Introduction

JAMS 207 is the introductory course that leads to the next three required upper-level courses in the Advertising and Public Relations concentration in the Department of Journalism, Advertising and Media Studies. In JAMS 207, we will develop knowledge and understanding of advertising and public relations principles that are important within these two career paths. In lectures and discussion sections, we will explore topics such as branding and positioning; media kits and appropriate uses of news releases; ethics and regulations; use of traditional and new media; the strategies professionals use when planning advertising creative and public relations initiatives; exploration of industry terminology, processes and procedures; and we’ll meet a few career professionals, as well.

Weekly quizzes, short assignments, mid-term and final projects, and attendance are all aspects that will challenge you and that will be used to evaluate your level of competency this semester. What we do in this class is meant to prepare you for the next three required courses, JAMS 307, JAMS 505, and JAMS 524, as well as prepare you for internships and careers in advertising and public relations. It is, therefore, important that you take lectures, assignments, discussions, attendance and quizzes seriously. If you do not, you will be ill prepared for the next steps in this concentration and in your own career. If you don’t achieve a minimum level of competency (at least a C in this course) you cannot move on in the concentration.

Course goals and objectives

- Understand the basic concepts and principles of advertising and public relations practices.
- Develop a clear understanding of advertising and PR terminology such as branding, positioning, integrated marketing communication, unique selling propositions, ethics, demographics/psychographics, and much, much more.
- Understand the theoretical applications of advertising and public relations processes and practices.
- Understand strategic and creative thinking and activities within advertising and public relations.
- Begin doing a bit of work (bites, not the entire sandwich) that will better prepare you for more comprehensive assignments you will engage in with JAMS 307, 505, and eventually the Ad/PR capstone, JAMS 524.
-Develop a better understanding of the why’s and the how’s of advertising and public relations theory and practices.

**Grading**

This course will be based off of 900 total points possible.

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<thead>
<tr>
<th>Grade Range</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>900 - 837</td>
<td>A</td>
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<tr>
<td>755 - 720</td>
<td>B-</td>
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<tr>
<td>629 - 603</td>
<td>D+</td>
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<tr>
<td>836 - 810</td>
<td>A-</td>
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<tr>
<td>692 - 657</td>
<td>C</td>
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<td>575 - 540</td>
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<td>786 - 756</td>
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<tr>
<td>656 - 630</td>
<td>C-</td>
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<td>539 or less</td>
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**Item** | **Points each** | **Total points possible**
---|---|---
Weekly Quizzes | 30 points | 300 points (Only 10 out of 12 Quizzes will count)
Assignments (6) | 50 points | 300 points
Midterm Activity | 100 points | 100 points
Final Project | 200 points | 200 points

**Books**

   Author: Robyn Blakeman    Pub: Rowman and Littlefield
   Author: Barbara Diggs-Brown    Pub: Wadsworth Cengage Learning

Available at UWM Bookstore. We will be using these books a lot and they will come in handy after this class.

**Quizzes**

See the course calendar for dates of quizzes. There will be 12 quizzes available this semester. You will be graded on your top 10 quiz scores for a possible total of 300 points. Your two lowest quiz scores will be dropped. So, if you are ill and miss a quiz, it won’t count against you. If you forget to take a quiz, it won’t count against you. If you blow a quiz or two, it won’t count against you. But if you don’t take or do poorly on three or more quizzes, you will start to feel the pinch. You cannot count additional quizzes as extra credit. The only way you would be allowed to make up quizzes is with appropriate and official documentation for each quiz missed after two: Doctors note, police report, SAC document, etc.

**Six Regular Course Assignments**

You will receive specific instructions and grading criteria for each of six regular course assignments this semester. Each assignment will be valued at 50 points. See the course calendar for assignment due dates.

**PLEASE DO NOT EMAIL US THESE ASSIGNMENTS.** You must turn them in during lecture or discussion in PAPER format or risk receiving zero points for the assignment. The only way we will accept emailed assignments is by direct approval from Joette for you to do so.
Regular Assignments, Midterm and Final Due Dates

Best and Easiest Advice: Turn your assignments in on time or you will receive zero points. Assignments are due at 1:00 in lecture in paper format. Emailed assignments may receive zero points unless directly arranged and approved by Joette. Due dates are listed on the course calendar for all assignments. Plenty of time is given to work on these. I do, however, understand that life happens. Missing an assignment deadline generally means a medical or personal emergency for which you will be responsible for providing some type of tangible documentation, such as a doctor’s excuse, to request any sort of deadline extension. (Note: Leaving voicemail or email messages is not documentation.)

ADVICE: Talk to Joette or Courtney expeditiously and directly if you miss an assignment.

If you know you cannot make it to class on the day an assignment is due, hand the assignment in before the due date, either directly to me or Courtney, or place it in my / the TA’s mailbox in the JAMS Offices in Bolton Hall Rm. 588 between 8:00 a.m. and 4:30 p.m. Monday – Friday.

REQUIRED: Have your paper stamped and dated by JAMS main office staff before it goes any mailbox.

Copies of Assignments

Keep your copies of all assignments until final projects are finished and final grades are posted. Also keep copies of all of your assignments that have my or TA mark-ups/comments. If you do not have copies of your assignments (with my or the TA’s remarks) and you have a question about your grade, there is no way that we can accurately discuss your grade with you and so your grade will remain as we have it recorded. Do not discard these materials before the final grades are officially posted on PAWS and you have reviewed your grade. These finished and corrected assignments may also be things you would consider putting your portfolio.

Attendance, Being On Time and/or Leaving Class Early

Assignments will be based upon lectures, discussions, and class activities. If you miss a class, lecture, or discussion section, or arrive late you will miss important course announcements and information that will help you with assignments. As a member of the Ad/PR concentration it is important that you show up on time for class, take advantage of me and the other great minds in this class, and learn from everything you can. If you do miss a lecture or discussion section, it is your responsibility to contact the TA or me to catch up on the materials. Note: Doing the readings will help if you do miss a lecture or discussion section.

Arriving Late to Lectures / Discussions

Lecture starts at 1:00 p.m. Courtney and I will be on time for class (even a little early) and so should you be on time. We do take attendance. If you are more than 5 minutes late for lecture or discussion, you will be counted as absent for that class. People walking in late are disruptive and they miss important information. Be late for an interview and you won’t
be hired. Be consistently late for an internship or job and you will eventually be fired. Therefore, being late for class is also not a good policy.

**Attendance and Late Arrival: An opportunity to gain (or lose) points**
This includes actually attending class, being on time and staying during class period. That doesn't mean that if issues arise, that you can’t miss or be late for a class. Just be respectful of me, of each other and be honest. Here is how it will affect your grade:
If you miss/late for 0 – 3 Lectures and Discussions: +20 points EXTRA Credit
If you miss/late for 4 – 5 Lectures and Discussions: No penalty/No bonus
If you miss/late for 6 – 8 Lectures and Discussions: -50 points from final grade
If you miss/late for 9-10 Lectures and Discussions: -90 points from final grade
If you miss/late for more than 10 Lectures and Discussions: -175 points from final grade

Each day we will take attendance in class and discussion. If you need to miss a class or two or leave early/arrive late on rare occasions, that’s fine. Things happen. And a few times won’t affect your grade. People with exemplary attendance will receive extra points. People who miss too many classes will lose points. ATTENDANCE IN ALL AD/PR CONCENTRATION COURSES IS PARAMOUNT to doing well in your academic life and in your future careers. Instructors and TAs in this concentration take attendance seriously.

**Student Accessibility Center (SAC):** If you are having issues that keep you from being your best as a student (personal issues, learning issues, medical issues, stress issues, etc.) then you must contact SAC, fill out proper forms, and bring them to me (personal and confidential). If you do, Courtney and I can help you. If you don’t, we are limited in how much help we can offer. If you wish to speak to me in private about this, just let me know. Here is SAC’s web address: [http://www.4.uwm.edu/sac/](http://www.4.uwm.edu/sac/)

**Plagiarism, cheating and other misdeeds**
It is vital that your work on assignments be your own work or accurately cited. Nothing else will be accepted. You may use information from other sources as long as you cite those sources. There is absolutely nothing wrong with this. In fact, we encourage it. What we discourage is plagiarism.

**Cutting and pasting material off of the web:** In general, just don’t do it. We will reduce your grade if you do it with any amount of frequency, even if you cite your source. PR and advertising professionals create original work and write original work. Agencies want to hire people who are creative and can write their own material and write it well. If you have questions about this, ask us!
What is plagiarism? Using someone’s work/writing 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 created it, is plagiarism.
Pulling papers / Assignment material off the Internet: It is not difficult for me to distinguish work that is not a student’s own work. There are a number of telltale signs. And it is not difficult, given new Internet technology, for instructors to find exact sites, books, pre-written advertisements or news releases where information was illegally obtained and used by a student. (Yes, plagiarism is illegal and we do experience students doing it.)

Penalties for plagiarizing include receiving an F for the assignment or the class and 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 very risky activities. The entire JAMS staff takes these activities very 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, come see me or the TAs and we will help you. For more information on this or other school policies see the official UW-Milwaukee Web site for complete information. http://uwm.edu/academicaffairs/facultystaff/policies/academic-misconduct/

NOTE: In this class, there will be times where I will allow you to pull photos off the Internet, use photos or graphics produced by other people in order to produce work for your assignments. I will discuss this more in depth as we start producing our work. This is an acceptable practice for educational purposes, as long as:
-You are honest and upfront about what you did and did not produce.
-As long as you are not using another person’s work for commercial purposes.

Most important of All
If you are having trouble understanding materials, concepts or content from class, please see your TA or me early in the semester or before you turn in assignments. The last week or two of class is too late for us to help. And we do want to help anyone who is having trouble. But if you don’t tell us you are having trouble early in the semester, then we can’t help. And if you don’t do it early in the semester (before midterm), then we will not be able to help you improve your grade.

About the Instructor: Joette Rockow
I have worked in the mass communications and graphics industry since 1986. I have been teaching in the JAMS department since 2001. I have an Associate’s Degree in Photography from MATC, a BA in Communication from Alverno College, and an MA in Journalism and Mass Communication from the UW-Milwaukee. I worked for almost 11 years at Harley-Davidson Motor Company as a writer, photographer, and a communications/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. I especially like doing pro bono work for local animal humane organizations. I live near Alverno College with two cat-beings, Trixie and Mac. I also take care of Baby, a feral cat who lives on my porch. When I am not teaching I enjoy traveling, tennis, playing music, hiking, biking, photography, working
with Wisconsin Humane Society (event planning and fundraising), reading, and I am a bit of a “foodie.” And I am learning how to properly ride a horse.

About the TA: Courtney VanderVeen Mich
Courtney graduated Magna Cum Laude from the University of Wisconsin-Milwaukee with a B.A. in Journalism, Advertising and Media Studies, and a certificate in Digital Arts and Culture. She followed the advertising and public relations track, interned with a local PR agency, and wrote blogs and consulted on social media for a Chicago based landscape architecture firm. As an undergraduate, she co-authored a paper on gender media ownership and its affect on news content with JAMS Lecturer Dr. Christopher Terry. Their research was presented at the NCA 100th annual Convention. Courtney's research interests include gender in the media, new media regulation and media law. In her spare time, Courtney enjoys spending time with her family and dog Dr. Peter Venkman, and crossing books off her never-ending reading list. She will be graduating this year with her Master’s Degree in Media Studies.

Office Hours: Mondays 11:30-12:30 and Wednesdays 2:00-4:00 (or by appointment)
Office: Bolton 569  UWM email: vanderv5@uwm.edu

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.

Time in the classroom AND Time in discussion: 35 - 40 Hours
Time spent online reading lecture and/or other material: 32 Hours
Time in laboratories (online and/or in person): 15 Hours (doing assignments perhaps?)
Time taking exams: 8 Hours
Time in tutorials: 1 Hours
Presentations: 0 Hours
Time for class presentations: 0
Time completing assignments: 40 Hours
Time for preparation and study: 16