

MEJO 390 and 490 Course Descriptions

Spring 2018

MEJO 390.1—ACCOUNT PLANNING (3.0)

A study of the principles and tools of strategists and account planners all in the pursuit of connecting people with brands in new and interesting ways. This course focuses on three main areas: insights, creativity, and persuasion. First, how to uncover compelling customer, competition and brand insights through research. Second, how to spark creativity in others and in yourself using those insights. Finally, the course will cover how to persuade, provoke and inspire others through creative briefs, presentations and more. **AD/PR**

Instructor: Joshua Carlton

MEJO 390.2—BUSINESS NEWS WIRE (3.0)

The Business News Wire class teaches students how a news wire operates. Students will report stories about North Carolina companies on a real-time basis and market those stories to state media via email and a website.

Business Journalism

Instructor: Chris Roush

MEJO 390.3—BUSINESS JOURNALISM MANAGEMENT (3.0)

Learn how to oversee and manage a business news wire, including distribution of content to media organizations, managing an email newsletter and handling social media. Also, involves some reporting and writing. **Business Journalism**

Instructor: Chris Roush

MEJO 390.4—SPORTS PRODUCTION MANAGEMENT (1.0)

Gain hands-on experience in the remote sports tv field by working for UNC Athletics Go Heels Productions on live shows for ACC Network, ESPN3, GoHeels.com and in-stadium jumbo-tron shows. Learn the production and technical side of the business with experience in camera, replay, graphics, video, producing, directing and announcing. 10-15 students (by application) will receive credit for the 2018 Spring Semester. **Journalism**

Instructor: Andy Freedman

MEJO 490.1—PERSONAL FINANCE (3.0)

Learn the concepts of personal finance including mortgages, credit card management, checking accounts, credit ratings and scores, privacy, retirement planning, and stock market investing to help you successfully navigate your finances after graduation. We will explore the concepts of personal finance, and also at looking behind the numbers to spot how the consumer might be taken advantage of financially by banking and other institutions. This course will equip you with life-long skills related to managing and protecting your finances. **Conceptual**

Instructor: Carol Wolf

MEJO 490.2—ADVERTISING & EXPERIENCE DESIGN (3.0)

This skills-based course explores the digital brand environment as a way to build engagement and better experiences for consumers. The course provides a broad understanding of new types of content, design, experiences and creative technologies. All types of making are welcome including advertising, data-driven media, product design, multimedia and visual art. Students should have foundational design experience. **AD/PR, Conceptual**

Instructor: Lisa Villamil

MEJO 490.3—BIG DATA & MEDIA ANALYTICS (3.0)

An introduction to the analysis of textual data using computer programming-based (so-called “Big Data”) methods. Students will learn how to use code to analyze and visualize large datasets drawn from traditional and/or social media. No prior programming experience is required. **Conceptual**

Instructor: Deen Freelon

MEJO 490.4—COMMUNICATIONS CONSULTING (3.0)

This seminar is a rigorous, case-study approach designed to prepare juniors and seniors for a successful entry into the world of communications and public relations. Taught by seasoned practitioners with APCO Worldwide – a leading corporate and public affairs global communications consultancy -- this course has three areas of focus and exploration: 1) the agency as a professional services firm; 2) the client; and 3) the art of the win. Upon completion of the seminar, you will be better positioned to succeed in an agency environment. The case study approach, the one-on-one coaching, and the simulations will help you get “real world” insights into the field and what it takes to be successful. **AD/PR, Conceptual**

Instructor: Kelly Williamson

MEJO 490.5—PRSSA CAMPAIGNS (3.0)

This capstone class helps you integrate what you've learned in prior classes and apply those skills in researching, planning and implementing a public relations plan for a real-world client selected by national PRSSA for the annual Bateman competition. Meets requirement for a capstone class/MEJO 634 within the ad/PR area of study. Permission of instructor. **AD/PR, Conceptual**

Instructor: Lois Boynton

MEJO 490.6—CORPORATE COMMUNICATION & INVESTORS RELATIONS (3.0)

Investor Relations and Financial Communications remain a growing area of strategic communication. The highly-specialized field has a myriad of rules and challenges, and this class is designed to introduce students to the realities of the stock market and communication challenges of publicly traded companies. Students of all business acumens are welcome. To introduce students to the subject, the first module of the class also offers a consolidated version of Personal Finance. **AD/PR, Conceptual**

Instructor: Joe Cabosky

MEJO 490.7—HEALTH CARE MARKETING COMMUNICATION (1.5) (1/12/18 - 3/2/18)

As strategic communicators, your skill set is in demand by hospitals, pharmaceutical companies, healthcare advertising or PR agencies, insurance companies, non-profit organizations, and the list goes on. This course will expose you to the opportunities that exist for integrated communications professionals in the healthcare sector. You'll learn about today's healthcare consumer, explore the patient journey, map stakeholders and influencers in the healthcare sector, and get hands-on experience in marketing promotions. The course will feel like an 8-week internship and provide you with sought-after experience if you decide to pursue a healthcare career. Students enrolled in the course will have the opportunity to compete for two unpaid spring break internship opportunities – one at a hospital in Baltimore and one at a healthcare PR agency in New York. **AD/PR, Conceptual**

Instructors: Stockman & Smith
