your research participation (in the ADVERTISING portion of the class). Two hours are required. You will receive an email about the Research Requirement from Professor [Joe Bob Hester](#)!

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. If you have questions about the research requirement, contact Professor [Joe Bob Hester](#).

Alternatively, 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.

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.