

Public Relations Campaigns

PBRL 4440-001

Spring 2018

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

Instructor: Stephanie Madden, Ph.D.

Office: Meeman Journalism Building, Room 312

Office Hours: Mondays & Wednesdays 11 a.m.–2 p.m.; Thursdays 10 a.m.– noon, or by appt.

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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:

JOUR 3400, JOUR 3421, JOUR 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 class will be presented in various formats, including lectures and small team assignments. Students will work in teams to create a public relations plan book for a non-profit organization. There will also be time to meet during class; therefore, class attendance is mandatory. Students are also expected to meet outside of class on a regular basis.

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:

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

Course materials can be found on eCourseware on the MyMemphis portal. Your success in this course will depend on your willingness to read the supplemental learning materials, complete assignments, and participate in class discussions.

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 in-class activities, in-class 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.

Class participation	100 points
Personal branding video	50 points
Quizzes (15 points each)	90 points (drop the lowest score)
Team meetings with Dr. Madden	50 points
Storify Assignment	100 points
Mindfire Challenges (complete 4 challenges – 15 points each)	60 points
Twitter Chat	50 points
Final Project Rough Draft	100 points
Final Plan Book	250 points
Final Presentation	50 points
Online portfolio	100 points
TOTAL	1000 points

Grading will be on a 1000-point system, so the following grades will be given for the following total points at end of the semester:

967 – 1000 = A+	867 – 899 = B+	767 – 799 = C+	667 – 699 = D+
930 – 966 = A	830 – 866 = B	730 – 766 = C	630 – 666 = D
900 – 929 = A-	800 – 829 = B-	700 – 729 = C-	600 – 629 = D-
			below 600 = F

ATTENDANCE: Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for non-attendance or habitual late arrival. 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 death in the family that can be documented (e.g., doctor’s note or copy of the newspaper obituary). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have a 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.

You have **three** excused absences to use at your discretion. After the third absence, 10 points will be deducted from your class participation grade for each additional absence. Use your absences wisely. Attendance is directly correlated with your success in this class.

TENTATIVE COURSE SCHEDULE:

**Please note that this schedule is tentative and subject to change at the instructor's discretion. Readings should be completed prior to the session they will be discussed. Articles and links are available on eCourseware.*

Wed., Jan. 17	Welcome to PR Campaigns! Course outline and expectations	Assignment: Personal Branding Video Due: Dropbox, Jan. 31, 11:30 p.m.
Mon., Jan 22	Persuasive Communication Reading: Ch. 2 in the textbook; "Elements of Persuasion" and "Enhancing M-A-O" (eCourseware).	
Wed., Jan. 24	History of Campaigns Reading: "Public Communication Campaigns: The American Experience"; "Theorizing Public Relations History" (eCourseware)	Quiz 1
Mon., Jan. 29	Theory and Principles of Public Communication Campaigns Reading: "Theory and Principles of Public Communication Campaigns" (eCourseware).	
Wed., Jan. 31	Ketchum Mindfire Orientation	Assignment: Complete 4 Mindfire challenges Due: Dropbox, May 2
Mon., Feb. 5	Using Research for Effective Campaign Planning Reading: Ch. 4 in the textbook	Quiz 2 Discussion post about last semester's research reports (10 points) Due at the beginning of class
Wed., Feb. 7	Setting Goals and Objectives Reading: Ch. 5 in the textbook; "Setting PR Objectives," (eCourseware)	Quiz 3
Mon., Feb.	Understanding Campaign Audiences/Publics	Quiz 4

12	Reading: Ch. 7 in the textbook	
Wed. Feb. 14	Strategies and Tactics Reading: Ch. 8 in the textbook; "Text for Haiti" (eCourseware)	Homework: Campaign Strategy (20 points) Due: Dropbox, Feb. 21, 11:30 pm
Mon., Feb. 19	Strategies and Tactics Reading: Ch. 9 in the textbook; "Twitter as a PR Tool" (eCourseware)	Quiz 5
Wed., Feb. 21	Implementation and Communication Management Reading: Chs. 10 & 11 in the textbook	Homework: Online Portfolio Due: Dropbox, April 25
Mon., Feb. 26	Evaluation Reading: Ch. 12 in the textbook; "Evaluating Public Relations" (pp., 12-27, 164-185) (eCourseware)	Quiz 6 Homework: PR Evaluation Due: Dropbox, Fri., Mar. 2, 11:30 p.m. (20 points)
Wed., Feb. 28	The plan book Review plan book examples (eCourseware) Review final project assignment	Final project: Campaign Plan Book Due: Dropbox, May 3, 1 p.m.
Mon., March 5	No class – Spring Break!	
Wed., March 7	No class – Spring Break!	
Mon., March 12	Storify Campaign Analysis Presentations	
Wed., March 14	Storify Campaign Analysis Presentations	
Mon., March 19	Creativity in Campaigns Reading: Ch. 6 in the textbook; "Creativity in PR" (eCourseware)	Quiz 7 Homework: Creativity Activity (20 points) Due: Mon., March

		26 at 11:30 pm
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Wed., March 21	Message Design, Slogans, and Branding Reading: http://www.webdesignerdepot.com/2009/09/5-tips-on-how-to-write-a-killer-slogan/ http://www.socialmediatoday.com/content/impact-slogans-branding http://www.instituteforpr.org/wp-content/uploads/PR_MessageDesign1.pdf	
Mon., March 26	Mid-Semester Portfolio Meetings	
Wed., March 28	Team Meetings Come to Dr. Madden's office (312 Meeman) at your team's appointed time	
Mon., April 2	Social Marketing Campaigns Reading: Effects of the National Youth Anti-Drug Media Campaign on Youths	Discussion Post: Find Your Favorite Social Marketing Campaign (10 points) Due at the beginning of class
Wed., April 4	Final Project Work Day	Due: Rough draft, Dropbox, Wed., April 4, 11:30 p.m.
Mon., April 9	Feedback , chance to ask questions Final presentation work day Reading: "6 Things You Must Do," and "How to Get a Job after College"	
Wed., April 11	Visual Design and Campaigns	

Mon., April 16	Exemplar Campaigns: What Can We Learn from the Best?	Discussion Post: Have students find exemplar campaign (10 points) Due at the beginning of class
Wed., April 18	Team Meetings Come to Dr. Madden's office (312 Meeman) at your team's appointed time	
Mon., April 23	Transitioning from College to the Work Force Reading: "How to Mentally Prepare," "How to Network," and "Working the Room"	
Wed., April 25	Final Presentation Rehearsal and Work Day	Due: Online Portfolio, Twitter Chat Reflection by 11:30 pm
Wed., May 2	Final presentations Meeman 112 1-3 p.m.	Due: Final plan books Peer Evaluation Mindfire Challenges

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 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 PBRL4440:

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.

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.

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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.