

**PR Campaigns**  
PBRL 4440-M50  
Fall 2017

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## **COURSE REQUIREMENTS**

### **CATALOG DESCRIPTION**

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

### **PREREQUISITES:**

JRSM 3900, PBRL 4410

### **TEXTBOOK:**

*Strategic Communications Planning for Effective Public Relations and Marketing* by Wilson, L., and Ogden, J. (6th edition, Kendall/Hunt Publishing Co.). ISBN-978- 1-4652-4915-9 (Also available as eBook ISBN 978-1-4652-6863-1)

### **CLASSROOM FORMAT:**

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is essential for you to be an organized, motivated student.

You must have internet access and Microsoft Word to generate a “.doc” or “.docx” extension. All assignments **MUST** be filed in a “.doc” or “.docx” format; type must be double-spaced with indented paragraphs.

### **ACCESSING THE COURSE WEBSITE:**

1. Go to the University of Memphis home page: <http://www.memphis.edu>. **The course page will be available Aug. 28 – Dec. 14.**
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 UofM eCourseware link
6. Down on that page, in the Fall 2017 course list available to you, click on the link for Public Relations Campaigns to enter your course and read the instructions on the welcoming page

## **COURSE REQUIREMENTS:**

Course work will be accomplished every week. Each assignment must be completed by its due date and time (Central Standard Time), which varies by assignment. Check each due time to ensure that you post by the deadline.

If you are not already on Twitter, or if you want to set up a separate professional account for the purposes of this class, you need to set up an account with a bio and a photo and post your “handle” or Twitter user name on the class discussion board. At a minimum, you need to follow me and your classmates. I will also post additional suggestions of accounts for you to follow. If you are new to Twitter or haven’t used it much, start getting into the habit of both posting and browsing your stream a little at least once a day. Write down any questions you may have about using Twitter and we can discuss on the class discussion board.

You will need to get in the habit of checking eCourseware and Twitter at least once a day. I use them both frequently to communicate with the class, and you will use them to communicate with each other.

Class participation is mandatory via the discussion boards. Weekly discussion may include responding to questions, posting assignments or reflections, and/or providing feedback to your classmates. Weekly participation credit is worth 25 points for a total of 300 points of your grade.

Additionally, you will be required to update your online portfolio (must be in WordPress) to showcase your work and continue to build your professional online presence. Specific requirements and details will be provided separately.

## **GRADING**

While a large portion of your grade in this capstone course is from a team project, there are several opportunities throughout the semester for individual points, including assigned activities and assignments, homework, and quizzes.

Written assignments will be graded on the basis of AP style, grammar, spelling and punctuation, as well as content and presentation. When an assignment calls for secondary sources, use APA style for in-text citations and the reference list.

There are 1,300 possible points in this class. At the end of the semester, your class average will be calculated and fractions will be rounded to the nearest whole number. Letter grades will be determined according to the scale below.

Participation	100 points
Personal branding video	50 points
Quizzes (15 points each)	90 points (drop the lowest score)
Team participation / meetings	50 points
<i>(I will host a minimum of 2 virtual team meetings, time, date and format TBD with the team)</i>	
Storify assignment	100 points
Mindfire Challenges	60 points
<i>(complete 4 challenges, 15 points each)</i>	
Twitter chat and reflection	50 points
Final Project Rough Draft	100 points
Final Plan Book / Individual Tactics	250 points
Online portfolio	100 points
Weekly discussion board participation	300 points
<i>(25 points each)</i>	
<b>Total</b>	<b>1,300 points</b>

1267 – 1300 = A+ 1167 – 1199 = B+ 1067 – 1099 = C+ 967 – 999 = D+  
1230 – 1266 = A 1130 – 1166 = B 1030 – 1066 = C 930 – 966 = D  
1200 – 1229 = A- 1100 – 1129 = B- 1000 – 1029 = C- 900 – 929 = D-  
below 900 = F

### QUALITY OF WORK

All work in this course should follow AP Style, including proper spelling, grammar and language. A large part of public relations is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good – and to be yours. What is not yours should be fully cited. In documenting sources, you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>.

I'm willing to read over and provide comments/edits on rough drafts of all work, but require a minimum of 24 hours for turnaround. This should be done via email ([ksmarks@memphis.edu](mailto:ksmarks@memphis.edu)) NOT eCourseware.

### QUESTIONS ABOUT GRADES

If you would like to ask about a grade, please make an appointment to meet with me via email, video or phone conference. If you have a question or problem with a grade, exam question, or in-class assignment, you have 48 hours after the assignment is returned to you to contact me, or the grade stands. Your question or appeal must be stated in writing, citing your position and why you feel the mark is incorrect. The appeal should be sent via email (not eCourseware) within the stated time frame.

Additionally, you are responsible for tracking your grade online and communicating with the me early in the semester if you are concerned about your overall grade. Communicating with the me early and often can help us find ways to improve your understanding and quality of work.

## COURSE SCHEDULE

This is a basic schedule for topics and major assignments over the course of the semester. Although every effort will be made to stick with this schedule, please understand that changes to the schedule may occur. All changes will be announced as soon as they are known.

<b>Week One</b> Aug. 28 – Sept. 1	<b>Course Introduction / Persuasive Communication / Personal Branding</b> Online orientation module Read CH 2 in textbook, pages 21 – 42 Read “Elements of Persuasion” (eCourseware) Read “Enhancing M-A-O” (eCourseware) Personal Branding (Assignment)
<b>Week Two</b> Sept. 4 Sept. 5 – 8	<b>History of Campaigns</b> Labor Day Read “Public Communication Campaigns: The American Experience” (eCourseware) Read “Theorizing Public Relations History” (eCourseware) Online Portfolio (Assignment) <b>Quiz 1</b>
<b>Week Three</b> Sept. 11 – 15	<b>Theory &amp; Principles of Public Communication Campaigns</b> Read “Theory & Principles of Public Communication Campaigns” (eCourseware) Ketchum Mindfire Orientation <b>PERSONAL BRANDING VIDEO DUE</b>
<b>Week Four</b> Sept. 18 – 22	<b>Using Research for Effective Campaign Planning / Setting Goals &amp; Objectives</b> Read CH 4 in textbook, pages 61 – 75 Read CH 5 in textbook, pages 77 – 88 Read “Setting PR Objectives” (eCourseware) Read last semester’s research reports (Assignment) <b>Quiz 2</b>
<b>Week Five</b> Sept. 25 – 29	<b>Understanding Campaign Audiences &amp; Publics</b> Read CH 7 in textbook, pages 111 – 122 <b>DISCUSSION POST</b> <b>ABOUT LAST SEMESTER’S RESEARCH REPORTS DUE</b> <b>Quiz 3</b>
<b>Week Six</b> Oct. 2 – 6	<b>Strategies &amp; Tactics</b> Read CH 8 in textbook, pages 123 – 151 Read “Text for Haiti” (eCourseware) Read CH 9 in the textbook, pages 153 – 167 Read “Twitter as a PR Tool” (eCourseware) Campaign Strategy (Assignment)

<b>Week Seven</b> Oct. 9 – 13	<b>Implementation and Communication Management</b> Read CH 10 in textbook, pages 169 – 180 Read CH 11 in textbook, pages 181 – 190 PR Evaluation (Assignment) <b>Quiz 4</b>
Oct. 14 – 17	<b>CAMPAIGN STRATEGY DUE</b> Fall Break
<b>Week Eight</b> Oct. 18 – 20	<b>Evaluation</b> Read CH 12 in textbook, pages 191 – 201 Read “Evaluating Public Relations” (eCourseware) <b>Quiz 5</b>
	<b>PR EVALUATION DUE</b> <b>MID-TERM PORTFOLIO CHECK-UP</b>
<b>Week Nine</b> Oct. 23 – 27	<b>The Plan Book / Creativity in Campaigns</b> Review plan book examples (eCourseware) Final project (assignment) Read CH 6 in textbook, pages 91 – 108 Read “Creativity in PR” (eCourseware) Message design, slogans & Branding Reading TBD <b>Quiz 6</b>
<b>Week 10</b> Oct. 30 – Nov. 3	<b>Team Meetings</b> Each team will be scheduled a virtual meeting with me, format TBD by the group. IF all team members are local and prefer to meet in person, that can also be arranged. More to follow.
<b>Week 11</b> Nov. 6 – 10	<b>Social Marketing Campaigns</b> Read “Social Marketing: Its Definition and Domain” (eCourseware) Read “MoveU? Assessing a Social Marketing Campaign to Promote Physical Activity” (eCourseware) Read “Campaigns” (eCourseware) Read “What is Social Marketing” (eCourseware) <b>DISCUSSION POST ON SOCIAL MARKETING CAMPAIGNS DUE</b>
<b>Week 12</b> Nov. 13 – 17	<b>Exemplar Campaigns: What Can We Learn from the Best?</b> Reading TBD <b>DISCUSSION POST ON EXEMPLAR CAMPAIGNS DUE</b> <b>ROUGH DRAFT OF PLAN BOOK DUE</b>
<b>Week 13</b> Nov. 20 - 21 Nov. 22 – 26	<b>Work Week</b> Teams review feedback on final plan book rough drafts Thanksgiving

**Week 14**  
Nov. 27 – Dec. 1

**Team Meetings**  
Team meetings with me: final touches & questions  
on draft feedback  
**FINAL PLAN BOOKS DUE**

**Week 15**  
Dec. 4 – 6

**Wrapping up / Peer Evaluations**  
**ONLINE PORTFOLIO DUE (DEC 6)**

#### **FIVE PILLARS FOR PBRL4440**

- *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 PBRL4440:**

- 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 current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world

## **HOW PROFESSIONAL VALUES AND COMPETENCIES WILL BE MET:**

### ***Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically):***

- 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):***

- Apply social science and communication theory to solve problems
- Apply the public relations process—research, planning, implementation 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:**

### *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.

## DEPARTMENT POLICIES

### **PORTFOLIO REQUIREMENT:**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional life, via a common email service, such as Gmail or Yahoo.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files, and Storify pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

### **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.

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

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

**ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism and Strategic Media. 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 because of 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 and Strategic Media 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.

Further, as this is a journalism/mass communication class, students are expected to comply with copyright law, and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

"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.

**DEADLINES:**

Remember there's a reason "DEAD" makes up half the word "deadline." All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

**AP STYLE AND GRAMMAR:**

All written work in this class 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.

**DISABILITY:**

Any student who feels s/he may need an accommodation based on the impact of a disability should contact your instructor 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.

**DIVERSITY:**

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

**WEATHER POLICY:**

Always 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.