JAMS 524: Advertising and Public Relations Campaigns, Fall 2016
Classroom: BOL 521  Class: T/TH 3:30 – 4:45 p.m.

Instructor: Joette Rockow  Email: jrockow@uwm.edu  Office: BOL 532
Office hours: Office Hours: Tuesdays 11:00 - noon or Wednesdays 2 – 3:30 (or by appointment)

The Big Picture...
That's what this class is about — *The big picture* of working in advertising and PR. How do agency people and the elements in a campaign proposal work together to produce *one cohesive campaign*? If you don't understand the process and how it relates and leads to a finished product, it can be a disaster waiting to be created. The better you understand the process, the more valuable you'll be to an agency once you get out there and start working.

This class will be fast and furious, with procrastination being the downfall of many. I break the semester into three major sections to help make it more manageable.

Section 1: Review of Skills / Skills Assignments
Section 2: Campaign 1
Section 3: Campaign 2
Section 4: A website with your resume and portfolio of your work

There will also be a few other assignments to prepare you for a career in advertising and public relations.

Required Text
Pick Me: Breaking into advertising and staying there.  Authors: Nancy Vonk and Janet Kestin

HIGHLY RECOMMENDED
- *AP Style Guide*, especially for those who want to focus on public relations. I honestly do not know how you would take this course very successfully without one.

We won’t do as much reading as “doing” in this course. But please do the reading. You will be using the information in class to help you with your campaigns, in your work and in your career.

Basic Class Structure
You will prepare materials for 2 different campaigns, short assignments, a LinkedIn page and a portfolio website.

*Course Campaigns:* Campaigns will be done in groups assigned by me. You will work with other students, but will be responsible for your own portions of the campaign. If you want to focus on creative, then you may focus on creative. If you want to focus on PR, then you may focus on PR. If you want to focus on account service activities, then you may focus on account service activities.Who is responsible for what portion will be decided upon in your groups. You will basically be working in groups, but you will be preparing specific materials for your area of focus and you will be graded on that work.

*Web Portfolio:* By the end of the semester, you will have a web portfolio of your work.

Grading
Grading will be done on a point basis with a total of 1000 points possible.

- 1000 – 930 = A
- 929 – 900 = A-
- 899 – 867 = B+
- 866 – 834 = B
- 833 – 800 = B-
- 799 – 767 = C+
- 766 – 734 = C
- 733 – 700 = C-
- 699 - 667 = D+
- 666 – 634 = D
- 633 – 600 = D-
- 599 or less = F

Elements of Grading
Project 1: 125 points (Individual)
Project 1: 50 points (Group)
Peer Evals: 50 points (Individual)
Project 2: 125 points (Individual)
Project 2: 50 points (Group)
Peer Evals: 50 points (Individual)

*Continued...*
Three Skills Assignments: 50 points each (150 points total)
LinkedIn Site: 100 points (Individual)
Resume: 100 points (Individual)
Website/Online Portfolio: 200 points total (Individual)

TOTAL = 1000 points possible

* Also see “Attendance” section below. It is possible to lose points or even fail this course for poor attendance.

Being Late
MOST students really good about being on time for class. Please be one of those students. I do not easily tolerate people walking in to class late. I will close the door to the classroom about 3:30. If you are not in here, you’ll have to knock to be allowed to come into the classroom. ADVICE: If you know you are going to be late for good reason, email me. I am much more amiable to that sort of proactive forethought.

Attendance: An opportunity to gain (or lose) points
This includes actually attending class, being on time and staying during class period, working on projects IN LAB and the effort, focus and enthusiasm I see you putting in to this course. That doesn't mean that if issues arise, that you can't miss or be late for a class. Just make sure you discuss this with your group members and with me. Be respectful of each other and honest. Here is how it will affect your grade:
If you miss 0 – 1 class: +20 points EXTRA Credit (at end of the semester)
If you miss 2 – 3 classes: No penalty/No bonus
If you miss 4 – 6 classes: -50 points from final grade
If you miss 7- 9 classes: -100 points from final grade
If you miss 10 or more classes: -200 points from final grade

NOTE: In order to have an excused absence, you must present me with documentation within 1 week of your absence. Doctor’s note, police report, something in writing from a source related to your absence. I must receive a copy I can keep. If you do not provide this, you will be marked as absent. Verbal communication or personal emails do not count as documentation.
Note: It is your choice to come to class or go to work/internships or activities for work. Work, job, employment or internship commitments will not be counted as excused absences.

Each day I will take attendance at the beginning of class. If you are chronically late or leaving early, I will subtract points from your final grade in approximately the same amounts as for being absent. If you need to miss a class or two or leave early/arrive late sometimes, that’s fine. Things happen. And a few times won’t affect your grade. Contact your group members and send me an email. If people are missing I ask group members if missing members were in contact about missing class. If they tell me, “No,” then that is a bad thing.

NOTE: If you are having issues (personal issues, physical issues, learning issues) that may cause you to often be absent or late, or have trouble keeping up with coursework, please contact the Student Accessibility Center, acquire the appropriate documentation, and bring it to me immediately. There is also assistance available at the Norris Health Center. Until I receive the paperwork, all absences will be tallied and will count against your final grade. If you do not provide documentation, my course attendance policies will apply.

Assignment Due Dates
All are listed on the syllabus. There is no such thing as turning in a late assignment. Assignments are due the date they are due by the end of class (unless otherwise noted or discussed). Assignments turned in late will receive zero points unless you present proper documentation for your absence.

This is much more than just an “in-class” class.
If you want to be successful in this class, then be prepared to meet with your group members beyond class time and to put in individual hours outside of class. Groups and individuals who do this get the best grades. Groups and individuals who do not do this don't do as well. Simple as that, and reasonable students agree that is a fair policy. People who won’t meet outside class and who do not communicate effectively with their group tend to struggle all semester long and receive grades of C or D. It’s a passing grade, but nothing to write home about.

I cannot possibly provide enough class time for you to create a solid campaign/website with only 2-1/2 hours a week of in-class lecture, individual meetings with me, class discussion and group work time. If you want to do well, you should
plan on meeting with your group members and me outside of class, working on projects outside of class and in open labs, and putting in more than just a couple hours a week. (And do the reading!) If you don't do all of this, you can probably still pass. But don't expect an A or B. If you're the only member of your group not putting in extra time and effort, don't expect your teammates to be happy with you (i.e. peer evals).

**Writing: A huge portion of this class**

Whether you are the copywriter, account service or PR person, you will be doing an enormous amount of writing in this class. You will also have to write some content for your webpage. When you work in ad/PR expect to write and write well. The “art director” will do the least, but will still be doing some writing for your website and certainly helping to proof the copy in your design materials. Art directors should be aware, if I find typos in final layouts, you will also take a grade reduction for them. All of your writing work in this class **must be your original work.** I cannot state that strongly enough. There is to be no cutting and pasting of any writing from the web or anywhere else. That is not what professional advertising and public relations writers do, and that is not what you will do in this class.

*If you simply cut and paste items, your grade for the entire project will be an F.*

**I want you to succeed**

At the end of this class, your webpage will be out there for everyone to see. There is nothing you want less than to have a final webpage that has typos, lacks creativity and/or great strategy, and that has mistakes. So don’t treat these assignments as “assignments.”

**Plagiarism, cheating and other misdeeds...**

At this point in your studies, you should know what constitutes **Plagiarism.** Just in case you don’t, here it is again. **What is plagiarism?** Using someone else's work/writing with or without his/her knowledge and permission and failing to cite that person/author, thereby declaring it your own. Declaring work your own, when someone else wrote or produced it is **plagiarism.** Allowing someone else to use your work as their own is also a serious act of academic misconduct.

**Book Information & Pulling Information Off the Internet:** You will be using the Internet and secondary sources for information regarding your projects. Please do. That is how you do good research about your clients. You should be able to reasonably identify where your information came from. Who are your sources? Don't plan on going back later and remembering your sources later. Trust me on this one; it doesn't work. Also, review my comments above about cutting and pasting written materials.

Reusing work from previous courses: All work done for this class must be original work for this class. You may include work produced in other classes or elsewhere as additional items in your final website. Questions? Ask me.

Penalties for plagiarizing include receiving an F for the assignment, for the class, and up to possible expulsion from the University. In the professional world it will mean the loss of livelihood and reputation, so develop your ethical framework now. Plagiarism and cheating are risky activities. The entire JMC staff takes these activities seriously. If you have questions about citing information on assignments or if you are having difficulty understanding how to properly use or reference other people’s work, see me and I will help you work through it. Yes, plagiarism is illegal and I do see students doing it. And once you do it and I find out... I have to report it. For more information on this or other school policies see the official UW- Milwaukee website (search: Academic misconduct).

NOTE: Having said all that, in this class, there will be times where you are allowed you to pull photos off the Internet, use photos or graphics produced by other people in order to produce work for your campaign proposals. Art directors often do this when producing **mock-ups** to show the client their **conceptual intent.** I will discuss this more in depth as we start producing our work. This is an acceptable practice, as long as:

- You are honest and upfront about what you did and did not produce
- You are not using another person’s work for commercial purposes/final output or production

**About the Instructor**

Most of you know me already from 207. Others of you don’t know me well, but soon will. I have taught at UWM since 2001. I have worked in the mass communication and graphics industry since the 1980s. I have an Associate’s Degree in
Photography from MATC, a BA in Communications from Alverno College, and an MA in Journalism and Mass Communication from UW-Milwaukee. I worked for almost 11 years at Harley-Davidson Motor Company as a writer, photographer, and a communication/public relations manager. I have also worked at various agencies and graphic production firms in the Milwaukee area. I continue to work on projects outside of teaching to keep my skills and knowledge about the industry up to date, mainly doing pro-bono PR/marketing/fundraising work for non-profit animal welfare organizations and anti-violence organizations. I also maintain many contacts within the PR and advertising industries. I live near Alverno College with two indoor cat-beings, Trixie and Mac, and a semi-feral called Baby. When I am not teaching I enjoy traveling, tennis, playing music, political discourse, hiking, biking, photography, cooking, a cold adult beverage, and reading. I am learning how to properly ride a horse.

NOTE: I have changed the basic format of this class from the format of the last few semesters. I hope the syllabus will not have to change, but if for some reason it does, I promise to give you a good reason for the change and plenty of advanced notice.

BUREAUCRACY ALERT!

You may review the following if you wish. This is not the golden rule for how to get an A in this or any other class. These are guidelines that we are required to provide that suggest and only suggest how much time should be spent on the following activities over the course of the semester if you wish to do reasonably well in this course. Some students put in more time, and may do better. Some student put in less time with varying results. I realize some of these categories may not exactly make sense for this type of class, but if you have questions, ask me. Again, every student is different, and will have different results. Using this timeframe below does not guarantee you an A in this class.

- Time in the classroom AND in laboratories: 40 Hours
- Time spent online reading lecture and/or other material: 30 Hours
- Time in discussions (online and/or in person): 20 Hours
- Time taking exams: 0 Hours
- Time in tutorials: 4 Hours
- Time completing assignments (in addition to “Time in laboratories” listed above): 42 Hours
- Time for preparation and study: 10 Hours