

**Public Relations Campaigns**

JOUR 4400-501

Spring 2015

Independent Study

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**COURSE REQUIREMENTS****CATALOG 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 Ogdan, J. (Kendall/Hunt Publishing Co., fifth edition). ISBN: 978-0-7575-4887-1

**CLASSROOM FORMAT:**

This class is an independent study and the student will be expected to be in close communication with the professor via email and periodic meetings. The student is expected to log into the course via eCourseware each Monday to review upcoming work and corresponding deadlines. Dropbox will be used to submit assignments. Assignments should be submitted in PDF format if they are design pieces, and Microsoft Word if they are text pieces such as press releases. Spreadsheets may be submitted in Microsoft Excel format. The student will work in a variety of agency positions in order to produce a PR campaign book for a client.

**COURSE WEB SITE ADDRESS:**

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.
4. In the center column of the page, click on the blue UoM eCourseware link.
5. Down on that page, in the Fall 2014 course list available to you, click on the link for JOUR 4400 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 discussion posts, submitting a book abstract, and a major project. This work must be submitted per instructions; no credit will be given outside of the proper submission guidelines.

**Grading Procedure:**

Your success in this independent study course will depend on your willingness to read the textual material, successfully complete exams, and complete written work and 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 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  
Final 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): Jan. 20-25

Participation #2 (25 points): Jan. 26-Feb. 1

Participation #3 (25 points): Feb. 2-8

Participation #4 (25 points): Feb. 9-15

Participation #5 (25 points): Feb. 16-22

Participation #6 (25 points): Feb. 23-March 1

Participation #7 (25 points): March 2-March 8

Participation #8 (25 points): March 16-22

Participation #9 (25 points): March 23-29

Participation #10 (25 points): March 30-April 5

Participation #11 (25 points): April 6-12

Participation #12 (25 points): April 13-19

**PARTICIPATION TOTAL: 300 points**

### **Individual Abstract on a PR/Marketing Book (40 points): due by April 6, 2015**

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 is available in eCourseware.)

**Exams** (all due by midnight of final date for each exam)

**Exam #1 (40 points):** available Jan. 20-Feb. 15

**Exam #2 (40 points):** available Feb. 16-March 8

**Exam #3 (40 points):** available March 16-April 5

**Exam #4 (40 points):** available April 6-May 1

**EXAMS TOTAL: 160 points**

### **Project (500 points): due by April 29, 2015**

The project/PR campaign is the culmination of this course and of your overall coursework in the public relations concentration.

### **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: Jan. 20-25

**Chapter 2** – Public Information and Persuasive Communication: Jan. 26-Feb. 1

**Chapter 3** – Communications Research Methods: Feb. 2-8

**Chapter 4** – Using Research for Effective Communications Planning: Feb. 9-15

**Chapter 5** – Setting Goals and Objectives: Feb. 16-22

**Chapter 6** – Key Publics and Message Design: Feb. 23-March 1

**Chapter 7** – Designing Strategies and Tactics to Send Messages: March 2-8

**Chapter 9** – Implementation and Communications Management: March 16-22

**Chapter 10** – Effective Communications Measurement and Evaluation: March 23-29

**Chapter 11** – Executive Summaries and Business Presentations: April 6-12

**Chapter 12** – Ethics and Professionalism: April 13-30

## **DEPARTMENT POLICIES**

### **PORTFOLIO REQUIREMENT:**

All Department of Journalism undergraduate students are required to develop and maintain an active portfolio of their work. Students are to begin the portfolio in JOUR 2121 and contribute to it during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentration.

### **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 <http://iam.memphis.edu> 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. Personal student information, such as grades, is restricted to your UM email address.

### **MOBILE PHONES AND LAPTOPS:**

Some classes require a tablet, laptop or a smartphone to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for his/her specific 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. Your instructor will set the policy for his/her specific class. Students with excessive absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. Assignments turned in late will **NOT** be accepted unless arrangements have been made with the instructor.

### **ACADEMIC INTEGRITY:**

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers any fabrication of content and/or sources,

misappropriation and plagiarism of facts or other content, turning in substantially the same assignment for credit in two different courses, receiving any assistance from others for work assigned to be completed on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and/or department chair. Penalties might include grade reductions, failure of the course and/or 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).

### **Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### **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 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.

**DIVERSITY:**

Students are required to respect the differences of others and treat all persons with civility. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Mass communication reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

**WEATHER POLICY:**

Check with local media and the University of Memphis website regarding inclement weather. If the university is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

**AP STYLE AND GRAMMAR:**

All written work should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don't know the style for a particular phrase, look it up or ask your classmates or the instructor.

**FIVE PILLARS FOR JOUR4440**

- *Professionalism:* Students learn the professional standards and strategies of planning a strategic campaign.
- *Writing:* Students write and design a campaign plan book.
- *Multimedia:* Students prepare a multimedia campaign. Students present the campaign to the client and a panel of public relations professionals.
- *Critical Thinking:* Students must demonstrate an understanding of the four-step process in public relations by planning a complete campaign.
- *Media Literacy:* Students are exposed to the vocabulary and tools of the public relations industry. Students conduct research to solve a client's communication problem and apply the gathered information beneficial for strategic campaign planning.

**ASSESSMENT****PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4440:**

- 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 people 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.

**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 JOUR4440:**

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.

*Awareness:*

- Learn about the important role of translating research into the planning of a strategic public relations campaign.

*Understanding:*

- Understand how to plan a complete public relations campaign target toward specific publics for the purpose of solving a client's communication problem.

*Application:*

- Create public relations plan book, using primary and secondary research data, that offers a strategic communication plan for solving the client's communication problem and offers measures of evaluation; present public relations campaign to client and panel of public relations professionals.

### **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.