

Principles of Advertising & Public Relations

MEJO 137

FALL 2024

Time: T & TH Section 1: 2:00pm - 3:15pm
Section 2: 3:30pm - 4:45pm

Classroom - Carroll Hall 111

Prerequisites: NONE

MEJO 137 is a prerequisite for every 300, 400 or 500 level Ad or PR course.

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 for understanding advertising and PR. It also will provide a solid understanding of their relationship with each other, journalism, marketing, and business.

Course Objectives

By the end of the semester, you will be able to:

- 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 creative, target audiences, research, strategy and planning, goals and objectives, messages, media channels, issues management, tactics, engagement and 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, as well as how audiences/consumers respond to strategic communication messages.
- Understand the transformation that has taken place in the strategic communications industry driven by digital and social technology as well as measurable engagement.

There Are Two Parts (and Two Sections) of This Course

The Fall of 2024, Section .001 (2:00pm section) 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 Fields the second-half of the semester. Section .002 (3:30pm section) of MEJO 137 will be taught **Principles of PR** by Professor Fields the first-half of the semester and then taught **Principles of Advertising** for the second-half of the semester by Professor Kayye.

Your Professors:

VALERIE "VK" FIELDS - PR Professor | Teaching Professor & Founder and Chief Executive of PR PROS, LLC, an award-winning public relations, content creation, and storytelling agency in downtown Raleigh, NC. | Carroll Hall Office #229 | vfields@email.unc.edu

GARY KAYYE - Advertising Professor | Teaching Assistant Professor & Founder and Creative Director of THE rAVe Agency | Carroll Hall Office 224 | 919.868.3358 | kayye@email.unc.edu

Required Readings for the Course

Readings:

ADVERTISING SECTION TEXT BOOKS



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

Available to order on Amazon [here](#). The eBook [version is here](#). It is IN STOCK at the UNC Students Stores as well. **DO NOT come to Day-1 without it!**

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

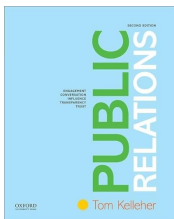


The Practical Pocket Guide to Account Planning: Koczek, C. (Any edition). The Practical Pocket Guide to Account Planning. Yellow Bird Press.

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 will likely be around Day-5 - depending on the pace of the class. While the second assignment generally hits around Day-10 or 11. And, at the end of the Advertising side of the class, you will be required to take a final Ad Exam. The creative assignments are designed to help guide your ability to demonstrate both your inner creativity as well as your strategic creative thinking –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 questions come from a combination of the readings and the lectures. It is HIGHLY RECOMMENDED that you take notes in class as the content expands beyond the lecture slides and will help you ace the final exam, too!

PUBLIC RELATIONS SECTION TEXT BOOK



Public Relations, 2nd Edition by Tom Kelleher

ISBNs: 9780190925116, 0190925108, 9780190925109, 9780190925093

Available to order on Amazon [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 print (see the links above).

Ad Section Schedule

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

Day #1	WELCOME to ADVERTISING; AN INTRODUCTION & WHY NOT ALL ADS LOOK LIKE ADS Sullivan, Ch 1. (A Brief History of Why Everybody Hates Advertising) & Ch. 2 (The Creative Process)
Day #2	WHO & HOW PART I Sullivan, Ch. 3 (Tell the Truth & Run) & Ch. 4 (A Controlled Daydream)
Day #3	WHO & HOW PART II Kocek, (What's in a Name?, Job Description vs. Reality, Who's Who at the Agency, p. 1-19) & (The Kickoff Call, p. 21-26)
Day #4	CONSUMER INSIGHTS & BRANDS AND TARGET AUDIENCES Kocek, (Finding Insights, p. 27-57) Kocek, (Positioning, Brand Architecture, Segmentation Studies, Developing Personas, Consumer Decision Process Maps, p. 100-119)
Day #5	CATCH-UP DAY & CREATIVE ASSIGNMENT #1 - Catch up on your readings! 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 (if we get there)- & maybe start working on it.
Day #6	STRATEGY Sullivan, Ch. 9 (Viral, Naughty & Rong) & Ch. 7 (Why Is the Bad Guy Always More Interesting?)
Day #7	CREATIVE BRIEF Kocek, (Creative Briefs, Selling the Idea, p. 59-70)
Day #8	DIGITAL PART I Sullivan, Ch. 10 (Advertising 2.0) & Ch.11 (Make the Idea Better, Not the Logo)
Day #9	DIGITAL PART II Sullivan, Ch. 12 (Concepting for the Hive Mind) & Ch. 13 (Everything that Can Be Digital, Will Be)
Day #10	CREATIVE PART I & II Sullivan, Ch. 5 (Brevity is the Soul of Wit) and Ch 6. (The Virtues of Simplicity)
Day #11	THE PITCH 1 & CREATIVE ASSIGNMENT #2 Sullivan, Ch. 16 (Pecked to Death by Ducks) & Ch. 17 (Just Start World War III) THE PITCH II: STRATEGICALLY DEFENDING YOUR WORK
Day #12	CATCH-UP DAY (if needed) & THE TEST/EXAM - re-read your readings and then read them again (and browse the notes you took in class...

PR Section Schedule

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

Day #1	INTRODUCTION & PR SEMESTER OVERVIEW Intro to PR Presentation & PR Careers (Chapter 14)
Day #2	PUBLIC RELATIONS MODELS THROUGH THE AGES Chapter 2
Day #3	RESEARCH, PLANNING Chapters 5 & 6
Day #4	IMPLEMENTATION, EVALUATION Chapters 7 & 8
Day #5	PR CAMPAIGNS & CLIENT INTRODUCTION PR Plan and PR Campaign Template (Canvas) Team PR Plan Assignment (Group Project)
Day #6	WRITING (STORYTELLING AND MEDIA RELATIONS) Chapter 9
Day #7	PRINCIPLED PUBLIC RELATIONS Chapter 1
Day #8	PR QUIZ
Day #9	SOCIAL MEDIA AND MOBILE (DIGITAL & AI) Chapter 10
Day #10	LEGAL ISSUES AND CRISES Chapters 11 & 12
Day #11	PR PLAN & CAMPAIGN - Group Work
Day #12	PR FINAL Textbook, Lectures, In-Class Discussions

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

For AD Section: You are an adult. You decide to come to class - we won't be grading attendance. But, the majority of the test questions come from the LIVE lectures - not the readings or the project work. So, if you don't do well on the Final Exams for each section it's likely because you missed class. The class will be held in-person.

For PR Section: The PR section attendance policy will be determined by Professor Fields. The class will be held in-person.

Late work & missed exams

Any assignment submitted past the due date will certainly be accepted, but will result in a 10% deduction of the grade calculation.

Grading Rubric

ADVERTISING PART: 500 Points

1st Creative Assignment	100 Points
2nd Creative Assignment	150 Points
Advertising Section Research (see below)	50 Points
Advertising Final Exam	200 Points

PUBLIC RELATIONS PART: 500 Points

PR Quiz	100 Points
Team PR Plan	150 Points
PR Section Research (see below)	50 Points
PR Final Exam	200 Points

REQUIRED: Ad & PR Research

Understanding research is critical in the fields of Advertising and PR. Thus, 10% of your grade will be derived from your research participation (Two hours are required - read below so you understand). 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 during the course. One option is to participate in two hours of academic research studies in the School of Journalism and Media. 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](mailto:hesterj@email.unc.edu) (hesterj@email.unc.edu).

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. And post them into the class' Canvas before the end of the semester.

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.

UNC Title IX Statement:

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 gvsc@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/>.

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.

Diversity Statement & UNC's AI Policy

UNC Diversity Statement:

We strive to make this classroom an inclusive space for all students. Please let us know if there is anything we can do to improve; We 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.

UNC-Chapel Hill Policy for Use of Artificial Intelligence:

-Use of generative AI in your coursework is based on the following principles-

1. AI should help you think. Not think for you. Use these tools to give you ideas, perform research (in compliance with point below), and analyze problems.

Do not use AI to do your work for you, (i.e., do not enter an assignment question or writing prompt into ChatGPT and copy & paste the response as your answer).

2. Engage with AI Responsibly and Ethically: Engage with AI technologies responsibly, critically evaluating AI-generated outputs and considering potential biases, limitations, and ethical implications in your analysis and discussions. Utilize AI technologies ethically, respecting privacy, confidentiality, and intellectual property rights.

3. You are 100% responsible for your final product.

You are the user. If the AI makes a mistake, and you use it, it's your mistake. If you don't know whether a statement about any item in the output is true, then your responsibility is to research it. If you cannot verify it as factual, you should delete it. You hold full responsibility for AI-generated content as if you had produced the materials yourself. This means ideas must be attributed, facts are true, and sources must be verified. **You must document all uses of AI for assignments in MEJO 137 (PR Section) and include a link to the prompts and outputs submitted for class. Not adhering to these guidelines will result in penalties on the assignment and reporting possible UNC Honor Code violations.**