

# ADPR 240: Advertising and Public Relations Management Section 1701 / Fall 2005 Syllabus

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**Instructor:** Philip K. Vollrath, APR  
**Class Meetings:** M, 5:45-8:25 p.m.  
**Location:** Johnston Hall 416  
**Office Hours:** MW, 11:00 a.m.-Noon, 4:00-5:00 p.m.;  
F, 11:00 a.m.-2:00 p.m.;  
or by appointment  
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## Required Text:

Don Dickinson (2002). *The New Account Manager*, The Copy Workshop; Tom Duncan, Ph.D. (2005). *Principles of Advertising & IMC: Using Advertising & Promotion to Build Brands* (2nd ed.) McGraw Hill/Irvin; selected readings to be assigned available on reserve or electronic reserve.

## Course Objectives:

- To develop an understanding of the practices of public relations and advertising and how they relate through the perspective of the account manager.
- To equip students with an understanding of the public relations and advertising theory and practice needed to deal with the factors affecting their management.
- To review the literature, and demonstrate comprehension of management strategies related to advertising, public relations and marketing communications practices.
- To examine the roles of strategic planning and decision-making in determining objectives and budgets, creating and implementing programs and campaigns, and developing strategies.
- To develop an understanding of what constitutes a healthy and productive agency-client relationship, how to achieve, manage and nourish it.
- To build skills for working with marketing, legal, administrative, creative, media, account planning and other specialists in companies and agencies.

## Instructional Method:

Students' active participation in the discussion of the topics assigned is required. The class will follow a team approach. The instructor will make an appropriate evaluation of each student based on his or her individual knowledge of the subject matter, largely as demonstrated through performance in team presentations. At the end of the course, students will be asked to (confidentially) evaluate each team member's performance, including their own (peer review). Assigned readings and class discussion will be supplemented with guest speakers, field trips, an essay exam (mid-term) and other assignments as may be scheduled by the instructor.

To enhance class discussions, students should keep up with management issues in the advertising, public relations and marketing communications trade media. Also, “tune in” to advertising or news appearing in national and local media or on the Internet including blog sites, and browse through professional publications such as *Advertising Age*, *AdWeek*, *PR Week*, and *PR Reporter*, all available in the Marquette Library. Teams may also find applicable ideas and studies in academic journals such as *The Journal of Advertising*, *Journal of Advertising Research*, *Public Relations Quarterly* and *Public Relations Review*.

### **Cases:**

These will be analyzed to identify the problem and provide a solution. Our discussions will help to determine who understands the material. In real world account management, the ability to anticipate and see problems ahead of time is a requirement.

### **Assignments:**

Lectures: Each class will include a lecture on the topic for the week.

Team Application Reports: Each week, assigned teams will give a presentation on how the topics and readings are demonstrated in or applied to real life situations. Teams are expected to research information not included in the required texts as necessary. All class members are expected to participate in discussions prior to and following team presentations.

Case Analysis: Each team is required to select a specific corporation, organization or agency, visit them and research their communications management in relation to the issues identified on this syllabus and report on the research. Teams will be expected to present summaries of their research to the class at the time scheduled on this syllabus. Remember, the analysis should focus on management issues.

Weekly News: Each week, each student is to be able, if called upon, to report on a new or continuing development in advertising, public relations or marketing communications, currently being reported in the media or on the Internet. The topic can range from local, to national to global in scope.

Term Paper: Each student is required to present and submit a term paper (6-page text) when scheduled on the attached tentative schedule. It should involve both secondary and primary research. Each paper must be original and deal with one or more topics studied in this class and their application, and must have the advance approval of the instructor.

Field Trip Reports: Each student is required to submit a field trip report following the completion of each trip.

### **Policies:**

- Regular class attendance, active participation in team presentations and punctuality are essential. Unexcused absences, tardiness or lack of assignment preparation are not acceptable and will be penalized. This policy is merely a reflection of real life work in the advertising and public relations professions. An excused absence may be granted at the instructor’s prerogative for special circumstances involving your health or an emergency, an emergency involving an immediate family member, or for a University-sanctioned event. If you are excused from a class, you must obtain lecture notes/handouts from classmates or the instructor so you can keep up with the class. Due to

the volume of material covered in a short time, material cannot be repeated in subsequent classes. If you know you are going to miss a class, your work must be turned in before the date you expect to miss.

- Accuracy – Be sure you put accurate information in all of your work. Points will be taken off if information is discovered or learned to be inaccurate.
- University procedures permit a make-up exam or special exam time allotment in exceptional circumstances only. The instructor will follow procedures in this regard.
- You will be expected to have come to class prepared to discuss class topics as scheduled. You will be responsible for reading all material, even if not covered in lectures or discussion. Class participation is mandatory.
- You should know and understand the University’s policy on Academic Dishonesty. You must be original; cannot steal, and cannot fake sources or falsify research results. Misrepresentation, plagiarism, ethics violations, evidence of academic dishonesty and unapproved collaboration will result in failing the course.
- All written assignments must be proofread, page numbered, computer-processed and double-spaced with one-inch margin and 12-point character. Associated Press style guidelines must be followed. When references are included, they should follow APA guidelines. Spelling, grammar, punctuation, neatness and style are expected to be accurate. Points will be taken off for errors in these areas.
- You are expected to meet all deadlines precisely, as you must do in the work world. Late assignments will be deducted a minimum of one full grade, and all assignments must be completed to pass the course.

**Disclaimer:**

The instructor reserves the right to change any part of this syllabus or the tentative class schedule at any time without prior notice.

**Assignment/Evaluation:**

**Points**

1. Individual Term Paper .....	50
2. Team Case Analysis Presentation .....	50
3. Mid-Term Exam .....	50
4. Participation in Team Presentations .....	30
5. Peer Evaluation .....	30
6. Individual Preparation and Participation (including class..... discussion, weekly issues and speaker/field trip reports)	<u>40</u>
<b>TOTAL .....</b>	<b>250</b>

**Grading:**

The final letter grade for the course (and grades for the other assignments) will be based on a standard scale.

94-100%	=	A	74-78%	=	C
89-93%	=	AB	69-73%	=	CD
84-88%	=	B	62-68%	=	D
79-83%	=	BC	61% and below	=	F

**ADPR 240: ADVERTISING AND PUBLIC RELATIONS MANAGEMENT  
 SECTION 1701 / FALL 2005 - TENTATIVE SCHEDULE**

**(Guest speakers or a field trip may be substituted for all or portions of listed class sessions. Students are still responsible for readings and assignments even if they are not discussed.)**  
 (Readings to be completed on dates listed)  
 (Class time may be allotted for teams to meet and plan)

<u>DATE</u>	<u>SESSION</u>	<u>TEXTBOOK READING</u>	<u>ASSIGNMENT DUE</u>
8-29	Course Syllabus & Introduction Lecture and discussion on functions of and differences between public relations and advertising practices.		Give students course objectives Form teams
9-05	NO CLASS – Labor Day		
9-12	Marketing Communications Functions	<i>Advertising &amp; IMC</i> <b>Chapter 1</b> (pp. 4-17) <b>Chapter 15</b> (pp. 488-510) <b>Chapter 17</b> (pp. 538-562) <b>Chapter 19</b> (pp. 604-618)	Issues Reports Team Application Reports
9-19	The Marketing Communication Process Brand Planning & Budgeting	<i>Advertising &amp; IMC</i> <b>Chapter 4</b> <b>Chapter 6</b> <b>Chapter 13</b> (pp. 418-441)  <i>New Account Manager</i> <b>Chapter 3</b> (pp. 141-153)	Case Clients Decided Issues Reports Team Application Reports Review “Juicy Cases”
9-26	Learning the Communication Mix Agency Organization Client Relationships	<i>Advertising &amp; IMC</i> <b>Chapter 1</b> <b>Chapter 13</b> (pp. 442-453) <b>Chapter 19</b> (pp. 618-627)  <i>New Account Manager</i> <b>Chapter 1</b> <b>Chapter 2</b> (pp. 68-74) & (pp. 82-95) <b>Chapter 4</b> (pp. 170-190)	Issues Reports Team Application Reports Review “Juicy Cases”
10-03	Overview of Account Management The Creative Brief Management Tools	<i>Advertising &amp; IMC</i> <b>Chapter 9</b>  <i>New Account Manager</i> <b>Chapter 2</b> (pp. 57-68) & (pp. 75-82) <b>Chapter 3</b> (pp. 97-140)	Issues Reports Team Application Reports Review “Juicy Cases” Field Trip

<u>DATE</u>	<u>SESSION</u>	<u>TEXTBOOK READING</u>	<u>ASSIGNMENT DUE</u>
10-10	Team Case Analysis Presentations		Trip Report
10-17	Mid-Term Exam		
10-24	Traits of Successful Account Managers The New Business Pitch	<i>Advertising &amp; IMC</i> <b>Chapter 16</b>  <i>New Account Manager</i> <b>Chapter 6</b> <b>Chapter 7</b>	Issues Reports Team Application Reports Review "Juicy Cases" Field Trip
10-31	Successful Account Managers (Continued) New Business (Continued) Crisis Management	<i>Advertising &amp; IMC</i> <b>Chapter 17</b> (pp. 562-565)  Lecture/Selected Readings	Issues Reports Team Application Reports Trip Report
11-07	Media Characteristics Message Strategy Blogging	<i>Advertising &amp; IMC</i> <b>Chapter 10</b> <b>Chapter 11</b>  <i>New Account Manager</i> <b>Chapter 1</b> (pp. 32-49) <b>Chapter 4</b> (pp. 197-212)	Issues Reports Team Application Reports Review "Juicy Cases"
11-14	The Character of Organizations and Cultural Diversity	Lecture/Discussion Assigned Readings	Issues Reports Team Application Reports Field Trip
11-21	International Perspectives on Ad and PR Management	<i>Advertising &amp; IMC</i> <b>Chapter 21</b>  Assigned Readings	Trip Report Issues Reports Team Application Reports
11-28	Individual Term Paper Presentations		
12-05	Individual Term Paper Presentations		