About this Course
In this course we will focus on two aspects of the process of advertising and public relations.
First, this course will be about research for effective advertising and public relations work and campaigns. We will discuss and learn about focus groups, pre-campaign and post-campaign research, using research to identify the best methods of promoting and advertising products or services, and how to measure effectiveness of advertising and public relations efforts.

Second, our focus will be on media. For advertising, we will focus on how advertisers create a media plan and then execute that plan so that it will be the most effective for their client(s) and their advertising goals and objectives. For public relations, we will look at media relations.

Course Objectives
-To understand the basics of advertising media planning and media buying.
-To understand the importance of applying research to media planning and buying.
-To understand the processes, calculations and terminology of media planning and buying.
-To understand the relationship between public relation professionals and journalists.
-To understand the different types of research used in advertising and public relations and how it is conducted.
-To understand the relationship of research to creating a successful advertising and public relations campaign.

Required Text, Reading and Support Materials
2. Readings posted on Canvas.
3. Other materials, reading, videos and links posted on Canvas or administered in class.

Purchasing the book/Reading the materials: Text #1 is available at the UWM Bookstore (or you may be able to find it online or rent it). The other reading material is posted on Canvas. Yes, you will need to read and review all the materials/texts. Yes, you should read them. Quizzes and assignments will be based off of the reading (and other course materials). Reading the material is one step toward a better grade and understanding these sometimes dense and complex topics. The Media Handbook is on reserve at the UWM Library.

Grading
Grading will be done on a point basis with a total of 1000 points possible.
This course will be based off of 900 total points possible.

900 - 837 points = A  
836 - 810 = A- 
809 - 783 = B+  
782 - 756 = B
755 - 730 = B-  
719 - 693 = C+ 
692 - 657 = C  
636 - 630 = C-
629 - 603 = D+  
602 - 576 = D  
575 - 540 = D-  
539 or less = F
Assignments
There will be five regular assignments and one final assignment. The regular assignment you will work on alone. The final assignment you will work on with a partner.
Assignment 1: VALS (100 points)
Assignment 2: Emotions/Storytelling (100 points)
Assignment 3: Media Relations (100 points)
Assignment 4: Media Selection (100 points)
Assignment 5: CPM (100 points)
Quizzes on Reading and Videos (4 quizzes): (50 points each / 200 points total)
Final Assignment: Media Planning and Strategy (200 points)

Quizzes (Value = 50 points each)
There will be four quizzes comprised of a combination of true and false and multiple-choice questions. See the syllabus for dates/times the exams will go live on Canvas and the dates/times the exams will be closed. No make-up exams will be allowed unless you have approval from me. Simply forgetting to take an exam is not a reason to be allowed a make-up quiz.

There will be a time limit set for each exam. While you are free to use the text and your notes, you will need to be organized given the time constraints. On the Canvas site, I can monitor who took the exam, what time, how long someone was online taking the exam before it was submitted and other information.

Helpful tips for taking quizzes on Canvas:
- Use a stable and trusted Internet connection.
- Don’t forget to SAVE your quiz often and to SUBMIT the quiz when you are done.
- DO NOT answer your cell phone, text messages or do anything else while taking the quizzes. You may go over the time limit,
- If you do run into any issues when taking the quizzes, send me an email immediately and as clearly as possible, explain the situation.

Attendance: An opportunity to gain (or lose) points
This includes actually attending class, being on time, and staying during class period 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. Be respectful of each other and honest. Here is how it will affect your grade:
If you miss/are late for 0 – 3 classes: +25 points EXTRA Credit (at end of the semester)
If you miss/are late for 4 – 5 classes: No penalty/No bonus
If you miss/are late for 6 or more classes: -50 points from final grade

Each day I will take attendance at the beginning of class. If you are chronically late or leave 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. In order to have an excused absence you should provide me with documentation within one-week of your absence, such as a doctor’s note or police report.
NOTE: If you are having issues (personal, physical, learning) 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 or at your personal/family doctor. Until I receive the paperwork/documentation, all missed classes will be tallied as absent. If you do not provide documentation, my course attendance policies will apply.

NOTE: It is your choice to come to class or go to work/internships or activities for work. Work, employment or internship commitments will not be counted as excused absences.

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 listed on the syllabus by the end of class (unless otherwise noted or discussed). Assignments turned in late:
- After the class they are due or up to 24 hours late will receive minus 10 percent.
- More than 24 hours late = ZERO points.

Technology
You will need to have some basic technology abilities to successfully complete this class. You will need access to the Internet and a high-speed connection. UWM does provide support for Canvas and for students taking classes. The HELP! number is 414-229-4040. I can also try to assist you with some of your questions, but past a point, I won’t be able to help. So, keep the 229-4040 number handy for UWM Help with computers. NOTE: Check your UWM email and Canvas postings and grades often. This is one more way I keep in touch and how you will track how you are doing in this course. This is part of your responsibility in taking this class.

Plagiarism, cheating and other misdeeds
It is vital that work on quizzes and assignments be your own and/or accurately cited. Nothing else will be accepted. However, you may use information from sources to support your written discussion as long as you cite those sources. There is absolutely nothing wrong with quoting or paraphrasing authors from our reading materials or other places as long as you cite them as a source. But do not plagiarize. Penalties for plagiarizing or other acts of student misconduct include receiving an F for the assignment or for the class, and could result in expulsion from the University. For more information on this or other school policies see the official UW-Milwaukee website (Search: academic misconduct).

What is plagiarism? Cutting and pasting written works from the Internet without citing the author is plagiarism. Using someone else’s work, ideas or writing with or without his/her knowledge and permission, and failing to cite that person/author, thereby declaring it your own, is plagiarism. Declaring work, writing or ideas your own, when someone else wrote or produced it is plagiarism.

Academic Misconduct: Allowing someone else to use your work as his or her own is also a serious act of misconduct. Being dishonest about why you missed an assignment or an exam/quiz is also academic misconduct. The Dean of Students frowns on academic misconduct. (Search: academic misconduct)

Most important of all
If you are having trouble understanding materials, assignments, concepts or content from class, contact me immediately. If you are having personal issues or have a learning disability, please, speak with me, or someone in the Student Accessibility Center (SAC) or the Norris Health Center as soon as possible and get some proper documentation so I can accommodate you, if needed. If you don’t tell me you are having trouble and get the appropriate documentation, then I can’t help. If you work with me and let me know you are experiencing difficulties...I can and will try to help.
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.

Date | Day | In-Class | Reading | Assignments/Activities
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**Week 1**  
Sept. 4 | Wednesday | Introductions | None | No assignments

**Week 2**  
Sept. 9 | Monday | Research and Campaign Planning | Canvas: Research and Campaign Planning | No assignments

Sept. 11 | Wednesday | Research and Campaign Planning  
-Video: Focus Group / Discuss | Canvas: Research and Campaign Planning | No assignments

**Week 3**  
Sept. 16 | Monday | Advertising Research | Canvas: The Role of Research in Advertising | Receive: VALS Assignment

Sept. 18 | Wednesday | VALS: Website, Students’ Categories, etc.  
Target Audiences / Media | No reading | No assignments

**Week 4**  
Sept. 23 | Monday | Branding  

QUIZ 1: LIVE 9/9 – 9/25

**Week 5**  
Sept. 30 | Monday | Guest Speaker: Nick Pipitone | No reading | No assignments

Oct. 2 | Wednesday | Storytelling for PR / Advertising and Branding  
-Video: Storytelling | Storytelling…Impact on Effectiveness in Adv. | No assignments

**Week 6**  
Oct. 7 | Monday | Media Relations  
DUE: Emotion/ST Assignment

Oct. 9 | Wednesday | ROI of Social Media  
-Video: Successful Social Media  
-Video: What is ROI? | ROI of Social Media | Principles of Measuring Advertising Effectiveness
<table>
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<tr>
<th>Date</th>
<th>Day</th>
<th>In-Class</th>
<th>Reading</th>
<th>Assignments/Activities</th>
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<tbody>
<tr>
<td><strong>Week 7</strong></td>
<td><strong>Oct. 14</strong></td>
<td>Monday Relationship Marketing</td>
<td>Evolution of Relationship Marketing</td>
<td><strong>DUE: Media Relations</strong></td>
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<td>Video: Brands and Tribes</td>
<td>Building Stronger Customer Relations</td>
<td><strong>QUIZ 2: LIVE 9/30 – 10/16</strong></td>
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<td>Video: Tribes (Godin)</td>
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<td><strong>Oct. 16</strong></td>
<td>Wednesday</td>
<td>Guest Speaker:</td>
<td>No Reading</td>
<td><strong>DUE: Media Relations</strong></td>
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<td><strong>QUIZ 2: LIVE 9/30 – 10/16</strong></td>
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<td><strong>Week 8</strong></td>
<td><strong>Oct. 21</strong></td>
<td>Monday Media Planning/What is Media?</td>
<td>Media Handbook: Chapter 1</td>
<td>No assignments</td>
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<td><strong>Oct. 23</strong></td>
<td>Wednesday</td>
<td>Wednesday How Consumers Think / Market Trends</td>
<td>Media Handbook: Chapter 2</td>
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<td><strong>Week 9</strong></td>
<td><strong>Oct. 28</strong></td>
<td>Monday Objectives and Strategies</td>
<td>Media Handbook: Chapter 3</td>
<td>No assignments</td>
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<td>Video: Creative Meets Strategy</td>
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<td><strong>Oct. 30</strong></td>
<td>Wednesday</td>
<td>Wednesday SRDS / Simmons/MRI</td>
<td>Media Handbook: Chapter 4 (Pgs 53 - 80)</td>
<td><strong>QUIZ 3: LIVE 10/21 – 10/30</strong></td>
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<td><strong>Week 10</strong></td>
<td><strong>Nov. 4</strong></td>
<td>Monday Paid Media</td>
<td>Media Handbook: Chapter 4 (Pgs 80 - 129)</td>
<td>Receive: Media Selection</td>
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<td>Video: Choosing the right media</td>
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<td><strong>Nov. 6</strong></td>
<td>Wednesday</td>
<td>Wednesday Owned and Earned Media</td>
<td>Media Handbook: Chapter 5 and 6</td>
<td>Receive: CPM Assignment</td>
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<td><strong>Week 11</strong></td>
<td><strong>Nov. 11</strong></td>
<td>Monday Terms and Calculations</td>
<td>Media Handbook: Chapter 7</td>
<td>Receive: CPM Assignment</td>
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<td>Video: CPM Understanding and Calculating</td>
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<td><strong>Nov. 13</strong></td>
<td>Wednesday</td>
<td>Wednesday Life Inside Advertising and PR</td>
<td>Media Handbook: Chapter 8</td>
<td><strong>DUE: Media Selection</strong></td>
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<td><strong>Week 12</strong></td>
<td><strong>Nov. 18</strong></td>
<td>Monday Discuss Final Project / Get started a little</td>
<td>Media Handbook: Chapter 9</td>
<td><strong>DUE: CPM Assignment</strong></td>
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<td>Receive: Final projects</td>
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<td><strong>Nov. 20</strong></td>
<td>Wednesday</td>
<td>Wednesday Media Buying and Evaluation</td>
<td>Media Handbook: Chapter 10</td>
<td><strong>QUIZ 4: LIVE 11/4 – 11/20</strong></td>
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<td><strong>Week 13</strong></td>
<td><strong>Nov. 25</strong></td>
<td>Monday Guest Speakers: Nick and Dana (HY)</td>
<td>No Reading</td>
<td>NOTHING DUE</td>
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<td><strong>Nov. 27</strong></td>
<td>Wednesday</td>
<td><strong>THANKSGIVING BREAK</strong></td>
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<td><strong>Week 14</strong></td>
<td><strong>Dec. 2</strong></td>
<td>Monday Work on Final Projects</td>
<td>No Reading</td>
<td>NOTHING DUE</td>
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<td>Wednesday Work on Final Projects</td>
<td>No Reading</td>
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<td><strong>Week 15</strong></td>
<td><strong>Dec. 9</strong></td>
<td>Monday Work on Final Projects</td>
<td>No Reading</td>
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<td>Wednesday Final Projects Due</td>
<td>No Reading</td>
<td><strong>FINAL PROJECTS DUE: 3:15 p.m.</strong></td>
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**NOTE:** This Calendar is a work in progress. I have not taught this class for a few years. It’s also the first time I’ve used Canvas for this class. So, I’ve done the best I can at putting together this syllabus and class for this semester. There may be times when I will need to adjust discussion topics, readings, and other items based on my observations and your collective needs. But, I will always be fair and give you as much notice as possible for changes. Thanks!
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: 35 Hours
Time spent reading lecture and/or other material: 30 Hours
Time in discussions (online and/or in person): 20 Hours
Time taking exams: 3 Hours
Time in tutorials: 4 Hours
Time completing assignments (in addition to “Time in laboratories” listed above): 30 Hours
Time for preparation and study: 8 Hours

TOTAL: 130 hours approximately