JAMS 524: Advertising and Public Relations Campaigns, Spring 2019
Classroom: BOL 521  Class: T/TH 11:00 a.m. – 12:15 p.m.

Instructor: Joette Rockow  Email: jrockow@uwm.edu  Office: BOL 532
Office Hours: Mondays 3:30 – 4:30 and Tuesdays 12:45 – 2:00 (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. Here is what we have in store.

-Review of Skills / Skills Assignments: Creative Brief and News Release or Ad Assignment
-Campaign 1
-Campaign 2
-Resume
-LinkedIn Page
-Website which will feature a portfolio of your work

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 two different campaigns, a LinkedIn page and a portfolio website.

Course Campaigns: One campaign will be more a “free choice” campaign where you will decide if you wish to work on your own or if you want to work with a partner. You will choose the product/service/brand for this campaign. The other campaign 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/LinkedIn/Resume: By the end of the semester, you will have a web portfolio of your work, a solid resume, and a nice LinkedIn page.

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

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<th>Points Range</th>
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<td>1000 – 930</td>
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Elements of Grading
Creative Brief Review Assignment: 50 points
News Release OR Ad Assignment: 50 points

Campaign 1: 100 points (Individual Grade)
Campaign 1: 50 points (First Draft/Group Grade)
Campaign 1: 50 points (Group Grade)
Campaign 1: 50 points (Peer evals Individual Grade)

Continued…
Campaign 2: 50 points (First Draft)
Campaign 2: 100 points (Final)
Campaign 1: 50 points (Group Grade)
Campaign 1: 50 points (Peer evals Individual Grade)
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 On-Time for Class
MOST students really good about being on time for class. Please be one of those students.

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. Give me a copy I can keep. Verbal or email communication 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 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 due dates are listed on the syllabus. There is no such thing as turning in a late assignment. Assignments are due the date and time they are listed as due on the assignment sheet (unless otherwise noted or discussed). Assignments turned in late will receive zero points unless you present proper documentation for your absence.

Printing Assignments
You will need to print out assignments and turn them in as paper copies. You should also print out your assignments, especially creative layout assignments, to make sure that they look good, not just on-screen, but on paper. Please plan for being able to afford to print assignments. I am also happy to print out some (but not all) items for you. Just ask me.

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 / partners 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 may receive grades of C or D. It's a passing grade, but nothing to write home about. But don't expect an A or B. If you're the member of your group who is not putting in extra time and effort, don't expect your teammates to be happy with you (i.e. peer evals).

Senior-itis: I know you may soon be graduating. Great! Very exciting. But that doesn't mean that this class doesn't mean anything. This class is more important than JAMS 207, 307 and all the classes you took before. Why? Because you are taking this class now. And now is always the most important time in your life. I will grade you on how are you performing in this class, now.

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 in groups will do the least writing, but will still be doing some writing for a website and certainly helping to proof the copy in design materials. Art directors should be aware, if I find typos in final layouts, you will also take a grade reduction for them. All writing work in this class must be the student’s 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, resume and LinkedIn site will be out there for everyone to see. There is nothing you want less than to have a final webpage/LinkedIn/resume that has typos, lacks creativity and/or great strategy, and that has mistakes. So don’t treat these assignments as “assignments.” Treat them as tools to get a job or internship.

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 and who you used as sources. Don't plan on going back later and remembering your sources. 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 JAMS 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 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
Some of you know me already from 307 or other classes you’ve taken with me before. 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 because I like it and it keeps my skills and knowledge about the industry up to date. I often do pro-bono PR/marketing/fundraising work for non-profit animal welfare organizations and anti-violence organizations. I also have my own business, Tao-Kitty Marketing where I do a little paid work for my clients. I maintain many contacts within the PR and advertising industries. I live near Alverno College with one indoor cat, Trixie, and a semi-feral called Baby who lives on my porch in a dog house (heated in winter). 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.

Additional Helpful Information

For exhaustive information about university policies, please see the Secretary of the University’s Web site:
http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf

Students with disabilities:
If you will need accommodations in order to meet any of the requirements of this course, please contact the instructor as soon as possible.

Religious observances
Students will be permitted to make up assignments when (a) There is a scheduling conflict between the student’s sincerely held religious beliefs and taking the examination or meeting the academic requirements; and (b) The student has notified the instructor, within the first three weeks of the beginning of classes of the specific days or dates on which he or she will request relief from an examination or academic requirement.

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.

Discriminatory conduct (such as sexual harassment)
The University will not tolerate discriminatory conduct. It poisons the work and learning environment of the University and threatens the careers, educational experience, and well-being of students, faculty, and staff.

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.

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.

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.

For further information about university policies, please see the Secretary of the University’s Web site: (http://www.uwm.edu/Dept/SecU/SyllabusLinks.pdf)

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

TOTAL: 146