Principles of Advertising and Public Relations

JOUR 2000.002 ✪ Fall 2017
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 ✪ Gwen Nisbett, Ph.D. – 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
Gwen Nisbett: Tuesdays 11:00 a.m. to 12:20 p.m., 2:00 p.m. to 3:30 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.

Materials to help you learn
For advertising segment of the class

For PR segment of the class
Readings & Resources will be made available via Blackboard.

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.
**Quizzes:** There will be three (3) quizzes in the advertising segment. You’ll be told in advance of quizzes.

**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 Blackboard 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 Blackboard: Robbs, Brett and Morrison, Deborah (2008). *Idea industry: How to crack the advertising career code.* New York: One Club Publishing.

**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 and PR. The information you need to complete the worksheets will be available through Blackboard.

**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)*

**Ad Points:**
- Ad Exam: (1 @ 150 points) 150
- Quizzes: (3 @ 10 points each) 30
- Ad critiques: (2 @ 20 points each) 40
- Brand YOU: (1 @ 20 points) 20
- Ad Online assignment: (1 @ 20 points) 20
- Ad In-class assignments: (4 @ 10 points each) 40
- Ad points: 300

**PR Points:**
- PR Exam: (1 @ 150 points) 150
- PR Online assignments: (3 @ 20 points each) 60
- PR In-class assignments: (9 @ 10 points each) 90
- PR points: 300

**Total possible points for semester:** 600

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<tr>
<th>Grade</th>
<th>Total points</th>
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<tbody>
<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>
<td>420 - 479</td>
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<tr>
<td>D</td>
<td>360 - 419</td>
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<td>F</td>
<td>0 - 359</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**

**Quizzes and 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.

Blackboard 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. When you submit anything through Turnitin, be sure you get the confirmation receipt. Have it emailed to you so that you have that documentation. If you have any issues, contact the student help desk at 130 Sage Hall, 940.565.2324 or at helpdesk.unt.edu.

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’ 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 email address.

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
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](http://www.unt.edu/oda). You may also contact them by phone at 940.565.4323.

Weekly course schedule

**Public Relations**
- Week 1: Introduction
- Week 2: Concepts & History
- Week 3: Publics & Media
- Week 4: Media & Social Media
- Week 5: Strategy
- Week 6: Impact
- Week 7: Ethics and review
- Week 8: PR Final – then class flip to Advertising

**Advertising**
- Week 8: Introduction: Benefits & Ad Critique 1
- Week 9: History of Advertising
- Week 10: What we market & Advertising Agencies/Account Management
- Week 11: Media & Account Planning
- Week 12: Creative & Art + Copy
- Week 13: Ad Critique 2 & Advertising Ethics
- Week 14: Advertising is a Team Sport & Review
- Week 15: Advertising Final