

## **Public Relations Campaigns**

JOUR 4440/6440 (S2013)

MW 2:20-3:45 p.m., Meeman #112

Dr. Erin Willis

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## **COURSE REQUIREMENTS**

### **CATALOGUE/COURSE DESCRIPTION:**

Application of theory, research data, and problem-solving techniques in the development of comprehensive public relations strategies.

### **PREREQUISITES:**

JOUR 3400, JOUR 3410, JOUR 3421, JOUR 4420 recommended or with instructor's permission.

### **TEXTBOOK:**

*Strategic Communications Planning for Effective Public Relations and Marketing* by Wilson, L., and Ogden, J. (5th edition, Kendall/Hunt Publishing Co.). ISBN 978-0-7575-4887-1

### **CLASSROOM FORMAT:**

The classroom will be presented in an agency format where students apply for account management positions and work within team parameters to collaborate on the production of a PR campaign book for a non-profit client.

### **DEADLINES:**

Understanding and working with deadlines is a critical part of the public relations process. Assignments are due on date assigned. **No late assignments will be accepted.**

### **GRADING:**

**Testing and Assignment Procedures:** Course work will be accomplished every week. Each must be completed by its due date and time, which varies by assignment and project.

Other parts of your grade will come from participating in class discussions.

Your success in this course will depend on your willingness to read the textual and supplemental learning materials, successfully complete assignments, and participate in discussion activities, as assigned.

Written assignments will be graded on the basis of AP style, grammar, spelling and punctuation, as well as content and presentation.

**FOR GRADUATE STUDENTS:**

This course is offered at both the undergraduate and graduate levels. Enrolled graduate students are required to do work appropriate for their academic level. This includes but is not limited to a term paper on an assigned topic, class presentations, book reviews and/or special projects. Graduate students should meet with the professor as soon as possible after the beginning of the term to work out arrangements for graduate-level credit for the course.

**ASSESSMENT****PROFESSIONAL VALUES AND COMPETENCIES FOR J4440/6440:**

Students will be able to:

- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communication in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy, appropriate style and grammatical correctness; and
- Apply basic numerical and statistical concepts.

**HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:****Cognitive Objectives To Be Mastered (Ability to Explain, Analyze, Understand, Think Critically):**

Students will:

- Conceptualize the structure of a public relations campaign.
- Differentiate campaigns from other activities.
- Describe different approaches to campaigns used by current practitioners.
- Describe how social science/communication theory can be applied in support of organizational standards.
- Understand the role they play in achieving success or failure in group and deadline-sensitive projects.

**Performance Standards To Be Met (Demonstrable Skills, Abilities, Techniques, Applied Competencies):**

Students will:

- Apply social science and communication theory to solve problems.
- Apply the public relations process—research, planning, execution and evaluation—to solve problems for a client.
- Plan and budget a public relations campaign.
- Work as a member of a public relations team or work group.
- Use group processes to produce decision options.

### **HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 4440:**

This capstone public relations course is designed to develop and test students' abilities to apply their knowledge and skills to solve public relations problems in a group setting. Students will draw upon and apply all of their coursework to succeed.

Students will:

- Incorporate audience segmentation principles in developing campaign research, planning, implementation and evaluation.
- Produce campaign materials suitable for clients and incorporate in final reports.
- Produce a unique and creative campaign to solve a PR challenge for an organization.
- Conduct research when no primary research is available. Students will design research, create research tools and interpret results in the final report.
- Produce a written report of their findings.
- Contribute to and produce a campaign: generate content, copy edit, print and produce supplementary materials.
- Where appropriate, input survey data into a software program (e.g., SPSS), run statistics and interpret data for the final report.

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:**

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, 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;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- 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 diversity of peoples and cultures and of the significance and impact of mass communications in a global society.
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply tools and technologies appropriate for the communications professions in which they work.

## **ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:**

The Council seeks to promote student learning and encourages experimentation and innovation. Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- Awareness: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- Understanding: assimilation and comprehension of information, concepts, theories and ideas.
- Application: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

## **DEPARTMENT POLICIES**

### **EMAIL:**

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

### **CELLPHONES AND LAPTOPS:**

No cellphones or laptops are permitted in class. You will be asked to leave if either is used during class.

### **ATTENDANCE:**

Class attendance is **mandatory** in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

### **CHEATING:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

"Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for an evaluation of the originality of your ideas and proper use and attribution of sources. As part of this process, you may be required to submit electronic as well as hard copies of your written work, or be given other instructions to follow. By taking this course, you agree that all assignments may undergo this review process and that the assignment may be included as a source document in Turnitin.com's restricted access database solely for the purpose of detecting plagiarism in such documents. Any assignment not submitted according to the procedures given

by the instructor may be penalized or may not be accepted at all.” (Office of Legal Counsel, October 17, 2005)

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

**ONLINE SETEs:**

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

**EXIT EXAM FOR ALL JOURNALISM MAJORS:**

All Journalism majors are required to take the Journalism Exit Exam their last semester before graduation. Please contact the Journalism office staff anytime during the semester to sign up. You may take the test anytime there are open lab hours during the semester. You will not be certified to graduate until you have completed the test.