

MCOM3395–Writing for PR and Advertising (Lecture)
MoWe 12:20 p.m. – 1:45 p.m.
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Office Hours: We 4:00 p.m. – 5:00 p.m. and by appointment

Course Description: Writing for Public Relations and Advertising examines and applies the writing skills required in public relations and advertising. Competency is developed in writing news releases, feature articles, newsletters, advertising copy, magazine articles, brochure copy, and other written tools.

Student Learning Outcomes: By the end of this course, students will be able to:

1. Demonstrate a deep understanding of strategic thinking and strategic writing.
2. Write correctly and clearly using strategic thinking, formats, and compelling storytelling styles appropriate for the audiences and purposes of public relations/integrated communication.
3. Conduct research and evaluate information using methods appropriate to public relations/integrated communication.
4. Construct a persuasive message, adapted to the audience, purpose, and context of the situation.
5. Strengthen critical and creative thinking abilities.
6. Begin building a portfolio by completing assignments for real clients.

Course Requirements and Recommends

1. Marsh, C., Guth, D. W., & Short, B. P. (2015). *Strategic writing: multimedia writing for public relations, advertising, and more*. Routledge.
2. Weekly reading

Evaluation and Grade Calculation

Assignments	Percentage of Final Grade
Big idea and message house presentation	20%
PR and Ad writing practice	45%
Final package	20%
Attendance and In-class Participation	15%

Percent	Letter Grade
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90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

1. Big idea and message house presentation (20%)

For the first month, 2 students are required to team together to find a real-world client from the local market, conduct research, identify the key problem, generate strategies, come up with a big idea, and build up a message house to guide the integrated marketing communication. The 10-minute presentation will be given on Feb.7. **The teams who are willing to attend the National Organ Donor Awareness Competition will earn an extra 5 pts. The information about the competition can be found at <https://www.prsa.org/prssa/scholarships-awards/other-competitions#nordac>**

2. PR and Advertising writing practice (45%)

Starting from week 5 to week 15, students will practice writing skills for various types of PR and advertising materials, covering news release, media pitch email, speech script, commercial storyboard, etc. Students will draft the articles on Wednesday's class workshop, continue to finalize the articles in the next two days, and submit them by each Friday. Each writing work is 5 pts.

3. Final package (20%)

In week 16, teams are required to submit a package, including an IMC plan that covers objectives, research, strategy, big idea, message house, and writing samples that are mentioned in the plan. The due date of the submission is 5/1.

4. In-class participation (15%)

Class attendance is required, and in-class class discussions and questions are highly encouraged and appreciated.

Classroom Policies and Expectations

- A. Work hard - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.
- B. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
- C. Treat each other with respect and display common classroom courtesies.
 - 1. You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and

to challenge yourself and each other to learn/understand opinions you may not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom.

- D. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples, and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.
- E. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
 - 1. It is highly recommended that you download the Canvas application and adjust your settings to allow for notifications.
- F. Communicate - If you have a problem with anything throughout the semester... getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor... talk to me about it. I cannot help you or fix the problem if I am unaware of it.
- G. Hold me to the same standards and expectations that I hold you to.

Attendance Policy

- A. Students are expected to attend class during each scheduled meeting. If you miss a meeting, it is your responsibility to make up anything you may have missed outside of meeting times, such as completing in-class activities at home, getting any material that may have been handed out during class, and ensuring you are aware of anything that may have been assigned or discussed. Additionally, if you miss a class and want lecture notes, you are responsible for getting these from a classmate (with the exception of special accommodations set up through the university). I will not be recording lectures or utilizing zoom at all this semester.
- B. See the current UT Tyler catalog for the university's policy on student responsibility for missed classes and assignments. Be familiar with the university's drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second course meeting.

Assignment Policy

- A. Assignments do have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
 - a. For many assignments, **not all**, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a deduction in points. Specific point values that will be deducted each

day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.

- B. Assignments and due dates may be changed at the instructor’s discretion with fair notice to students.
- C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- E. You are required to utilize APA (American Psychology Association) format for any assignment that requires the utilization of outside sources and AP (Associated Press) format for all photo captions/journalistic stories.
- F. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC .,DOCX, PPT, PPTX (Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- G. Assignments will be discussed in class, students will be given a course schedule, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, and each due date will be listed in the course modules. There are SEVERAL ways to determine what is coming up due in class. It is your responsibility to be aware of what is coming up due and to stay on top of your assignments.
- H. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. **A student who is caught doing either will earn a “0” for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.**
 - a. In addition to UT Tyler’s Student Conduct and Discipline policy, plagiarism/cheating includes the use of materials previously submitted in my classes or other professors’ classes. I expect you to submit original work created specifically for this class during this semester.
 - b. All work (written, photos, videos, etc.) will be examined utilizing plagiarism detection software.

Course Schedule

Date	Agenda	Due
Week 1 Course Overview		

W 1/17	<u>Course Introduction</u> <ul style="list-style-type: none"> • Syllabus • Schedule • Assignments 	Sign up for teams
Week 2 Strategic Thinking		
M 1/22	<u>Lecture: Strategic Thinking</u>	-Reading: 1. What is strategic thinking? The Four Key Characteristics, Retrieved from https://rogermartin.medium.com/what-is-strategic-thinking-b0173112bb3d 2. 4 Ways To Develop Your Strategic Thinking Skills, Retrieved from https://online.hbs.edu/blog/post/how-to-develop-strategic-thinking-skills 3. Maximize your leadership potential: Create& Communication Vision, Retrieved from http://training.hr.ufl.edu/resources/LeadershipToolkit/Job_aids/strategic_thinking.pdf
W 1/24	<u>Lecture: Strategic Communication</u>	Find a client
Week 3 Writing in IMC		
M 1/29	<u>Lecture: big idea and message house</u>	Reading: 1. Getting to the big idea, retrieved from http://training.hr.ufl.edu/resources/Leadership-Toolkit/Job_aids/strategic_thinking.pdf 2. What's The Big Idea Anyway?, retrieved from https://web.archive.org/web/20091123050840/http://www.outrid er.com/documents/Search_Insider_Column_-_Chris_Copeland_-_What's_the_Big_Idea_Anyway_-_April_08.pdf
W 1/31	<u>No class meeting</u> <u>Out-class activity: do research</u>	
Week 4 Ideas and Message House		
M 2/5	<u>Lecture: Writing in IMC</u>	-Reading: p.1-p.30
W 2/7	<u>Student presentation: big idea and message house</u>	-Slides submission (2/5)
Week 5 Media kit		
M 2/12	<u>Lecture: News release-announcement</u>	-Reading: p.33-p.43

W 2/14	<u>Workshop: announcement generation</u>	-announcement submission (2/16)
Week 6 Media kit		
M 2/19	<u>Lecture: News release-feature story</u>	-Reading: p.44-45
W 2/21	<u>Workshop: feature story generation</u>	-feature story submission (2/23)
Week 7 Media kit		
M 2/26	<u>Lecture: Backgrounder, factsheet</u>	-Reading: p.71-76
W 2/28	<u>Workshop: backgrounder and factsheet generation</u>	-Backgrounder and factsheet submission (3/2)
Week 8 Media invitation letter and pitch letter		
M 3/4	<u>Lecture: Media invitation letter and pitch letter</u>	-Reading:p.53-56 -Reading: Invitation Letter for Event: Samples, Templates & Examples for Social & Business Events [with Writing Tips], Retrieved from https://www.glueup.com/blog/invitation-letter-events
W 3/6	<u>Workshop: Media invitation letter and pitch letter generation</u>	-Backgrounder and factsheet submission (3/8)
Week 9		
Spring Break		
Week 10 Speech and Q&A Sheet		
M 3/18	<u>Lecture: Speech</u>	-Reading: 1. Don't Underestimate The Power Of Public Speaking, Even If It's Scary At First, retrieved from https://www.forbes.com/sites/forbesagencycouncil/2023/05/09/dont-underestimate-the-power-of-public-speaking-even-if-its-scary-at-first/?sh=db200f3b6e59 2. Speechwriting 101: Writing an Effective Speech, retrieved from https://pac.org/content/speechwriting-101-writing-effective-speech 3. Public Relations and Speaking to the Press, retrieved from https://provost.uchicago.edu/handbook/clause/public-relations-and-speaking-press

W 3/20	<u>Workshop: speech and Q&A sheet generation</u>	-speech and Q&A sheet submission (3/22)
Week 11 Adverting		
M 3/25	<u>Lecture: Storyboard for TV commercials</u>	-Reading: p.144-150
W 3/27	<u>Workshop: Storyboard generation</u>	-Storyboard submission (3/29)
Week 12 Advertising		
M 4/1	<u>Lecture: print and radio advertisement</u>	-Reading: p.118-139
W 4/3	<u>Workshop: print and radio ad generation</u>	Print and radio ad script submission (4/5)
Week 13 Replacement		
M 4/8	<u>Lecture: Product placement script writing</u>	-Reading: 1. Anatomy of a Product Placement, https://www.nytimes.com/interactive/2022/06/23/arts/product-placement.html?auth=login-google1tap&login=google1tap 2. Product placements: types, examples and tips for small businesses, retrieved from https://www.intribe.co/blog/product-placements
W 4/10	<u>Workshop: plot placement script generation</u>	Plot placement script submission (4/12)
Week 14 Social Media		
M 4/15	<u>Lecture: Social media plan and social media writing</u>	-Reading: p.98-106 -Reading: TBD
W 4/17	<u>Workshop: social media content generation</u>	Social media content submission (4/19)
Week 15 Brochures		
M 4/22	<u>Lecture: Brochures</u>	-Reading: p.174-185
W 4/24	<u>Workshop: Brochures generation</u>	Brochures submission (4.26)
Week 16 Final		
M 4/29	<u>No class</u>	

W 5/1	<u>No class</u>	-Final writing package submission (5/1)
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NOTE: The instructor reserves the right to adjust the syllabus according to the needs of the class.