PR 202: Advertising and Public Relations
Fall 2018
TC
Tuesday-Thursday
11-12:50 a.m.

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roweba@westminster.edu
*Please type PR 202 in the subject line

Office Hours
M-W-F: 10:30-11:30 a.m.
TH: 9:30 to 10:30 p.m.
I am also available by appointment.

Course Description:
This course examines advertising as a text to better understand how the various elements work together to influence our consumption habits. Students will also get an overview of the advertising industry so they gain a better understanding of how advertising tactics and strategies can be used in conjunction with public relations as part of an integrated marketing communications (IMC) approach.

Major Outcomes:
To successfully complete a Public Relations major, students will demonstrate the ability to:
1. Write persuasively, in a variety of formats, for a variety of media
2. Use diverse research methods and analyze data to develop and support various PR functions
3. Apply PR strategies and tactics to solve problems creatively
4. Use PR principles and practices to guide management effectively and ethically
5. Use oral communication skills professionally in a variety of situations

Course Outcomes:
To successfully complete this course, students will…
1. Discuss the role of advertising in today’s society
2. Define the terminology used by advertising professionals
3. Discuss the theories that serve as a foundation for the field of advertising
4. Analyze and critique various forms of advertising
5. Deconstruct advertising messages to learn about their components and how they work
6. Discuss the ethical and legal issues surrounding the advertising industry
7. Explain how advertising used in conjunction with public relations fits in to an integrated communication strategy

Required Textbooks:

Additional Supplies
Colored pencils, markers, or crayons
8.5 x 11 sketchbook or drawing pad with removable pages
Old magazines and newspapers
Class Policies:
1. **Attendance is required!** You must attend class and actively participate in order to achieve the goals of this course. This class meets two days per week, so you **may only miss two classes without penalty**. You will lose **50 points for each additional absence**. If you have an emergency situation, and will be missing class, please notify me as soon as possible. **If you are frequently late for class you will be warned and continuing to arrive late will result in a loss of points. If you are frequently sleeping or texting in class, you will be marked absent. In-class activities cannot be completed as make-up work.**

2. **Absences during exams & presentations:** The only absences that will be considered excused are a death in the family, severe documentable personal illness (I don’t accept “confirmation of appointment” excuses from the Health Center), and participation in a college-sponsored activity (e.g., field trips or sports). **Whenever possible, please notify me in advance if you will need to miss class during an exam or presentation. You must contact me prior to or within 24 hours of the missed class. If you (or someone acting on your behalf) fail to notify me within 24 hours of the missed class you will not be allowed to make up the missed exam. If you are absent for a group presentation and do not have an excusable reason, you will not be able to make up your portion of the presentation.** If your absence during the presentation is excused, to earn full credit, you must give the presentation during a subsequent make time. Your group members may help with the presentation, but they are not required to do so, thus, you may have to give the entire presentation by yourself.

3. **The best way to contact me is via email.** However, please be aware that I may not be able to respond immediately to emails sent later in the day (typically after 3 p.m.) or on weekends, but I will get back to you as quickly as possible. During my office hours, I will try to be available via D2L chat. If you have a simple question, you may want to try this option for a quick response.

4. **Cell Phones & Computers:** As a matter of courtesy, please turn your cell phone ringer off when you enter the classroom. Please refrain from texting during class; it is disruptive. **Students who are texting in class will be marked absent. If you have your cell phone out during a test, the test will be confiscated, and you will receive a zero.** I reserve the right to prohibit a student from using a mobile device or computer during class if I feel the student is using it for other purposes, or if I think its use is disruptive in any way.

5. **Reading Assignments & Lecture Notes:** You are expected to complete all reading assignments before coming to class. I will spend a limited amount of class time lecturing about the chapter. **I will not cover all of the information discussed in an assigned reading, but I am always willing to answer questions about your readings. You need to be familiar with the material in your text whether or not it is discussed in class.** Class periods will primarily consist of activities based on the day’s reading and coming to class unprepared will inhibit participation.

6. **Written assignments:** Unless otherwise noted, your work should be typed, doubled-spaced, using 12-point Times New Roman font. **Your work communicates something about you and your level of professionalism.** Please use paragraphs, introductions, conclusions, and transitions accordingly. Some assignments may require you to cite your sources using either MLA or APA format. **Be sure to proofread your papers for typos and grammatical errors.** If you have questions about the requirements for an assignment, please contact me.
7. **Submitting Assignments:** The advertising industry is a fast-paced, deadline-driven industry. If you don’t complete a particular project on time, the results could be detrimental for your client and could cost you your job. **Late work will NOT be accepted. DO NOT EMAIL ME ASSIGNMENTS; I WILL NOT ACCEPT THEM.** Unless otherwise noted, the start of class will be the deadline for your assignment. **Be sure to allow enough time to print your papers if a hard copy is required for submission. Some assignments may require you to submit your work online. Do not wait until the last minute to submit assignments online—D2L will close assignments automatically and may not accept them. Assignments that do not adhere to the assignment guidelines given in class may receive a zero.** If you have questions about the proper format for an assignment, please feel free to contact me to clarify the assignment or for additional instructions.

8. **Academic Integrity:** In accordance with Westminster College’s policy, violations of academic integrity include cheating, misconduct, plagiarism, and providing false information. Please refer to your student handbook for a detailed description of Westminster’s Academic Integrity Policy. **Work that violates the college’s policy will receive a zero and the assignment or test may be turned over to the Vice President for Academic Affairs for further disciplinary action.** Please remember that violating the Academic Integrity Policy may be grounds for dismissal from the college. If you have questions about properly citing source material or what constitutes plagiarism, please ask me.

9. **Accessibility:** Westminster College actively strives for the full inclusion of all our students. Students with disabilities who may require additional accommodations for environmental or curricular barriers should contact Faith Craig, the Director of Disability Resources, located in 414 Thompson-Clark Hall, ext. 7192.

10. **Respectful Communication:** As participants in a collegiate learning community, it is important to respect others’ right to express themselves. It is quite possible that you may not agree with every comment or opinion expressed in class. You may not agree with others, but I ask that you are respectful when addressing other’s comments or opinions. **Scholarly debate can be a valuable educational tool. However, racist, sexist, or other oppressive language will not be tolerated. Students using this type of language may be asked to leave the classroom.** It is important to remember to disagree in a respectful manner and not resort to personal attacks on those who may see things differently and/or have opinions that are different than yours.

11. The information contained in this syllabus is subject to change. If you miss class, you may want to check with a classmate to make sure that there have been no additions/subtractions to the coursework.

**Assignments/Evaluations:**
More detailed assignment information and guidelines will be provided for each assignment during the semester.

1. **Exams.** There will be three exams this semester. They will cover chapters 1-5 (50 points), chapters 6-10 (50 points), and chapters 11-15 (50 points).

2. **Individual Assignments.** Over the course of the semester you will complete individual assignments. These assignments are designed to reinforce some of the key concepts discussed in your reading and are directly related to tasks you might perform as an advertising practitioner. The point value for these assignments will vary and you will receive specific guidelines for each assignment.
3. **Group Projects.** Advertising, like Public Relations, is a very collaborative industry. It takes an entire team of people to craft the finished advertisements that we are bombarded with daily. This semester you will form a creative team and work with several other students on small projects in class and two larger group projects. I will provide more detailed descriptions of the assignments at a later date.

**Assignment Point Breakdown:**

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points Possible</th>
<th>Points Earned</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (3 @ 50 pts)</td>
<td>150</td>
<td></td>
</tr>
<tr>
<td>Individual Assignments</td>
<td></td>
<td></td>
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<tr>
<td>--Advertising Portfolio (150 pts)</td>
<td></td>
<td>300</td>
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<tr>
<td>--Miscellaneous in-class/homework assignments (point values vary)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Group Projects (2 @ 150 pts)</td>
<td></td>
<td>300</td>
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<tr>
<td>--Copy Platform/Creative Brief</td>
<td></td>
<td></td>
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<tr>
<td>--Advertising Campaign</td>
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</tr>
<tr>
<td><strong>Total Available Points</strong></td>
<td><strong>750</strong></td>
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**Evaluation:** Points necessary for a final grade

- A: 750-697.5 pts
- B+: 674.9-652.5 pts
- C+: 599.9-577.5 pts
- D+: 524.9-502.5 pts
- F: less than 450 pts

- A-: 697.4-675 pts
- B: 652.4-622.5 pts
- C: 577.4-547.5 pts
- D: 502.4-472.5 pts
- D-: 472.4-450 pts

If you have any questions or concerns about this course or a particular assignment, please contact me. I want you to succeed!
**Grading Criteria (adapted from NCTE standards):**

**Letter Grades**

**A** The work is outstanding. I think the work exceeds the assignment description, demonstrating creativity, enthusiasm, and overall excellence.

The chief principle of A quality work is its rich content. The information delivered is such that the reader/listener feels significantly informed, sentence after sentence, paragraph after paragraph. Papers/presentations are marked by stylistic finesse: the introduction and title are engaging, the transitions artful, the sentence structures varied, the diction tight, fresh, and highly specific, the tone appropriate to author, audience, and purpose alike. Grammatical errors are virtually nonexistent and the work showcases a high level of professionalism. Presentations are virtually free from verbal fillers. Because of its careful organization and development the A quality work fully address the problem/subject at hand with unusual clarity, quality, and creativity.

**B** The work is very good. Papers/presentations in this range demonstrate work above average and approach the quality necessary to earn an A.

Work is significantly more than competent, mostly free of mechanical errors. It showcases above average professionalism. Its specific points are appropriately arranged, well-developed, and unified around a clear organizing principle that is apparent. Transitions are generally smooth, the sentence structures pleasingly varied. The presenter’s diction is concise and accurate. Presentations may contain some verbal fillers that could be eliminated with more preparation, etc. On the whole, the B work thoroughly addresses the problem/subject at hand but could benefit from a bit more clarity and/or creativity.

**C** The work is judged to be average. It demonstrates enough competency and accomplishment to meet the requirements of the assignment.

It is generally competent, meeting the assignment guidelines, despite mechanical errors. It does have reasonable organization and development. The information it delivers, however, is thin and commonplace; the ideas are expressed as vague generalities which prompt the confused reader/listener to ask various questions. Stylistically, C work has additional shortcomings as well: such as lack of originality, rough transitions between ideas, and choppy or monotonous sentence structure/grammar. During presentations, the presenter’s diction is occasionally marred by unconscious repetition, redundancy, and imprecision. Presentations suffer from frequent verbal fillers. While it gets the job done, the C assignment lacks imagination and intellectual rigor, and hence does not fully address the problem/subject.

**D** The work is poor. Papers/presentations earning a D do not meet the expectations for the assignment and often lack professionalism, completeness, and critical thought.

The treatment and development of the subject/problem are only rudimentary. While organization is present, it is neither clear nor effective. Papers/presentations are frequently awkward, ambiguous, and marred by serious grammatical errors. For written assignments, evidence of careful proofreading is scant, perhaps nonexistent. Presentations are sloppily developed and lack professionalism. The work, in fact, often gives the impression of having been conceived in haste.

**F** The work is unacceptable. It does not follow the assignment guidelines and/or has major issues regarding professionalism, completeness, and critical thought. Its treatment of the subject/problem is superficial; it lacks discernible organization; its prose is garbled or stylistically primitive. Grammar and punctuation errors are frequent. In short, the ideas, organizations, and style fall far below what is acceptable college or professional writing. Presentations earning an F unprofessional and require serious revision.