Principles of Advertising and Public Relations

JOUR 2000 • Spring 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
Classrooms  JOUR 2000.001: GAB 104 • JOUR 2000.001: GAB 104
(Make sure you’re in the correct room.)
Class times  Tuesday/Thursday  12:30 to 1:50 p.m.
Contact info  Sheri Broyles: The Hall to Nowhere (between GAB 109 and 110). Email: Sheri.Broyles@unt.edu
Gwen Nisbett: GAB 102-C  Email: gwen.nisbett@unt.edu
Advertising TA: Brian Anthone. Email: through Blackboard Learn.
Public Relations TA: Elizabeth Guevara. Email: through Blackboard Learn.
Office hours  For Sheri Broyles: Tuesday/Thursday: 11:00 - 12:30; 2:00 - 3:00. Or by appointment.
For Gwen Nisbett: Tuesday 9:00 a.m -12:30 p.m. Or by appointment.
TAs available by appointment.
For all email  All messages via Blackboard will be monitored by TAs. If you contact Drs. Broyles or Nisbett via email, you must use your UNT email address. Because of FERPA, we can only reply to your my.unt email.
Blackboard support  Email: helpdesk@unt.edu; phone: 940.565.2324; in person: 130 Sage Hall.
If there’s a problem, they’ll give you a remedy ticket number to document it.
About JOUR 2000  For journalism majors, not minors
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.
Blackboard  This class is using the Blackboard Learn system. To access this class, go to https://learn.unt.edu/ and log in using your EUID and password you have been using for your my.unt.edu account. Learn is similar to other platforms you have likely used. Please contact Blackboard support or your TA immediately if you’re having trouble navigating the class and submitting assignments.
How this class will be taught  Two sections of JOUR 2000 will be team taught by Dr. Sheri Broyles and Dr. Gwen Nisbett. The first half of the course will be taught by either Dr. Broyles or Dr. Nisbett. Your professors will switch sections for the second half of the semester.
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. 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.

Accrediting standards to help you be better prepared

The School of Journalism, previously the Department of Journalism, has been accredited by the Accrediting Council for Education in Journalism and Mass Communications (ACEJMC) since 1969. Only about one-fourth of all journalism and mass communications programs in the United States are accredited by ACEJMC. National accreditation enhances your education here by certifying that the school adheres to standards established by the council. This course will help you meet the following student learning outcomes that have been established by ACEJMC:

- Think critically, creatively and independently.
- Understand and apply First Amendment principles and the law appropriate to professional practice.
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
- Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
- Understand concepts and apply theories in the use and presentation of images and information.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.

Materials to help you learn

For advertising segment of the class


**Note:** You’ll receive a PDF of this textbook via Blackboard. You don’t need to buy a copy unless you want a hard copy.

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.
If you miss an exam without an acceptable medical or legal reason provided in advance, or documentation after an illness or emergency, you will receive a grade of zero. Make-up exams are not curved, even if the class exam is curved.

**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. It should be one page, 12-point Times Roman, 1-inch margin, single spaced. It will include the following bullet points (use bullets on your critiques):

- Your name / student number
- The publication and date of publication (e.g., Sports Illustrated, January 18, 2016). If you found your ad online, give the name of the site, the URL and the date you retrieved your ad.
- An image of the ad, in color (scanned if from a publication)
- The advertiser / name of the brand
- The benefit in one clear, concise sentence
- Your opinion about the copy (headline, body copy, tagline)
- Your opinion of layout of the ad (image, balance, focal point, flow)
- Do you like the ad? Why or why not. Be specific.

**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:


A format is on Blackboard with the questions you’ll want to answer. **Your Brand YOU paper should be submitted on Blackboard through Turn-it-in. You’ll also bring a paper copy to class.**

**PR Worksheets:** In order to better understand PR concepts, we will do in-class critical thinking worksheets. 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.

**Questions of the day:** We want you to come to class. We think you’ll learn – and understand – more if you’re in class and participate in the discussion. By giving you a chunk of points that require you be in the classroom, we hope to encourage your attendance. If you aren’t in class, for whatever reason, these points can’t be made up. This will make a difference in your grade. In the great words of the Nike gods: Just Do It.

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

**Ad Points:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ad Exam</td>
<td>(1 @ 150)</td>
</tr>
<tr>
<td>Quizzes</td>
<td>(3 @ 10)</td>
</tr>
<tr>
<td>Ad critiques</td>
<td>(2 @ 20)</td>
</tr>
<tr>
<td>Brand YOU</td>
<td>(1 @ 20)</td>
</tr>
<tr>
<td>Ad Online Worksheet</td>
<td>(1 @ 20)</td>
</tr>
<tr>
<td>Questions of the day</td>
<td>(4 @ 10)</td>
</tr>
</tbody>
</table>

**PR Points:**

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>PR Exam</td>
<td>(1 @ 150)</td>
</tr>
<tr>
<td>PR Online Classes</td>
<td>(3 @ 20)</td>
</tr>
<tr>
<td>PR In-class Worksheets</td>
<td>(3 @ 10)</td>
</tr>
<tr>
<td>Questions of the day</td>
<td>(6 @ 10)</td>
</tr>
</tbody>
</table>

**Total possible points** 600
<table>
<thead>
<tr>
<th>Grade</th>
<th>Total points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>540 - 600</td>
</tr>
<tr>
<td>B</td>
<td>480 - 539</td>
</tr>
<tr>
<td>C</td>
<td>420 - 479</td>
</tr>
<tr>
<td>D</td>
<td>360 - 419</td>
</tr>
<tr>
<td>F</td>
<td>0 - 359</td>
</tr>
</tbody>
</table>

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

**Attendance**: To be successful in this class you need to come to class. We want you to be successful, and we want you to come to class. The advertising section will take roll every day using Kahoot! Download the app on your smart phone. See your TA if you don’t have a smart phone or if you have a problem downloading the app.

**Questions of the day**: Questions are intended to get you thinking about a topic and help you contribute to class discussion. If you miss one, it can only be made up if you have an excused absence.

**Quizzes**: These are also to motivate you to come to class and can only be made up with an excused absence. Quizzes in the advertising section will also use the Kahoot! app. Again, see your TA if there is an issue.

**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 if you miss this deadline. Missed exams will not be curved.

**Assignment deadlines**: In advertising and PR we live and die by deadlines. This will be the mantra for our class: *Plan for problems. Expect disasters.* Turn assignments in on time (no excuses; 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. Note the date and time should we need to confirm their log of any student contact.

**Cell phones, laptops and such gizmos**: We live in a wonderful world of technology. That can be wonderfully good – or not-so-wonderfully distracting. Please have respect for others in the class. We don’t want to hear all things that ring, burp, vibrate, sing, or do other annoying things during class. Read: Turn off the sound. You may use your computer during class, but please use it for class. Being on Facebook or other non note-taking uses says two things: You aren’t interested in what is happening in the class, and you don’t care if you distract others. Please be respectful. If your TA sees you on something distracting, your computer (or cell or tablet or whatever) may be taken for the rest of the class period.

**Your unt.edu email address**: You should check your UNT email. This is the official way that the university and your professors contact you. If you don’t check this email address regularly, forward the email from this account to the email address that you check daily.
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.

When you submit work for this class, that is the same as making a statement that you’ve produced the work yourself, it its entirety. Plagiarism, fabrication, copyright infringement and similar uses of other people’s work are unacceptable. Anything taken from the internet (or any other source) should not just be paraphrased, but should be rewritten in your own words incorporating your own ideas. Plagiarism — using other people’s words as your own — can take many forms:

- If you cut and paste information into a paper without attribution, that’s plagiarism.
- If you copy a direct quote without putting it in quotation marks, that’s plagiarism.
- If you paraphrase another person’s idea without giving credit, that’s plagiarism.
- If you submit someone else’s work as your own, that’s plagiarism.

(See The Dallas Morning News, Jan. 22, 2006, p. 26A.)

Primary research means that you gather the original data through surveys, focus groups, interviews or other methods. Faking research is cheating. Actually it’s worse. In the real world your client may make a poor decision based on your misinformation.

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. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. Any student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

Journalism requirements and guidelines

For journalism majors, not minors: 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.

Journalism course registration

- Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program.
- A journalism major enrolled in any restricted 3000- and 4000-level classes must have taken and passed the GSP test, all foundational courses, and Math 1680/1681.
- Students must earn and maintain a 2.5 UNT and/or overall GPA (depending on your catalog year) to be eligible for major-level courses.
**Email communication.** Communicating with students using the 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.

**Re-taking failed courses.** Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

**Textbook policy.** The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

**First class day attendance.** Journalism instructors reserve the right to drop any student who doesn’t attend the first class day of the semester.

**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.

**Additional syllabus statements**

Posted on Blackboard

**Schedule of classes**

The official class schedule for the semester is posted on Blackboard. Note that there is a separate schedule for the advertising sections and the PR sections of this class.
# Principles of Advertising and Public Relations

**JOUR 2000.002 • Spring 2016**  
Mayborn School of Journalism • University of North Texas

Nationally Accredited • Toughest Program in Texas • Best Mentoring Anywhere

---

**Required (available as a PDF on Blackboard):**  

### Class schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>22</td>
<td>Ad critique 1 due via Blackboard by 5 p.m.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>23</td>
<td>Let’s talk about ads: Your ad critique 1.</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>28</td>
<td>History of advertising. The TELL of show and tell.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>30</td>
<td>History of advertising. The SHOW.</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Apr. 4</td>
<td>The marketing connection and jobs on the client side. Idea Industry: Introduction</td>
<td></td>
</tr>
<tr>
<td></td>
<td>6</td>
<td><em>Art &amp; Copy</em> online assignment. See Blackboard for worksheet. Due 11:59 p.m. 4/6/2017. No class.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>20</td>
<td>Ad critique 2 (diversity) due via Blackboard by 5 p.m. April 20.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>25</td>
<td>Let’s talk about ads. Ad critique 2 (diversity).</td>
<td></td>
</tr>
<tr>
<td></td>
<td>27</td>
<td>Ethics and advertising.</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Brand YOU. One-page research paper about an entry-level job you might want if you were to go into advertising.</strong> Also see <em>Idea industry: How to crack the advertising career code.</em></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>May 2</td>
<td>Advertising is a team sport: Let’s play.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>Review. SWOOP and Ad Team. Review of creative projects.</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>May 11</td>
<td><strong>Advertising final.</strong> 10:30 a.m. to 12:30 p.m.</td>
<td></td>
</tr>
</tbody>
</table>