JAMS 207: Introduction to Advertising and Public Relations
Lecture Days / Times:
Discussion Section: As registered
UW-Milwaukee

Instructor: Jackie Bradway
Office Location: Bolton Hall 536
Office Hours: Or by appointment
Email: leonarjm@uwm.edu

TA: Yasemin Beykont
Office Location: Bolton Hall 516
Office Hours: Email: ybeykont@uwm.edu

Catalog description
A practical approach to developing, implementing, and evaluating advertising and public relations strategies. Prereq: declared JAMS major or minor.

Course description
JAMS 207 is the introductory course in which 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; creative briefs; newspaper, magazine, radio, and television advertising; media kits and appropriate uses of news releases and fact sheets; use of traditional and new media; the strategies professionals use when planning advertising creative and public relations initiatives; and exploration of industry terminology, processes and procedures.

Weekly quizzes, assignments, brief class presentations, 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 407 (or 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.

Finally, 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
Upon completion of JAMS 207, students should be able to:
• Understand the basic concepts, principles, and terminology of advertising and public relations practices
• Understand strategic and creative thinking and activities, as well as theoretical applications, within advertising and public relations
• Execute basic assignments related to advertising and public relations. This work shall prepare the student for more comprehensive projects in JAMS 307, 407/505, and eventually the Ad/PR capstone, JAMS 524

Required Texts
Robyn Blakeman
Publisher: Rowman and Littlefield
Barbara Diggs-Brown
Publisher: Wadsworth Cengage Learning

3) The Associated Press Stylebook 2018
(Note: All AP quizzes will be based on the 2018 edition of the Stylebook. You may use an earlier
version, but there may be some discrepancies in style rules. Grading will be based on the 2018
dition. No exceptions.)

Additional readings will be posted on D2L through the semester.

Assessment
Grades will be based on a point system, with 1,000 points possible this semester. There may
be, at the instructor's discretion, opportunities for extra credit.

11 Reading/lecture quizzes (lowest score dropped) 100 points
6 Assignments (100 each) 600 points
  - Analyze a brand
  - Creative brief
  - Copywriting
  - OOH/radio
  - News release
  - Fact sheet

Final 200 points
Participation / Attendance 50 points
Show and Tell 50 points

I approach grading very seriously, and I have very high expectations of students.
An “A” symbolizes outstanding work, relative to the level necessary to meet project
requirements.
A “B” means work was above average, relative to the level necessary to meet project
requirements.
A “C” means the work was average, meeting basic project requirements at this level.
  - YOU MUST HAVE A C OR BETTER TO ADVANCE TO JAMS 307.
A “D” represents work that deserves credit, but does not meet the level of the project
requirements.
An “F” represents a project that fails to meet the requirements.

The overall course grades will be figured using this scale:

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
<th>Points</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,000-950</td>
<td>A</td>
<td>833-800</td>
<td>B-</td>
<td>699-667</td>
<td>D+</td>
</tr>
<tr>
<td>949-900</td>
<td>A-</td>
<td>799-767</td>
<td>C+</td>
<td>666-634</td>
<td>D</td>
</tr>
<tr>
<td>899-867</td>
<td>B+</td>
<td>766-734</td>
<td>C</td>
<td>633-60</td>
<td>D-</td>
</tr>
<tr>
<td>866-834</td>
<td>B</td>
<td>733-700</td>
<td>C-</td>
<td>599 and below</td>
<td>F</td>
</tr>
</tbody>
</table>

If you have any questions or concerns about your grade, please make an appointment to
discuss your work with me or your TA. We are happy to discuss your grade up to seven days
after the assignment was handed back to you. After seven days, the grade is considered final, and we will not entertain a change.

**Quizzes**
See the course calendar for dates of quizzes. There will be 11 quizzes available this semester. You will be graded on your top 10 quiz scores for a possible total of 100 points. Your lowest quiz score 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 completely forget about a quiz, 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 your first one: doctors note, police report, SAC document, etc. would be considered appropriate documentation.

Quizzes will be administered online, and each will be a combination of multiple choice and true/false questions. See the syllabus for the dates when the quizzes will be live on D2L and when the quizzes will close. No make-up quizzes will be allowed without prior approval from me. Simply forgetting to take a quiz is not reason enough to be allowed a make-up opportunity.

There will be a 30-minute time limit set for each exam. You can use your notes and books, but you should be mindful of the time limit. This means you should be organized. Remember: through D2L, I can see who took the exam, what time, how long it took before it was submitted, and more. If you offer the excuse “D2L was down or it kicked me off,” I can see that, as can other technical advisors.

A few tips for taking online quizzes:

- Have a stable and reliable internet connection. For example, I do a lot of grading at Panera, but more often than not, there are internet problems (I can’t log on or I get tossed off). I like working at Panera, but if I knew I had time restrictions for a quiz, that wouldn’t be the place to go. Yes, wifi is free there (and the mocha – with two extra espresso shots – is great), but it isn’t reliable. Find a reliable connection.
- Don’t forget to SAVE your quiz often and to SUBMIT it when finished. I can’t grade something that wasn’t submitted.
- Answer your text messages or cell phone at your own discretion. Distractions could easily put you over the time limit and not allow you to finish the quiz. Any questions unanswered will be considered wrong.
- If you run into legit issues while taking the quiz, send me an email to me immediately and detail, as clearly and briefly as possible, the situation. Do not wait to contact me if you’re having problems.

**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 100 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 Jackie for you to do so.
Show and Tell
Part of your grade this semester will be to present two “show and tells” during discussion. You’re a PR/ad student and you need to start paying attention to the PR and advertising world around you. As part of your grade, you will need to talk about an ad or PR material (print/social/broadcast ad, flyer, article, press release, social post, etc.) TWO times this semester. It can be two good examples, two bad examples or one of each. You will explain to the discussion section what makes the piece work or not work (2-3 minutes) and provide a written paragraph or two about the same to be turned in. Until we receive the written part, it will not count. A tally of the number of show and tells you’ve done will be kept on the attendance sheet – it is YOUR responsibility to make sure this number is accurate. Failure to complete two show and tell examples will result in points being deducted (25 points per Show and Tell, either not presented to class or missing written component).

Show and Tell does a few things:
- Gets you looking around your world, observing and analyzing what you see in terms of PR/ad/social
- Gets you thinking about what makes something work – and NOT work in terms of communication devices
- Gives you experience talking to a group. Not everyone is comfortable speaking in front of people but in the worlds of PR and advertising, you need to get over it. You need to be comfortable communicating your POV (point of view) to others – internally at a brainstorm or externally to your client or the media. This is a “no risk” way to start to get comfortable with that.

Please Note:
The Show and Tell exercise cannot use material more than one-year old (unless it’s being used as a comparison to something recent), cannot include Super Bowl commercials, and cannot repeat anyone else’s example given in class (another reason to attend discussion on time).

Course Policies

Due Dates and Late Assignments
Best and Easiest Advice: Turn your assignments in on time or you will receive zero points. Assignments are due at 11 a.m. in lecture in paper format. Emailed assignments may receive zero points unless directly arranged and approved by Jackie.

All assignments are due at the beginning of lecture (unless otherwise noted). Assignments turned in on the due date, but after lecture starts, will be considered late and will receive a maximum of half credit (maximum of 50 points if the assignment is worth 100 points). All assignments turned in the following day or later will receive a grade of 0. Assignments emailed or delivered in some form other than hard copy, paper form will receive a grade of 0.

If you have a circumstance that prohibits you from attending class to hand in an assignment, Yasemin and I must be notified in writing (email) PRIOR to the start of the lecture in which the assignment is due. If that is not possible (i.e., you’re in jail or the hospital), I will require tangible proof – on official letterhead – before the assignment will be accepted. (Note: Voicemail or email messages are not documentation.)

Bottom Line: Talk to Jackie or Yasemin directly if you miss an assignment or know you will not make the deadline. 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 Jackie or Yasemin, or place it in Jackie’s or the Yasemin’s mailbox in the JAMS Offices in Bolton Hall Rm. 588 between 8 a.m. and 4:30 p.m. Monday through Friday. REQUIRED: Have your paper stamped and dated by JAMS main office staff before it goes any mailbox.

**Most important of All:**
If you are having trouble understanding materials, concepts or content from class, please see the 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.

**Copies of Assignments**
Keep your copies of all assignments until final projects are finished and final grades are posted. Also keep copies of all 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.

**A Note about Plagiarism:**
All of your work for this class must be your original work. There is to be no cutting and pasting of any writing from the web or anywhere else, unless the source is very clearly marked and indicated. Simply cutting and pasting, especially without attribution, 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 project will be an F.

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 TA 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.

Attendance/participation
You will get out of this class what you put into this class. That means showing up – ON TIME for all lectures and discussions. Attendance is critical to success in this class. We will talk about things not in the reading and review examples that will not be posted on D2L. If you must miss class, particularly

Acceptable and excused reasons to miss class (documentation required before it will be considered excused): illness, death in the family, court appearances, UWM athletic event in which you are participating, etc. Unacceptable/unexcused reasons to miss class: job/internship (working or interviewing), travel/vacation, oversleeping, “I forgot what day it was,” appointments, “I don’t feel well,” etc.

There will be a sign in sheet at the front of the room for lectures, and one passed around at the start of every discussion. It is YOUR responsibility to sign in (especially if you’re late). Missing classes and/or frequent tardiness will affect your grade, and we will review the sign in sheets to assign your attendance/participation grade. There will not be any bonuses for perfect attendance, but missing class and/or repeatedly showing up after class has started will result in points being deducted.

Absences will be figured as follows:

- Minus zero points for excused absences. Excused absences include illness, death in the family, court appearances, UWM athletic event in which you are participating. You may make up missed work and submit your assignments with proper documentation. **Note: documentation is required.**
- Minus five points after the first three tardy appearances (tardy days one and two = no loss of points; tardy day three = five points off). For the fourth tardy and beyond, five points will be deducted per offense. Tardy is defined as the start of class. If the door is closed, you are tardy. We understand things happen that may make you late (weather, bus schedules, etc.), which is why we allow a little wiggle room with the first few tardies, but we also expect you to allow for the unexpected and be in class on time.
- Minus five points for every unexcused absence. Unexcused absences are those that do not include documentation, and may include job/internship (working or interviewing), travel/vacation, oversleeping, “I forgot what day it was,” appointments, “I had a headache,” etc. You may not make up any missed work and assignments will be expected to be delivered prior to the due date or be considered late.

Your participation is important to your experience. You will be required to read the material as noted in the syllabus and contribute your POV (point of view) on what you read. Coming to discussion and lecture with questions and examples will be appreciated and rewarded.
Participation in this class is not limited to “having the answers.” You can participate in class discussions by asking questions, providing critique of ad/PR work or examples, or sharing personal experience relevant to the class discussion of the day. Some of our discussions may contradict what you believe, and that is okay. The classroom is a safe space for all students to feel respected in sharing their opinions. However, under no circumstances will discriminatory language, disrespect, or personal attacks be tolerated. Participation also means following directions.

**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 should contact SAC, fill out proper forms, and bring them to me (personal and confidential). If you do, Yasemin 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://www4.uwm.edu/sac/

**About the Instructor: Jackie Bradway**

*Jackie Bradway (lecturer)* has more than 20 years experience in public relations and publishing/editing. Before joining UWM’s Journalism, Advertising and Media Studies department in 2012 as a lecturer, she worked for 12 years at FleishmanHillard, one of the world’s largest integrated communications consultancies. Her clients included Papa John’s, McDonald’s, UPS, Great Wolf Resorts, Proctor & Gamble and ConAgra Foods. Her experience also includes an executive position in the public relations department of a Fortune 500 company and editorial positions at two publishing companies. Jackie has blogged for more than 12 years, and she is currently a contributor to the MKE Moms Blog (http://milwaukee.citymomsblog.com/). She graduated from Saint Joseph’s College with a bachelor of arts in Literature and from Webster University with a masters in Organizational Communication. Jackie serves as Vice President of Communications for the Saint Joseph’s College Alumni Association, Inc., and she’s frequently interviewed in matters related to her alma mater’s recent closing. When she’s not teaching, grading, writing, or serving her alma mater, Jackie is mom to four kiddos and in her limited free time, she enjoys hiking, geocaching, organizing stuff, and experimenting with new recipes. Additional professional information is available on her LinkedIn profile: http://www.linkedin.com/in/jackieleonardtackett.

**About the TA:**

*Yasemin Beykont (Teaching Assistant)* graduated from Istanbul Bilgi University with a double major in European Studies and Public Relations. She spent one semester in Malmö, Sweden with an exchange program. After a gap year with working in UX (user experience) research area, she entered into Media Studies, MA program. Her research interest includes digital marketing, UX research, meme culture and PR. When not in the classroom, she enjoys travelling, volleyball, and discovering new places and cultures.

**Workload Statement**
This is a three-hour course, so the expected time commitment from students is approximately 150 hours. Although the exact breakdown will vary by student and by week, my expectation is that the average student will spend approximately 45% on assignments and quizzes (including final exam prep), 30% on class readings and reviewing class notes and 25% attending class. Please note that this is an estimate for a student wishing to receive an average grade. Also students are assessed on performance, not the amount of time invested in the class. Every student is different, and results may vary.
University Policies
1. **Students with disabilities.** Notice to these students should appear prominently in the syllabus so that special accommodations are provided in a timely manner.  
   http://www4.uwm.edu/sac
2. **Religious observances.** Accommodations for absences due to religious observance should be noted.  
   http://www4.uwm.edu/secu/docs/other/S1.5.htm
3. **Students called to active military duty.** Accommodations for absences due to call-up of reserves to active military duty should be noted.  
   Students: http://www4.uwm.edu/current_students/military_call_up.cfm  
   Employees: http://www4.uwm.edu/secu/docs/other/S40.htm
4. **Teaching evaluations.** Evaluations will be distributed at the end of the semester.  
   https://www4.uwm.edu/secu/docs/other/S52.5.htm
5. **Student privacy.** FERPA requires students be advised of their rights concerning education records and public information which the university has designated “directory information.”  
   https://uwm.edu/registrar/ferpa/
6. **Grades.** University policy regarding grading and grad records can be found here:  
   https://www4.uwm.edu/secu/docs/other/S29.htm
   - **Grade appeal procedures.** A student may appeal a grade on the grounds that it is based on a capricious or arbitrary decision of the course instructor. Such an appeal shall follow the established procedures adopted by the department, college, or school in which the course resides or in the case of graduate students, the Graduate School. These procedures are available in writing from the respective department chairperson or the Academic Dean of the College/School.  
     http://www4.uwm.edu/secu/docs/other/S28.htm
   - **Incompletes.** A notation of "incomplete" may be given in lieu of a final grade to a student who has carried a subject successfully until the end of a semester but who, because of illness or other unusual and substantiated cause beyond the student's control, has been unable to take or complete the final examination or to complete some limited amount of term work.  
     http://www4.uwm.edu/secu/docs/other/S_31_INCOMPLETE_GRADES.pdf
7. **Discriminatory conduct (such as sexual harassment).** Discriminatory conduct will not be tolerated by the University. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.  
   http://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf
8. **Academic misconduct.** Cheating on exams or plagiarism are violations of the academic honor code and carry severe sanctions, including failing a course or even suspension or dismissal from the University.  
   http://www4.uwm.edu/osl/dean/conduct.cfm
9. **Complaint procedures.** Students may direct complaints to the head of the academic unit or department in which the complaint occurs. If the complaint allegedly violates a specific university policy, it may be directed to the head of the department or academic unit in which the complaint occurred or to the appropriate university office responsible for enforcing the policy.  
   http://www4.uwm.edu/secu/docs/other/S_47_Discrimina_duct_Policy.pdf
10. **Final Exam.** The final exam requirement, the final exam date requirement, etc.  
    http://www4.uwm.edu/secu/docs/other/S22.htm
### JAMS 207: Introduction to Advertising and Public Relations Lecture calendar

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Reading (done prior to class)</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td></td>
<td>Integrated Marketing: glossary PR Style Guide: pages 112-119</td>
<td>Intro to class, instructor, TA</td>
</tr>
<tr>
<td>2</td>
<td></td>
<td>Integrated Marketing: chapter 1 Integrated Marketing: chapter 3</td>
<td>Intro: Integrated ad/PR ASSIGN: Analyze a brand Branding, positioning, differentiation QUIZ 1 (Th-Sat)</td>
</tr>
<tr>
<td>3</td>
<td></td>
<td>Integrated Marketing: chapter 2 Integrated Marketing: chapter 4</td>
<td>Target audience Creative briefs ASSIGN: Creative brief QUIZ 2 (Th-Sat)</td>
</tr>
<tr>
<td>4</td>
<td></td>
<td>Integrated Marketing: chapter 7</td>
<td>Situation analysis DUE: Analyze a brand Campaigns QUIZ 3 (Th-Sat)</td>
</tr>
<tr>
<td>5</td>
<td></td>
<td>D2L reading D2L reading</td>
<td>Agency structure Media buying/planning DUE: Creative brief QUIZ 4 (Th-Sat)</td>
</tr>
<tr>
<td>6</td>
<td></td>
<td>Integrated Marketing: chapter 6 Integrated Marketing: chapter 5</td>
<td>Copywriting writing ASSIGN: copywriting Art direction QUIZ 5 (Th-Sat)</td>
</tr>
<tr>
<td>7</td>
<td></td>
<td>Integrated Marketing: chapter 9 Integrated Marketing: chapter 10</td>
<td>Newspaper advertising Magazine advertising DUE: copywriting QUIZ 6 (Th-Sat)</td>
</tr>
<tr>
<td>8</td>
<td></td>
<td>Integrated Marketing: chapter 13 Integrated Marketing: chapter 18</td>
<td>Out of home and alternative advertising AP style QUIZ 7 (Th-Sat)</td>
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<tr>
<td>Day</td>
<td>Readings</td>
<td>Assignments</td>
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<tr>
<td>10</td>
<td>Integrated Marketing: chapter 14&lt;br&gt;PR Style Guide: chapter 5&lt;br&gt;PR Style Guide: chapters 7, 8</td>
<td>Direct marketing&lt;br&gt;Media lists and media tours&lt;br&gt;DUE: OOH and radio&lt;br&gt;QUIZ 9 (Th-Sat)</td>
<td></td>
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<tr>
<td>11</td>
<td>PR Style Guide: chapters 11, 12&lt;br&gt;PR Style Guide: chapter 6, appendix A</td>
<td>News releases&lt;br&gt;ASSIGN: news release&lt;br&gt;QUIZ 10 (Th-Sat)</td>
<td></td>
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<tr>
<td>12</td>
<td>D2L reading</td>
<td>Fact sheets&lt;br&gt;ASSIGN: fact sheet&lt;br&gt;ASSIGN: final project</td>
<td></td>
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<tr>
<td>13</td>
<td>Integrated Marketing: chapter 16&lt;br&gt;Integrated Marketing: chapter 17</td>
<td>Media kits&lt;br&gt;DUE: News release&lt;br&gt;TBD-Social and mobile&lt;br&gt;QUIZ 11 (Th-Sat)</td>
<td></td>
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<tr>
<td>14</td>
<td>Review</td>
<td>Review&lt;br&gt;DUE: fact sheet</td>
<td></td>
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<tr>
<td>15</td>
<td>Review</td>
<td>Closing lecture/jobs and interviewing&lt;br&gt;DUE: Final project</td>
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</tbody>
</table>

Quizzes will be live from THURSDAYS at 2 p.m. through SATURDAYS at 11:59 p.m. (that's at night.) There is a 30-minute limit on each quiz. Again, the lowest score will be dropped from your final grade.

*Note: I reserve the right to revise this schedule at any time during the semester. All efforts will be made to provide adequate notice to students in advance of any changes.