Instructor:
Rebecca Poynter, M.J. (Summer — June 1 – July 3, 2020)
Mobile Phones: US - +1 –202-746-3298

Office Hours:
• In person at ACCENT UK facility before or after class for academic matters
• Text for urgent non-academic matters

Communication:
• Electronic communication with students in this class will be through Canvas

Class Meeting Location:
• ACCENT UK facility
• Various professional and cultural locations
• Assigned neighborhood research for projects and reporting

Attendance and Participation:
Attendance is required, if you miss class, a speaker or professional event, or research neighborhood session then three points can be deducted from your final grade for each class session or reporting/activity/speaker session missed. Students are expected to fully participate in speaker and activity sessions. In case of activity attendance number restrictions, students with relevant majors will be given priority.

Course Description:
Whether originating in Great Britain or the United States, advertising campaigns and public relations results are all similar in one respect —the visible and/or readable culmination of systematic research and preparation and planning to persuade audiences. Students will compare and contrast aspects of Great Britain with the United States to develop a fundamental understanding of advertising and public relations. From a physical base in London, students will be introduced to the fundamental components, global issues and trends and professional practices which impact advertising, public relations and strategic media.

Studying advertising and public relations in London provides a unique educational opportunity and life experience as students are actively engaged with the subject matters on a daily basis while living in London and/or travelling in Europe. As part of the student-driven learning experience, students are immersed in in applied international advertising and public relations through field trips to London-based global agencies, media tours, research and observation, planning, neighborhood-based group assignments, document preparation, focused class discussion and individual reflective writing assignments.
Course Objectives:
1. Provide a general introduction to international advertising and public relations issues, trends and professional practices.
2. Develop a broad understanding of various conceptual and strategic processes which drive the development, creation, and execution of advertising and public relations campaigns.
3. Explore advertising, public relations and news through focused observation and research.
4. Interact with advertising, public relations and new professionals through visits to agency.
5. Use London as a laboratory by incorporating neighborhood-based campaign as an integral component of the learning process.
6. Develop both an advertising campaign and public relations campaign promoting a London neighborhood.

Assignments:
Material is generated from professional and cultural field trips, speakers, classroom topics and assigned London neighborhood and general observations. Assignment will be turned in on Canvas. Due dates may be adjusted based on the schedule. Assignments and points may vary based on time and activities. If you a broadcast major and wish to turn in blogs as a video, please discuss with instructor.

Assignment One: Individual research and observation to compare and contrast Advertising blog - 20 points

Assignment Two: Team Advertising Campaign for London Neighborhood w/ Brief - 20 points

Assignment Three: Team PR Campaign for London Neighborhood (up to six documents) – 30 points

Assignment Four: London Experience Blog – 20 points

London Experience Evaluation Assignment- 5 points

Ben Franklin, America’s top Influencer, early blogger, media entrepreneur, PR practitioner, advertising innovator in London– 5 points (If not possible, a substitution will occur)

Grade Scale:
90-100—A
80-89—B
70-79—C
60-69—D
59 or below—F
Schedule and Assignments Detail*

* Schedule is tentative and may be updated

WEEK ONE: June 1-7 - Getting Oriented To London

- **Monday, June 1:** Arrival, housing, local-area walk
- **Tuesday, June 2: 10 AM** Class lecture; General Orientation,
  - 1:30 pm panoramic bus tour of London,
  - 4:15 p.m. Afternoon Tea at British Library
  - Overview of Course, Syllabus, Neighborhood assignments
- **Wednesday, June 3:** Class lecture - Class intro and orientation, discussion of Assignment One, Agency Tour in afternoon
- **Thursday, June 4:** Visit to Hampton Court
- **Friday-Sunday, June 5-7** - Free weekend

WEEK TWO: June 8-14: Ad Research Assignment One and PR Research Assignment Two

- **Monday, June 8:** Research (in neighborhood) for assignments – advertising/Twitter Scavenger Hunt
- **Tuesday, June 9:** Research (in neighborhood) for assignments **CBS Tour at 1:30**
- **Wednesday, June 10:** Day trip to Bath and Stonehenge
- **Thursday, June 11:** Class Lecture - Assignment One due at start of class. Edit blogs in class, Present in class. Final Assignment One due at midnight; Research Manchester Day and discuss in class. 10:00 Reporter without Borders class lecture
- **Friday-Sunday, June 12-14** - Free weekend

Assignment One (Advertising research blog)

**Research:** The first rule of advertising and public relations is research. That means, no photos from the Internet. This can be an informal blog with photos and content begin with a paragraph to frame your location and a final paragraph about the contrast or similarities. First person is acceptable in the first and last paragraph.

**Format:** Title, Subtitle, Five paragraphs including intro and conclusion. Use hidden hyperlinks. Wrap text around photos and caption photos, 450-word blog with conclusion.

**Content:** Include definition of advertising in Advertising and PR in the blog.

- **Advertising Research, Definition Comparison and Contrast with Five Photos:**
  Five examples of advertising- signs, brands (unique, British, Global. Similar but
not the same as U.S.) with written portfolio content. What is advertising? Where were you when you took the photos? Are they different brands than you are used to seeing in the US or the same. What is advertising? Persuasion to purchase or take action or brand. **Hint:** Look for packaged foods that you might not have in the US. How are you being persuaded to buy?

**Week Three: June 15-21**—Manchester’s example, Promoting your Neighborhood AD Assignment with Content Assignment Three

- **Monday, June 15**: Manchester trip
- **Tuesday, June 16**: Manchester trip
- **Wednesday, June 17**: Class Lecture-Plan Ad graphics for your neighborhood with logo, photos, tagline and copy/content to advertise the neighborhood and brief of what is will accomplish; PR/AD agency tour
- **Thursday, June 18**: Class Lecture -Continue Ad development: Present in class as team; receive feedback; PR/AD agency tour
- **Friday-Sunday – June 19-21**, Free weekend

**Assignment Two:**

You have spent three weeks in London (and some of you in other places). How would your promote neighborhood? Prepare an ad (for an 8 1/2 by 11 flyer) with a logo, tagline and copy to advertise the neighborhood to tourists and build an identity for your assigned neighborhood.

**Week Four- June 22-28**

- **Monday, June 22: 2 p.m.** Class Lecture; Guided visit of St Bride’s Church and visit to Ye Ole Cheese and Fleet Street; Lecture- PR Package Work Products: Agenda, Press Release Social Media Drafts
- **Tuesday, June 23** Class Lecture; Media List and Media Advisory Drafts; 2:00 NBC Tour
- **Wednesday, June 24: 10.30 a.m.** guided tour of Brixton followed by Black Cultural Archives, **7pm** Theater
- **Thursday, June 25**: Class Lecture- All PR work products completed in class; Assignment due at Midnight.
- **Friday-Sunday, June 26-28**, Free Weekend

**PR Package Assignment Three:**

A member of the Royal Family will visit your neighborhood next Tuesday for two hours. Prepare an agenda, media list, press release, media advisory for the visit. What will they do – it is up to your team to plan the agenda with some news worthy destinations in the neighborhood - use places and nonprofit organizations which are unique, important or interesting in your neighborhood.
Week Five:

- **Monday, June 29:** Class Lecture - London experience discussion
- **Tuesday, June 30:** Class Lecture - London Experience Blog due; Ben Franklin intro, Neighborhood Field Assignment
- **Wednesday, July 1:** Class Lecture - Ben Franklin Article and Discussion Class Evaluation due at midnight
- **Thursday, July 2:** Ben Franklin in London Day; Visit to Ben Franklin’s House and Pub

**Assignment Four: Blog on London Experience**
Follow blog format and write about your experience - what you liked, what you learned, what was transformational.

**Assignment Five: London Mayborn Evaluation**

**Assignment Six: Ben Franklin’s London Experience**

---

**Textbook policy**
The Mayborn School of Journalism doesn’t require students to purchase textbooks from the University Bookstore. Many are available through other bookstores or online.

**Emergency Notification & Procedures**
UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at [www.my.unt.edu](http://www.my.unt.edu). Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly. In the event of a university closure, your instructor will communicate with you through Blackboard regarding assignments, exams, field trips, and other items that may be impacted by the closure.

**Office of Disability Accommodation**
The University of North Texas makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Accommodation (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information contact the ODA [www.unt.edu/oda](http://www.unt.edu/oda) or call them at 940.565.4323.

**Course Safety Statements**
Students in the Mayborn School of Journalism are urged to use proper safety procedures and guidelines. While working in laboratory sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should
be aware that the University of North Texas is not liable for injuries incurred while students are participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

**Attendance**

Students who miss the first class of the semester are subject to being dropped from the course. Class discussions and in-class work are essential to a good grade in this course. A maximum of one absence is allowed. Each absence after that will result in two points deducted from the final course grade. Two late arrivals will be counted as one absence.

**Assignments and Performance Expectation**

Assignments and presentations will be evaluated and graded. All work must be turned in or presented the day it's due. No late work will be accepted and will result in a zero for the assignment. Students who do not perform in this course are subject to dismissal from their groups and/or the course.

**Classroom Policies**

Student behavior that interferes with an instructor’s ability to conduct a class or other students’ opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom, and the instructor may refer the student to the Center for Student Rights and Responsibilities to consider whether the student’s conduct violated the Code of Student Conduct. The University’s expectations for student conduct apply to all instructional forums, including university and electronic classrooms, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [http://www.unt.edu/csrr/student_conduct/index.html](http://www.unt.edu/csrr/student_conduct/index.html).

The Mayborn School of Journalism requires that students respect and maintain all university property. Students will be held accountable through disciplinary action for any intentional damages they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

**Academic Honesty**

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety. Plagiarism, fabrication, copyright infringement, and similar uses of other people's work are unacceptable.

Plagiarism, in a nutshell, is using other people's written words as your own. Some people consider the use of 7-10 words in a row, copied from another source, as plagiarism. Be sure to include citations when using other people’s writing, because plagiarism is a serious offense in any discipline, especially in journalism. It is a firing offense in the professional world.

**Mayborn School of Journalism Academic Integrity Policy**

The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.
Exams
No exams will be administered in this course.

Electronic Devices
The individual use of electronic devices, such as laptops, pads, and cell phones during class is prohibited other than for taking notes.

Our Contract
Enrolling in this class and accepting the terms of this syllabus constitutes a contract. You must meet the stated prerequisites. You should participate in class, complete the readings and assignments as scheduled, work hard on your projects, play by the rules, have fun in the process, and treat fellow students and faculty with dignity and respect. Do your best to uphold these terms and we'll all have a terrific summer in London!

The following items contain important course-related information for your review. This information is compiled from various sources, including the UNT Catalog and Mayborn School Policies. These items are components of this course syllabus, and thus, are part of our contract.

Journalism Course Registration
1. The Mayborn School of Journalism, in conjunction with the Registrar's Office, has eliminated the need for individual class codes for the majority of journalism courses. Registration will begin on the dates noted in the schedule of classes each semester. The system is a live, first come/first serve program; thus, we are unable to maintain the traditional waiting list as has been done previously.

2. By registering for this course, you are stating that you have taken the required prerequisites according to your catalog year and major/minor status. If the instructor later determines that you haven't taken and passed these requirements, then you may be dropped at any point in the semester. If you have questions about your prerequisites, please see an advisor.

3. A journalism major enrolled in any restricted 3000 and 4000 level classes must have taken and passed the GSP test, all pre-major courses, and Math 1680 and also have applied for major status. Students must earn and maintain a 2.5 UNT and/or overall GPA (depending upon catalog year) to be eligible for major-level courses. Pre-majors must file a formal application for major status in the final semester of pre-major status to be eligible for early registration of major-level classes in the following semester.

Re-taking Failed Courses
Students will not be allowed to automatically take a failed journalism course more than two times. Once you have failed a journalism course twice, you will not be allowed to enroll in that course for 12 months. Once you have waited 12 months after failing a course twice, you may make an appeal to the professor teaching the course to be allowed to enroll a third time.

Student Perceptions of Teaching (SPOT)
Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The short SPOT survey will be made available to provide you with an opportunity to evaluate how this course is taught. Please look for the email in your UNT email inbox. Simply click on the link and complete your survey. Once you complete the survey you will receive a confirmation email that the survey has been submitted. For additional information, please visit the spot website at www.spot.unt.edu or email spot@unt.edu.

Changes to Syllabus
Note that there may be changes to this syllabus as the course takes place due to unforeseen circumstances.

Statements of Student Learning Outcomes
- Understand and apply the principles and laws of freedom of speech and press for the United States and Great Britain, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to
monitor and criticize power, and to assemble and petition for redress of grievances.
☐ Conduct research and evaluate information by methods appropriate to the communications professions in which they will work.
☐ Demonstrate an understanding of gender, race ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications.
☐ Demonstrate an understanding of the history and role of professionals and institutions in shaping communications.
☐ Demonstrate an understanding of the diversity of groups in a global society in relationship to communications.
☐ Understand concepts and apply theories in the use and presentation of images and information.
☐ Work ethically in pursuit of truth, accuracy, fairness and diversity.
☐ Think critically, creatively and independently.
☐ Write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve.
☐ Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.