

Principles of Strategic Communications

JOUR 2000.001 ♦ Fall 2014

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

Classroom 104 & 105 General Academic Building

Class times Tuesday/Thursday 12:30 to 1:50 p.m.

Contact info **For Sheri Broyles:** The Hall to Nowhere (between GAB 109 and 110).
Office phone (940) 565-4736 or Sheri.Broyles@unt.edu
For Gwen Nisbett: GAB 102-C Email: gwen.nisbett@unt.edu
Advertising TA: Brianna Vela. Email: through Blackboard Learn
Public Relations TA: Nathan Battaglia. Email: through Blackboard Learn

Office hours **For Sheri Broyles:** Tuesday/Thursday: 11:00 - 12:30; 2:00 to 3:00. Or by appointment.
For Gwen Nisbett: Wednesdays 1:00-3:00 p.m. Thursdays 2:30-4:30 p.m. Or by appointment.
TAs available by appointment.

For all email Send all messages via Blackboard. Your TAs will monitor all correspondence via Blackboard. If you contact Drs. Broyles or Nisbett **via email**, you must do so through 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.

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

Blackboard Learn 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 your TA as early as possible in the semester if you are 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. They 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 institutions of advertising – 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

Required text: Bendinger, Bruce et al. (2009). *Advertising & the Business of Brands: An introduction to careers and concepts in advertising and marketing*. Chicago: The Copy Workshop (Media Revolution Edition).

You won't be required to read the complete text, but it will be a good reference and resource should you want to dig deeper into advertising. This text is also on reserve in the library.

Additional resources: See Study Hall at adbuzz.com

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

This book is on reserve in the library.

For PR segment of the class

Recommended, but not required: Guth, David and Marsh, Charles (2012). *Public relations: A values-driven approach*. Boston: Pearson Education Inc.

Supplemental readings: Additional resources and interesting readings will be posted to Blackboard throughout the semester.

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, textbook and supplemental readings. Specifics will be given before the exam. Your TAs will have 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 eight (8) quizzes, four (4) in the advertising segment, and four (4) in the PR 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. Your ad critiques will be submitted 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, August 18, 2014)
- A scanned image of the ad, in color
- 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, 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. Details to come. **Your Brand YOU paper should be submitted on Blackboard through Turn-it-in. You'll also bring a paper copy to class.**

Reaction paper: This paper will allow students to respond thoughtfully to the material discussed in class. This will be a short paper (3-4 pages, double spaced, 1-inch margins) on concepts drawn from course material and relevant topics from the news. Response topic and further instructions will be distributed in class. **The reaction paper should be submitted on Blackboard through Turn-it-in. You'll also bring a paper copy to class.**

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)

Exams	(2 @ 150 points each)	300 points
Quizzes	(8 @ 10 points each)	80
Ad critiques	(2 @ 20 points each)	40
Brand YOU	(1 @ 20 points)	20
Reaction paper	(1 @ 40 points)	40
Questions of the day	(10 @ 12 points each)	120
Total possible points		600

Perfect attendance (no tardies)* 10 bonus

<u>Grade</u>	<u>Total points</u>
A	540 - 600
B	480 - 539
C	420 - 479
D	360 - 419
F	0 - 359

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.

* No excuses accepted. You have to be perfect to get these points.

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. We will take roll every day with a sign-in sheet at the beginning of class. And... we've found creative way to reward you for attendance.

Questions of the day: This is a reward for coming to class and can't be made up. It's an easy way to get points.

Quizzes: This is also to motivate you to come to class and can't be made up.

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.

Assignments deadlines: You will be given a deadline for Ad critiques, Brand YOU and the PR reaction paper. In advertising and PR we live and die by deadlines. This will be the mantra for our class: *Plan for problems. Expect disasters.* We're unsympathetic to excuses, even good ones, for missing class or not turning in an assignment. (Top-of-the-list excuses that don't cut it: "My printer broke" or "The lab was backed up and it just never printed out" or "The lab was closed.") If you have the assignment done and, for whatever reason, you don't make it to class, be sure it's uploaded to Blackboard and/or emailed to your TA or a trusted friend delivers it for you. Assignments left in faculty mailboxes will be considered late. Assignments not turned in at the beginning of class will lose one full-letter grade. Don't be late. An additional letter grade will be lost for each day it's late. For example, if your assignment would have received an 85% if it had been turned in on a Tuesday at the beginning of class, it will receive a 75% if turned in during or after class. If it isn't turned in by Wednesday, it would be worth only 65%. *If you don't hand your assignment to your instructor or your TA, you must have the office staff write the date and time on your assignment and sign his or her name before you put it in the faculty box.* If that isn't done, we can only assume it arrived moments before we walked in. For anything turned in via Blackboard the time stamp will be used. Please don't be late. It will make all our lives easier.

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, in 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. Enrollment in this class means that you are in pre-major status, not major status. When you have completed this course and others in your pre-major, then you must apply to become a major and therefore have access to upper-level journalism courses. If you have questions about what counts in your pre-major, 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.
- By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.
- A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. **Pre-majors** must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

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' myunt 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 say attendance Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.

Student Evaluation of Teaching Effectiveness (SETE)

The Student Evaluation of Teaching Effectiveness (SETE) 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 SETE.

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](tel:940.565.4323).

Class schedule

This schedule is subject to change.

Assignments are in boldface. Assigned chapters should be read before class.

Week 1	Aug. 26	Review of syllabus. Advertising: An introduction. The heart of advertising... Benefits. Benefits. Benefits. 28 Let's talk about ads. Ad critique 1 due via Blackboard by 5 p.m. Aug. 27. Text: pp. 2-36. Read the intro. TWICE. Really.
Week 2	Sept. 2 4	History of advertising, part 1. History of advertising, part 2.
Week 3	9 11	Chapter 3: Advertising and society. Jobs on the client and marketing side.
Week 4	16 18	Chapter 5: Advertising agencies. The world of media.
Week 5	23 25	Chapter 10: Media and the marketing of messages. Chapter 9: Creative.
Week 6	30 Oct. 2	Let's talk about ads. Ad critique 2 (diversity) due via Blackboard by 5 p.m. Sept. 28. Chapter 8: Marketing and the planning process. Campaigns.
Week 7	7 9	Ethics and advertising. Brand YOU. pp. 598-640. One-page research paper about an entry-level job you might want if you were to go into advertising. Also see <i>Idea industry: How to crack the advertising career code</i> , on reserve in the library. Review. SWOOP and Ad Team. Wrap-up and fun ads.
Week 8	14 16	Advertising final (in class). Public Relations: An introduction.
Week 9	21 23	PR Definition PR Definition
Week 10	28 30	PR History PR History
Week 11	Nov. 4 6	PR in Context & Careers PR Publics
Week 12	11 13	Theories, Models, and Public Opinion PR & Media
Week 13	18 20	PR Strategy & Tactics NCA - Video
Week 14	25 27	Intercultural Comm & International PR Happy Thanksgiving
Week 15	Dec. 2 4	PR Ethics & Laws Wrap-up
Final	Dec. 11	Public Relations final. 10:30 a.m. to 12:30 p.m.