JRM 315
Principles of
Public Relations & Advertising

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Course Description
This is a collaborative, team-taught class that will incorporate half a semester each of PR
Principles and Advertising Principles. In both you will learn about fundamental principles
of persuasion, targeting, advocacy work and how these two distinct but related fields work
with audiences. Dr. Eileen Wirth will teach the PR half of this course and Dr. Jeffrey
Maciejewski the advertising component. Your final grade will reflect your work in both
portions. In each portion of the class, you will work with a partner to either promote a
client or to develop an advertising campaign for one.

At midterm we will switch groups; Dr. Wirth will take over Dr. Maciejewski’s advertising
group and Dr. Maciejewski will take over Dr. Wirth’s public relations group.

Course Objectives
This course will introduce you to the disciplines of public relations and advertising. In so
doing, it will help you discover their many nuances: the use of research; the science and
art of strategy, advocacy; persuasion and message strategy, and each discipline’s own
approach toward media use. You’ll learn by doing. In the process of learning about
advertising, you’ll apply what you learn by preparing promotional plans and advertising
plans for real clients. Ultimately, this course is meant to provide you with a good
foundation for the future study of public relations and advertising and to help prepare you
for a career in public relations and advertising.

Course Topics
Please see the public relations course outline and the advertising course outline for a
comprehensive list of course topics.

Course Requirements
The public relations portion of the course will require you to prepare three written papers
and a written report. The advertising portion of the course will require you to take three
quizzes, and write four papers. Please refer to the specific course outlines for details.

Text
There is no required text for this class.

Ground Rules
• Announcements are made and assignments distributed at the beginning of class.
• Assignments are due at the beginning of class. They must follow the written instructions and be typed double-spaced unless otherwise noted.
• There is a 10% per day penalty for late assignments. Assignments will be rejected after five days, counting weekend days.
• Although this is not a certified writing course, good writing is an integral part of doing public relations and advertising. Papers will be downgraded for writing errors or factual errors including errors in name spellings. See further detail later in syllabus.
• Failure to turn in any paper or participate in mandatory oral presentations results in an automatic course grade of D or lower.

Attendance Policy
Attendance is required and taken at all classes. Your final grade will be lowered three course points per additional absence for more than two unexcused absences. Class starts promptly at 3:30 p.m. An illness that results in more than one absence requires a doctor's note. See JM&C Professionalism Policies for more detail.

Academic Honesty
The Department of Journalism, Media & Computing enforces the academic honesty standards of the College of Arts and Sciences. If you cheat on any assignment, you will receive zero credit for it, thus triggering the automatic course grade of D or lower. All honesty violations including signing another student in for class or being signed in by another student are considered cheating and will trigger the course grade of D or lower for both students.

Classroom Rules
• You MAY NOT leave the classroom once class has started. If you leave, we will count you absent.
• You MAY NOT use a computer in class except to take notes. Nor may you work on anything else during class or flip through anything during a presentation by fellow students. If you violate these rules, we will ask you to leave and count you absent.
• We will confiscate cell phones used in class, ask you to leave and count you absent.
• If we do not have an email from you explaining an absence by the end of the calendar day of a class, you will be counted absent unless you were hospitalized.

Attendance Policy
Attendance is required and taken at all classes. Your final grade will be lowered three course points per additional absence for more than two unexcused absences. Class starts promptly at 3:30 p.m. An illness that results in more than one absence requires a doctor’s note. See JM&C Professionalism Policies for more detail.

JM&C Department Professionalism Policies
The Department of Journalism, Media & Computing offers pre-professional education to prepare students to succeed in communications careers. Professional attitudes and conduct are often almost as important as talent in our fields. Accordingly, students in all JM&C classes are expected to conduct themselves as cited below; faculty and staff will enforce consequences:
1. Students will attend all classes unless there is a valid reason to be absent and to arrive on time just as they would at work. Students who arrive after class has begun are considered late and subject to grade penalties as imposed by each instructor.
   - Valid reasons for absences include illness, participation in an official university function (debate, varsity athletic absences, etc.), family emergency, etc. All excused absences require notification by email PRIOR to class.
   - Absences of two classes in a row due to illness require a doctor's note.
   - Absences due to non-emergency medical/dental appointments are unexcused absences. The same goes for picking up a friend, taking a car to be repaired or other circumstances that can be avoided.
   - Students with two unexcused absences in this course will receive an A/F.

2. No food and drink are allowed in the labs. If caught, you will be expected to leave class and dispose of the items.

3. Students are expected to participate in class. Inappropriate behavior such as reading non-course materials, checking email, text messaging, studying for other classes or sleeping may result in dismissal from that day's class and count as an unexcused absence.

4. Students are accountable for turning in all work on time. Faculty will either penalize late assignments or refuse to accept them.

5. Students who fail to contribute to team projects risk being dismissed from the teams and lose credit for projects.

**Professionalism**

Professionalism also involves:
- Accepting criticism gracefully
- Resolving problems with professors, staff and colleagues in a mature fashion

Students are welcome to seek more information about why they received a particular grade on a test or assignment, obtain guidance for how to improve work and ask for suggestions on solving problems. They are encouraged to go above and beyond the minimum work assigned and to demonstrate enthusiasm for work in their fields. In the JM&C Department C work is minimal work. A and B work goes beyond the minimum.

**Writing Papers**

Avoid these common writing errors because they trigger my automatic downgrades:

- Sentence fragments are an automatic .5 deduction. So are sentences that "don't track" (that is, don't make sense). Read your papers aloud to catch fragments, run-on sentences, garbled syntax and other problems.
- Semi-colons divide clauses that express complete thoughts. Do not confuse them with commas. See the AP Stylebook punctuation section for a detailed explanation.
Subjects and verbs must agree in number. Collective nouns such as family, team or audience require singular verbs.

Pronouns must modify a specific noun. You can’t use a pronoun to refer to a noun when intervening sentences separate the pronoun and the noun it replaces. This will provoke a comment such as “Who is he?” Even when I know who you mean, you are charged with a writing error.

Pronouns must agree with the nouns to which they refer in gender and number. You cannot replace a singular noun with “they” or “them” even if we talk that way.

If your first paper is downgraded significantly for writing/proofreading errors, see either Dr. Wirth or Dr. Maciejewski for help. We teach writing and we don’t want poor writing to rob you of a good grade when you understand the material.

**Public Relations Course Outline**

*Week 1*

Introduction to Public Relations

- What is PR? What do PR professionals do?

Assignment:

- Interview a PR professional and write a 3-page paper

*Week 2*

Introduction to Doing PR, Advocacy, Understanding and Persuading

- Advocacy/Mission
- The PR process
- Doing PR/client research
- Understanding audiences
- The persuasion process
- The limits of persuasion
- Social networking/the influence of groups
- Use of social media
- Motivating people
- Interpersonal vs. mass communication
- Creating effective messages

Assignments:

- Research/Strategy Report on your client
- Social Media Paper

*Week 3*

Promoting A Client

- Event planning
- Online informational promotion
- Traditional media relations
- Agenda Setting
- Making social change

Assignment:

- Event Planning paper
Weeks 4/5
Wrapping Up / Final Project
• Networking and career building
• PR ethics
• PR law
Assignment:
• Brief report on what you have learned about PR

Advertising Course Outline
Week 1
The Basics
• What is advertising?
• How does it relate to marketing?
• How does it relate to PR?
• Advertising and theories of persuasion
• Persuasion in action
Assignment:
Ads and Theories of Persuasion Paper

Week 2
Campaign Strategy
• Doing a situation analysis
• Campaign objectives and strategies
• Understanding your client's situation and marketplace needs
• Understanding your audience (demographics and psychographics)
• Quiz 1

Week 3
Advertising Creative
• The creative process
• Elements of copywriting
• Elements of design
• Message strategy and theories of persuasion
• Quiz 2
Assignment:
Creating Ads (2 print ads, 2 billboards)

Week 4
Media Buying and Planning
• Media planning vs. media buying
• Evaluating media
• How media are bought and sold
Assignment:
Client Media Proposal Paper
Rough draft of Creating Ads Assignment due
Week 5
Ethics and Professional Development
• Ethics in advertising
• The importance of networking and career planning
• Portfolio development (Advertising Campaigns, JRM 347; Soup Line)
Assignment:
Final Creating Ads Assignment due
Final advertising plan due
Three minute presentations (with Dr. Wirth’s section) of what you’ve done and learned this semester