Principles of Advertising and Public Relations

JOUR 2000.001 • Fall 2018
Mayborn School of Journalism • University of North Texas

Nationally Accredited • Toughest Program in Texas • Best Mentoring Anywhere

Professors
Team taught: Sheri Broyles, Ph.D. – Advertising • Kim Keller, APR – Public Relations

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Office Hours
Sheri Broyles: Tuesdays 11:00 a.m. to 12:20 p.m., 2:00 p.m. to 3:30 p.m. or by appointment
Kim Keller: Tuesdays and Thursdays 8-9 a.m.; Wednesdays 2 to 3 p.m. or by appointment

About JOUR 2000
For journalism majors only
This is a foundational (formerly called pre-major) class. Once you have completed all foundational requirements you will have access to upper-level journalism courses after visiting the Office of Student Advising. If you have questions about what your foundational requirements are, please see an advisor.

Prerequisites
There are no prerequisites for this course. It is open to all majors at the university. Welcome.

What you will learn

Advertising: This segment of the class will give you an understanding of the history of advertising and its institutions — its agencies, the media and its advertisers. You’ll also learn to think critically about the advertising you see every day. This course is required of majors and minors in advertising and should prepare you for advanced advertising courses. You’ll also introduce you to the different careers in the advertising industry.

Public Relations: Your goal in JOUR 2000 is to know what public relations is — and is not. This course introduces you to the basic history, mechanisms, processes, practices, skills and writing forms of public relations. You will learn how public relations works to solve various communication issues in today’s environment of constant technological changes and rapid globalization.

We’ll be available to help you outside of class or in our offices. However, you must initiate that contact. By working together, this will be a tremendous learning semester.

Statement of learning outcomes: The Mayborn School of Journalism is accredited by the Accrediting Council on Education in Journalism and Mass Communication (ACEJMC). The learning outcomes for this course include:
• Demonstrate an understanding of the history and role of professionals and institutions in shaping communications
• Demonstrate an understanding of diversity in domestic society in relation to mass communications
• Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity
• Think critically, creatively and independently
Materials to help you learn

For advertising segment of the class


For PR segment of the class

Readings and resources will be made available via Canvas.

How to demonstrate what you learn

Exams: There will be two exams for this course: a midterm at the end of the first segment (advertising or PR) and a final at the end of the class (PR or advertising). Exams will include material from lectures and supplemental readings. Specifics will be given before the exam. There will be a review session before the exam.

Ad critiques: This is to make you a better consumer of advertising. You’ve seen ads your whole life, but we hope you’ll look at ads differently after this class. You should select an ad that you find either in a publication or online. Your ad critiques will be submitted via Canvas as a Word doc.

Brand YOU: This paper will allow you to explore a career in advertising. You should have three sources in APA style. One great source is available as a PDF on Canvas: Robbs, Brett and Morrison, Deborah (2008). Idea industry: How to crack the advertising career code. New York: One Club Publishing.

Identifying publics: Organizations must have good relationships with various other groups if they are going to survive. This project will help you better understand the specific groups organizations try to reach through public relations efforts. This project will be submitted through Canvas as a Word document.

What would you do? This assignment will have you examine the ethics behind a PR issue and how you would respond. Your analysis will be submitted via Canvas as a Word document.

Public relations in current events: PR pros often have to work with media, organizational management, activist groups and others when something hits the news. You’ll work to examine the public relations response and impact of a current event.

In-class assignments: In order to better understand advertising and PR concepts, we will do in-class critical thinking assignments. More information will be explained in class.

Online worksheets: You will have online worksheets for advertising. The information you need to complete the worksheets will be available through Canvas.

Group work: Advertising and PR is a team sport. The goal of this class is to go beyond the lecture and engage you in creative or other activities. Some classes may include group work.

How your course grade will be determined (Subject to revision)

Exams 300 points total
- Midterm Ad/PR Exam 150 points
- Final Ad/PR Exam 150 points

Out-of-class assignments 200 points total
- Ad critique 1 25 points
- Ad critique 2 25 points
- Brand YOU 25 points
• Identifying publics 50 points
What would you do 25 points
PR in current events 50 points

Online class discussion boards 25 points total
Art & Copy 25 points

In-class assignments 75 points total
These will be in-class worksheets, reflections questions and critical thinking exercises

Total possible points for semester 600 points

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<tr>
<th>Grade</th>
<th>Total points</th>
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<tr>
<td>A</td>
<td>540 - 600</td>
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<td>B</td>
<td>480 - 539</td>
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<td>C</td>
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<td>D</td>
<td>360 - 419</td>
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While we will make every effort to adhere to this point scale, we reserve the right to change the number of assignments and point totals as needed.

Class policies

In-class assignments: To be successful in this class you need to come to class, and we want you to be successful. These are also to motivate you to come to class and can only be made up with an excused absence.

Missed exams: Making up exams will only be allowed in the case of documented illness, family emergency or official UNT functions. Work is not an excused absence. Documentation for an illness is an official note from a doctor or nurse that states explicitly that the student was too ill to attend class. Documentation for a family emergency could be a note from a relative explaining the emergency and should include a phone number so the instructor can verify the emergency. You are responsible for turning in such documentation immediately upon your return to class. You won’t be allowed to make up missed exams without documentation. Missed exams will not be curved.

Canvas HELP desk:
In person: 233 Sage Hall. By phone: 940.565.2324. Via email: helpdesk@unt.edu.

Assignment deadlines: In advertising and PR we live and die by deadlines. Turn assignments in on time (see Turnitin info below). A 10% deduction will be taken for each day it is late.

Turnitin: Plan for online problems and don’t turn assignments in at the last minute. Be sure to get a confirmation receipt. Have it emailed to you so that you have documentation. All your assignments will be run through TurnItIn, a plagiarism detection program.

If you have any issues, contact the student help desk at 130 Sage Hall, 940.565.2324 or at helpdesk.unt.edu.

Use of technology (PR section): We want to help you to do well in this class, and we’re committed to creating an environment that makes it possible. That’s why we do not allow
technologies such as smartphones, headphones, iPads, laptops, game systems and other similar devices to be used in our classrooms.

Studies have repeatedly shown that these technologies – even when used for notetaking – impede learning, retention and performance. Typing your notes on a laptop may seem expedient but doing so prevents you from really listening and comprehending what’s going on because you’re too busy transcribing what’s been said. Research reveals writing notes by hand is much more effective.

We also want to minimize any distractions you might have in the classroom. Every time a smartphone buzzes or dings, your attention – and the attention of others around you – is diverted. The temptation to constantly check social media also makes it difficult to focus. Please mute your smartphone during class and keep it stored in your bag or under your seat. The same applies to the other technologies mentioned above.

In the event that your laptop, phone or other device is needed, we will let you know in advance.

**Your unt.edu email address:** Communicating with students using your UNT student email account is part of the university’s contract with students. Electronic communication with students in this class will be through the students’ Canvas my.unt accounts rather than personal email accounts. If you don’t check this email address regularly, forward the email from this account to the email address that you check daily. However, when you reply, be sure it is from your UNT Canvas email.

**Honor code**

The Provost has established an Academic Integrity Office to address acts of academic dishonesty including cheating, plagiarism and fabrication. The policy for Student Standards of Academic Integrity may be downloaded online at: [http://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16](http://policy.unt.edu/policydesc/student-standards-academic-integrity-18-1-16)

We prefer to consider this an Honor Code. That is, we assume that you, as an honorable person, would never cheat, plagiarize or fabricate your work. Ever. Your enrollment in this class presupposes your commitment to this Honor Code.

You’ll receive a “zero” for any work that is the result of plagiarism or cheating, and you won’t be allowed to revise the work. Plagiarism is a serious offense in any discipline – especially in journalism. It’s a firing offense in the professional world. Just don’t do it.

Signing the attendance sheet for someone who is not here is also considered an ethical breach, and you will be reported to the Office of Academic Integrity.

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation.

**Journalism requirements and guidelines**

For journalism majors, not minors: This is a foundational class. Once you have completed all foundational requirements you will have access to upper-level journalism courses after visiting the Office of Student Advising. If you have questions about what your foundational requirements are, please see an advisor.

**Student Perceptions of Teaching (SPOT)**
The Student Perceptions of Teaching (SPOT) is a university-wide online evaluation and a requirement for all UNT classes. The Mayborn School of Journalism needs your input to improve our teaching and curriculum. This short survey will be available at the end of the semester, providing you a chance to comment on how this class is taught. You’re a critical part of our growth and success. We look forward to your input through SPOT.

Special accommodation
The University of North Texas makes reasonable academic accommodation for student with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Accommodation website at http://www.unt.edu/oda. You may also contact them by phone at 940.565.4323.

Also see: JOUR 2000 MSOJ Syllabus Statements F018 in the syllabus folder on Canvas.
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Required (available as a PDF on Canvas):

Class schedule

This schedule is subject to change.
Assignments are in boldface.

|        |         | **Ad critique 1 due via Canvas by 5 p.m., August 29.** |
|        | 29      | Let’s talk about ads: Your ad critique 1. |
|        | 30      | |

| Week 2 | Sept 4  | History of advertising. The TELL of show and tell. |
|        | 6       | History of advertising. The SHOW. |

| Week 3 | 11      | Stuff ad people market & advertising agencies, Idea Industry: Introduction |


|        | 27      | **Art & Copy online assignment. See Canvas for worksheet. Due 11:59 p.m. 9/28/2017. No class.** |

| Week 6 | Oct 1   | **Ad critique 2 (diversity) due via Canvas by 5 p.m., October 1.** |
|        | Oct 2   | Let’s talk about ads: Your ad critique 2. |
|        | 4       | Ethics and advertising. |

| Week 7 | 9       | Advertising is a team sport: Let’s play. |
|        |         | **Brand YOU. One-page research paper about an entry-level job you would like to pursue if you were to go into advertising.** |
|        |         | Also see Idea industry: How to crack the advertising career code. |
|        | 10      | Mayborn Career Fair |
|        | 11      | Review. SWOOP and Ad Team. Review of creative projects. |

| Week 8 | 16      | **Advertising final** (in class). |
|        | 18      | The PR side of your class begins. Publics and relationship-building. |
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Required (available as a PDF in Canvas):

Class schedule  This schedule is subject to change. Assignments are in boldface.

Week 9  Oct  23  PR’s cousins, processes and areas of practice
          25  The history of PR

Week 10  30  Future trends in PR
Nov  1  Great moments in bad PR

Publics assignment is due in Canvas by 12:29 p.m.

Week 11  6  Ethical and legal issues in PR
          8  Ethical and legal issues in PR

Week 12  13  Persuasion and public opinion
          16  Persuasion and public opinion

Week 13  20  How to do PR in four easy steps
22  Thanksgiving break. Enjoy.

Week 14  27  Working with traditional media
          29  Working with traditional media

Week 15  Dec  4  Working with new and social media
          6  Review

PR in current events assignment is due in Canvas by 12:29 p.m.

Week 16  Dec  13  PR final. 10:30 a.m. to 12:30 p.m.