

## **Public Relations Campaigns**

JOUR 4400-M50

Fall 2014

Instructor: Darrin M. Devault, M.A.

Office: Online only

Office hours: By appointment

Phone: (901) 678-2405 (office); (901) 569-6353 (cell)

E-mail: darrin.devault@memphis.edu

Twitter: @darrindevault

### **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 3421, JOUR 4410

#### **TEXTBOOK:**

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

#### **CLASSROOM FORMAT:**

This course is delivered online in an asynchronous format. You must have Internet access and Microsoft Word or other word processing software that generates a “.doc” or “.docx” extension.

**Browser:** To view lesson slideshows, you must be running Internet Explorer 5 or higher. To determine what browser version you have, select from the browser menu Help > About. To download the file, click on your computer’s platform system: PC or Mac. The download may take an hour or more, so plan to do it at a convenient time.

You will view the lesson slideshows from the Desire2Learn course. These PowerPoint slides represent supplemental information that you can use and reference in your work. As a way of referencing in your work, note the chapter, subject and slide number.

You must have Microsoft Word software. Your instructor must be able to open your work to grade it. Work submitted in a software package not noted as acceptable in this syllabus (Microsoft Word) may result in point deductions being assessed to your work.

The link accompanying your text includes video clips of interviews with public relations professionals, chapter specific multiple-choice and true/false quizzes, and interactive flashcards based on the textbook's glossary. To view the videos, QuickTime needs to be installed on your computer system. To view the flashcards, you will need Macromedia Shockwave Player installed on your system.

The instructions on loading the QuickTime software and Shockwave Player are located at their Web sites. To access these sites, click on the link. Follow instructions to complete. The time required will be determined by your method of downloading. This could take quite a few minutes if you have a slow dial-up network. There is no charge for this software.

**COURSE WEB SITE ADDRESS: (The course page will be open from August 25 to December 14, 2014.)**

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the “MyMemphis” link at the bottom of the left column menu.
3. Log in using your University of Memphis username and password.
4. Click on the “eCampus Resources” tab.
5. In the center column of the page, click on the blue UoM eCourseware link.
6. Down on that page, in the Fall 2014 course list available to you, click on the link for JOUR 4400-M50 to enter your course and read the instructions on the welcoming page.

**COURSE REQUIREMENTS:**

Course work will be accomplished every week. Four exams will be part of your final grade. Each exam will cover one of the four main sections of the text. Each exam must be completed by its due date and time (Central Standard Time), which varies by exam. Check each due time to ensure that you post by the deadline. Exams will contain one or more units of study and consist of true/false and multiple-choice questions. Exams will be limited as to time. Desire2Learn will cut you off at the end of the prescribed time period, regardless of whether you have completed all questions. You may use your text to confirm an answer, but be aware that time limits will not allow you to spend much time flipping through the text. You should read and be familiar with each section before taking its exam.

Other parts of your grade will come from participating in online discussions, submitting a book abstract, and a major group project. This work must be submitted per instructions; no credit will be given outside of the proper submission guidelines.

**Grading Procedure:**

**\*\*\*ONLINE SUCCESS:** Your success in this online course will depend on your willingness to read the textual material, successfully complete exams, and complete written work and group projects as scheduled.

All work submitted will be considered final, as each student has unlimited access to the course to ask questions. There will be no re-submission of papers to increase the initial grade given. You are required to ask via e-mail, set up an appointment in the chat room, or call your instructor with your questions as to the proper completion of the assignment. It is your responsibility to ensure clarification of instructions.

All work submitted must reflect critical thinking and knowledge of the material; that is, examples found within or outside of class, along with elaboration, are required to achieve an “A” grade. Material on all exams comes from our textbook; check this resource first for your material.

No work will be accepted after the final day of class.

**Grading Scale:**

Four Exams Covering Textbook – 160 points  
Individual Report on a PR/Marketing Book – 40 points  
Individual Participation in Class Discussions – 300 points  
Group Project – 500 points  
**TOTAL: 1,000 points**

A = 900-1,000 points  
B = 800-899 points  
C = 700-799 points  
D = 600-699 points  
F = 599 and fewer points

**TENTATIVE CLASS SCHEDULE:**

**Individual Participation in Class Discussions**

Participation #1 (25 points): Aug. 25-31, 2014  
Participation #2 (25 points): Sept. 1-7, 2014  
Participation #3 (25 points): Sept. 8-14, 2014  
Participation #4 (25 points): Sept. 15-21, 2014  
Participation #5 (25 points): Sept. 22-28, 2014  
Participation #6 (25 points): Sept. 29 - Oct. 5, 2014  
Participation #7 (25 points): Oct. 6-19, 2014  
Participation #8 (25 points): Oct. 20-26, 2014  
Participation #9 (25 points): Oct. 27 - Nov. 2, 2014  
Participation #10 (25 points): Nov. 3-9, 2014  
Participation #11 (25 points): Nov. 10-16, 2014  
Participation #12 (25 points): Nov. 17-23, 2014

**PARTICIPATION TOTAL: 300 points**

**Individual Abstract on a PR/Marketing Book (40 points): due by Nov. 2, 2014**

You will read and submit an individual abstract based on a PR/Marketing book. The abstract should identify at least 10 important points that can be useful in planning public relations campaigns. You will be expected to share your abstract in a discussion forum and initiate a relevant discussion based on the highlights of the book. (Note: A list of available books to read for this assignment will be made available during the first full week of the semester.)

**Exams**

**Exam #1 (40 points):** available Aug. 25 - Sept. 21, 2014

**Exam #2 (40 points):** available Sept. 22 - Oct. 12, 2014

**Exam #3 (40 points):** available Oct. 13 - Nov. 9, 2014

**Exam #4 (40 points):** available Nov. 10 - Dec. 7, 2014

**EXAMS TOTAL: 160 points**

**Group Project (500 points): due by December 8, 2014**

The group project/PR campaign is the culmination of this course and of your overall coursework in the public relations concentration. Your project will be organized into sections that will be detailed on the Discussion Board and in the Content section of our course.

## **TOTAL POSSIBLE SEMESTER POINTS: 1,000 points**

**A** = 900-1,000 points

**B** = 800-899 points

**C** = 700-799 points

**D** = 600-699 points

**F** = 599 and fewer points

### **ASSIGNED READINGS**

Here are the assigned readings from your textbook:

**Chapter 1** – Trust and the Relationship-Building Approach to Communication: Aug. 25-31

**Chapter 2** – Public Information and Persuasive Communication: Sept. 1-7

**Chapter 3** – Communications Research Methods: Sept. 8-14

**Chapter 4** – Using Research for Effective Communications Planning: Sept. 15-21

**Chapter 5** – Setting Goals and Objectives: Sept. 22-28

**Chapter 6** – Key Publics and Message Design: Sept. 29 - Oct. 5

**Chapter 7** – Designing Strategies and Tactics to Send Messages: Oct. 6-19

**Chapter 8** – Calendaring and Budgeting: Oct. 20-26

**Chapter 9** – Implementation and Communications Management: Oct. 27 - Nov. 2

**Chapter 10** – Effective Communications Measurement and Evaluation: Nov. 3-9

**Chapter 11** – Executive Summaries and Business Presentations: Nov. 10-16

**Chapter 12** – Ethics and Professionalism: Nov. 17-30

### **ASSESSMENT**

#### **PROFESSIONAL VALUES AND COMPETENCIES:**

Students will be able to:

- + Demonstrate an understanding of 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.
- + 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:**

The 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 able 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 communication;
- + 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> Web site 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.

#### **CELL PHONES:**

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., 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 the course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that course. How to access your evaluation forms: Log in using your UUID and e-mail 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 me privately to discuss your specific needs. Please contact the Office for Disability Services at (901) 678-2880 in 110 Wilder Tower to coordinate reasonable accommodations for students with documented disabilities.