

Organizational Public Relations

JOUR 7450/8450-01 and M50

Fall 2013

5:30 – 8:30 p. m. Wednesdays / On Campus (MJ 106)

Name of Instructor: Rick Fischer, Ph.D., APR, Fellow
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COURSE REQUIREMENTS

CATALOG / COURSE DESCRIPTION:

Development and management of public relations practice, department, or consultancy through study of planning and decision-making techniques; aspects of public relations practice that differ significantly from other enterprises; development of proposals and presentations; and management of financial and human resources.

PREREQUISITE: Graduate status

TEXTBOOKS:

Van Riel, C. (2012). The alignment factor. New York, NY: Routledge. ISBN: 978-0-415-69075-1 (paperback) www.routledge.com

Paine, K. D. (2011). Measure what matters: Online tools for understanding customers, social media, engagement, and key relationships. Hoboken, NJ: Wiley.
ISBN: 978-0-470-92010-7 (hardback)

Please read the assigned chapters **before** class. The instructor will distribute readings to supplement the text.

CLASSROOM FORMAT: Seminar

GRADING:

Social media policy paper	40 percent
Dashboard	60 percent

TENTATIVE TIMETABLE:

Aug 28	Welcome. Strategic PR Taking stock <ul style="list-style-type: none">▪ Syllabus (by e-mail)▪ Four-step process (by e-mail) Readings for this week: TBA
Sep 4	PR Planning and <i>Social Media Policy (not in book)</i> Readings for this week: TBA
Sep 11	Internal alignment Readings for this week: van Riel, chaps Preface, 1 – 3
Sep 18	Internal and external alignment Readings for this week: van Riel, chaps 4 - 5
Sep 25	External alignment cont. Readings for this week: van Riel, chaps 6 - 7
Oct 2	Key performance indicators Readings for this week: van Riel, chaps 8 - 9
Oct 9	World efforts at a measurement standard Readings for this week: TBA
Oct 16	What do we measure? Turn in Social Media Policy paper Measurement Dashboard concept/readings Readings for this week: Paine, chap 16
Oct 23	Intro. Measurement and getting started. Readings for this week: Paine, foreword, preface, chaps 1 – 2 ROI of Social Media: Myths, Truths and How to Measure. Radian 6, Feb 2012
Oct 30	Measurement process and selecting tools. Readings for this week: Paine chaps 3 – 4

Nov 6	Measurement in PR, marketing and advertising. Using numbers. Readings for this week: Paine chaps 5 – 6 The concept of a dashboard.
Nov 13	Measuring events and influencers Readings for this week: Paine chaps 7 - 8
Nov 20	Measuring relationships and what employees think. Readings for this week: Paine chaps 9 - 10
Nov 27	Measuring during a crisis. Measuring relationships with salespeople, etc. Readings for this week: Paine chaps 11 - 12
Dec 4	Measuring for nonprofits and higher ed. Turn in: Dashboard Readings for this week: Paine chaps 13 – 14 plus epilogue
Dec 11	Present dashboards

Notes:

1. We may change the syllabus by mutual agreement.
2. Full credit can be given only to assignments turned in on time (or earlier).

INSTRUCTOR'S WELCOME AND CLASS DETAILS

This is a seminar course in which students are expected to “come to class” prepared to discuss assigned readings and other topics that may be identified from time to time by the instructor. The instructor **will give quizzes at the start of class if needed to enforce this expectation**. If needed we can add quizzes that will count for 10% of the final grade.

OBJECTIVE OF COURSE:

Students who successfully complete this course will be able to:

- Analyze the administrative needs of public relations departments and consultancies.
- Prescribe solutions to problems arising in the administration of these organizations.
- Monitor progress towards goals/objectives.

MAJOR REPORTS — In lieu of mid-term and final examinations, students will complete **two major papers**. The first will draw from outside research on the topic of social media policy. The second report will be an application paper emphasizing the Paine text. Both papers will use APA style.

Social Media Policy. Your first paper should outline the logic for a social media policy for your organization. It will include the elements you believe are appropriate for your organization. The *actual policy* should be an *appendix* to the paper. I see the paper in three parts. The **first** part is a description of the organization you have in mind. **Second** is a lit review of the issues (legal, social, work-related) that you get from outside reading. The **third** part is the social media policy itself.

There will be deductions for errors in grammar, spelling, punctuation, and APA style.

Dashboard. The second application paper will be due on or before week 15. It too is an academic paper and should contain:

- a lit review about scorecards / dashboards / infographics.
- Information about the company and company goals/objectives.
- The logic for a measurement dashboard for your organization – the process you followed in deciding what to measure (included in Paine), what you propose to measure, and how you propose to measure it. Include measurement tools, e.g., surveys, inventories, etc. in the appendix. **Show clearly the inputs and outputs to your dashboard.**

You will include as an appendix **the actual dashboard**—the visuals you will show your boss. Present and describe the actual dashboard to your classmates on the final night.

Dashboard examples:

<http://www.kdpaine.com/kdp/index.cfm/measurement-resources/dashboard-samples/> (and elsewhere on the Internet).

There will be deductions for errors in grammar, spelling, punctuation, and APA style.

Note: the papers should consist of at least **12 pages of text** (i.e., not counting references and appendices).

Plan on having both papers submitted through Turnitin.com.

The standard style guide for graduate work in the journalism department (except law and history) is APA 5th or 6th. No abstract, please. Free APA Guide: <http://owl.english.purdue.edu/owl/resource/560/01/> This can get you started, but it is not a substitute for checking with the official Manual.

An APA 6th tutorial is at: <http://www.apastyle.org/learn/tutorials/basics-tutorial.aspx>

Journal articles obtained through online sources are still journal articles (to me).

Differences between APA 5 and 6th are at:

<http://owl.massey.ac.nz/referencing/apa-5th-vs-6th-edition.php>

See also: <http://owl.english.purdue.edu/owl/resource/560/01/>

Additional requirements for doctoral students: In addition to all other specified work, graduate students will make an original contribution such that their papers would be suitable for a conference paper or refereed journal (with very little polishing).

Resources

<http://www.prsa.org/intelligence/businesscase> The business case for public relations is on the Public Relations Society of America Web site. It includes articles, case studies, guidance for measuring results, and suggested readings.

Institute for Public Relations Essential Knowledge Project

[search for Essential Knowledge Project]

This site is useful for the latest in professional reading. All the papers are free.

UK PR Institute

<http://www.cipr.co.uk/>

PRSA SilverAnvil awards site

<http://presearch.prsa.org/dbtw-wpd/Textbase/PPCNEW/silveranvil.htm>

PR Quickstart – overview of profession

<http://www.prquickstart.org/>

Courtesy of our friends at Massey University, New Zealand, visit the online journal Praxis at: praxis.massey.ac.nz. Under “Features” (at top) click on PRism Journal.

Visit the Public Relations (online) Journal: www.prsa.org/prjournal Also free.

Dell Social Media Policy

<http://content.dell.com/us/en/gen/d/corp-comm/social-media-policy>

Lawyer Comments on Dell’s social media policy

<http://en.community.dell.com/dell-blogs/direct2dell/b/direct2dell/archive/2011/11/28/a-lawyers-take-on-dell-s-social-media-policy.aspx>

Social media Guidance

<http://www.cipr.co.uk/content/social-media-guidance>

Sample Social media Policy (one of many available if you look)

<http://eric schwartzman.com/pr/schwartzman/social-media-policy-template.aspx>

Why your social media policy may be illegal

<http://ontherecordpodcast.com/pr/otro/unlawful-social-media-policies.aspx>

Kelly, N. (2013). How to measure social media: A step-by-step guide to developing and assessing social media ROI. Indianapolis, IN: Que.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR 7450 / 8450:

- 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.

HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET FOR JOUR 7450 / 8450:

Cognitive Objectives To Be Mastered (Ability To Explain, Analyze, Understand, Think Critically):

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in society in relations to mass and targeted communications.
- Understand concepts and theories in the use and presentation of images and information.
- Understand ethical principals in public relations.
- Think critically, creatively and independently.
- Conduct research and evaluate information by methods appropriate to the communications professions.
- Apply tools and technologies appropriate for the public relations profession.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR 7450 / 8450:

Awareness:

- Class builds on prior awareness of values and competencies.

Understanding:

- Understand concepts and theories in the use and presentation of images and information.
- Understand ethical principals in public relations.

Application:

- Choose appropriate communication strategies as it pertains to gender, race, ethnicity, sexual orientation, etc.
- Write two original papers using research.
- Prepare papers using appropriate technology and in APA 6th format.

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

E-MAIL

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

CELLPHONES

You must turn them off 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)

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.

DISABILITY

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