



# HUSSMAN SCHOOL OF JOURNALISM AND MEDIA

## Summer Session II 2023 – MEJO 137.001: Intro to Advertising and Public Relations

M-F – 9:45am - 11:15am

**Instructor:** Livis James Freeman, Jr

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**Phone:** 919.389.3486

**Office:** Carroll 226

**Office Hours:** By appointment only

**Classroom:** Carroll Hall Room 058

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### COURSE OVERVIEW

*“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, 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.

### 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.

### REQUIRED TEXTBOOKS, etc.

For the Public Relations Part: [THINK, Public Relations, 2<sup>nd</sup> Edition \(2012\) – Wilcox, D. & Cameron, G.](#)

For the Advertising Part: [Hey Whipple, Squeeze This: The Classic Guide to Creating Great Advertising, 6<sup>th</sup> Edition \(2022\) – Sullivan, L. & Boches, E.](#)

### COURSE POLICIES

#### ATTENDANCE:

Attendance for classes is **essential and required**. All classes will be held in person except for a few that will be held via Zoom. See schedule for more details.

#### University Policy:

**No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences** (<https://uaao.unc.edu/>):

1. Authorized University activities



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2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

### **Class Policy:**

*It is your responsibility to communicate with me in a timely manner if you are experiencing issues that fall outside of university guidelines that might cause you to miss a class. **Unexcused absences will result in your final grade being lowered.*** The more classes you miss, the lower your grade will be. If you must miss class, excused or unexcused, it is also your responsibility to meet with your classmates and gather the information on what you missed. Missed in-class assessments and activities cannot be made up unless you were absent due to a University Approved Absence.

### **ARS**

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities. Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email [ars@unc.edu](mailto:ars@unc.edu).

### **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 are available 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/>.



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## 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. 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.

## ASSIGNMENTS (grading rubrics will be provided)

### **Class Participation – (10% of total grade)**

Your participation grade will be based on guest speaker takeaway submissions, how active of a participant you've been in class/with guest speakers (by asking questions and making comments), having your camera turned on during virtual sessions, and participation in class exercises.

### **PR Exam - (30% of total grade)**

The PR exam will be a test of everything learned from the book, my lectures and guest speakers during the PR section of the course. It will be multiple choice and T/F.

### **Advertising Exam - (30% of total grade)**

The Advertising exam will be a test of everything learned from the book, my lectures and guest speakers during the Advertising section of the course. It will be multiple choice and T/F.

### **Final Project: Crash Campaign and Presentation – (30% of total grade)**

You will work with a real (and really cool ☺ client) to create a detailed written final PR/Ad campaign. You will present it to them for your final project.

## **TOTAL SEMESTER GRADING BREAKDOWN**

Class Participation – **10%**

PR Exam – **30%**

Advertising Exam - **30%**

Crash Campaigns Project – **30%**

**Total = 100%**

## **GRADING DETAILS**

Grading guidelines can be found here: <https://registrar.unc.edu/academic-services/grades/explanation-of-grading-system/>. Grades follow a typical pattern: A = 94-100, A- = 90-93, B+ = 87-89, B = 84-86, B- = 80-83, C+ = 77-79, C = 73-76, C- = 70-72, D+ = 67-69, D = 63-66 and F = below 63.



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## COURSE SCHEDULE (Subject to change)

Please see [UNC academic calendar](#) for the Second Summer Session 2023 schedule.

### June

26 – Introduction & What is Public Relations?: THINK - Chapter 1; **Homework:** *Reading Assignment: THINK – Chapter 5*

27 – Research and Campaign Planning: THINK - Chapter 5; **Homework:** *Research assignment/Reading Assignment: THINK – Chapters 7&9*

28 – Group research mini-assignment **(To be completed instead of having class)**

29 – Public Opinion and Persuasion/Ethics and Law: THINK - Chapters 7&9; **Homework:** THINK - Chapters 2-3

30 – **Guest Speaker** – Jenny Pilewski from French West Vaughn: She will cover THINK - Chapters 2-4; **Homework:** *Reading Assignment: THINK – Chapters 4 & 10*

### July

**3 – (Class held via Zoom)** Reaching Diverse Audiences: THINK - Chapter 10

**4 – NO CLASS - HOLIDAY**

**5 – Client Relationship Management; **Homework:** *Reading Assignment: THINK – Chapter 13***

**6 – (Class held via Zoom) Guest Speaker: Cassidy Windsor from APCO:** She will cover THINK - Chapter 13

**7 – Last Day of PR: Crash Campaign Client Visit**

**10 – PR EXAM (via Sakai online); **Homework:** *Reading Assignment: Hey Whipple, Squeeze This aka HWST – Chapters 1-2***

**11 – SWITCH TO ADVERTISING:** Intro and What is Advertising: HWST– Chapters 1&2; **Homework:** *Reading Assignment: HWST – Chapter 3*

**12 – Tell the Truth and Run:** HWST – Chapter 3; **Homework:** *Reading Assignment: HWST – Chapter 7*

**13 – Why Is the Bad Guy Always More Interesting?:** HWST - Chapter 7; **Homework:** *Reading Assignment: HWST – Chapters 4-6*

**14 – (Class held via Zoom) Guest speaker: Kate Eastman from P&G; **Homework:** *Reading Assignment: HWST – Chapter 8***

**17 – Rewiring Your Brain:** HWST - Chapter 8; **Homework:** *Reading Assignment: HWST – Chapter 10*

**18 – Moving from Analog to Digital:** HWST – Chapter 10; **Homework:** *Reading Assignment: HWST – Chapter 6*

**19 – (Class held via Zoom) Guest Speaker: Allen Bosworth - <https://www.linkedin.com/in/allenbosworth/>;**

**Homework:** *Reading Assignment: HWST – Chapters 11*

**20 – Make the Idea Bigger, Not the Logo:** HWST – Chapter 11; **Homework:** *Reading Assignment: HWST – Chapters 12-13*

**21 – Concepting for the Hive Mind:** HWST – Chapter 12; **Homework:** *Study for Advertising Exam*

**24 – AD Exam (via Sakai online)**

**25 – Crash Campaign Project Work (Concepting, Planning, Executing); **Homework:** *Group work on final project***

**26 – The Art of Making Killer Presentations; **Homework:** *Group work on final project***

**27 – Group Planning/Practice Day; **Homework:** *Group work on final project***

**Monday, July 31<sup>st</sup> - FINAL EXAM SESSION = Your Crash Campaign presentation to the Client**