

PR Campaigns

PBRL 4440-M50

Fall 2019

eCourseware/Online

Prof. Kim Marks Malone, APR

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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

Textbooks, Software and Required Materials

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

Other readings will be assigned and posted to eCourseware.

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 or other word processing software that generates a “.doc” or “.docx” extension. All assignments MUST be filed in a “.doc” or “.docx” format; type must be double-spaced with indented paragraphs.

I must be able to open your work and review it using track changes to grade it. Work submitted in a software package not noted as acceptable may result in point deductions

Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Fall 2019 course list available to you, click on the link for PBRL 4440-M50 to enter

your course and read the instructions on the welcoming page

Course Requirements

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

Twitter. If you are not already on Twitter, or if you want to set up a separate professional account for the purposes of this class, be sure that your account includes a bio and a (professional-looking) photo and post your “handle” or Twitter user name on the appropriate class discussion board. At a minimum, you should 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 in the past, start getting in the habit of both posting and browsing your stream at least once a day. Write down any questions you may have about using Twitter and we can discuss on the class discussion board.

Discussion forum. Despite being an online course, students are expected to have active class participation. Participation will be evaluated by your response and activity in eCourseware discussion forums, as well as your participation in the group project. Each week will include one or more group discussions about topics covered in the readings, the PR industry in general, or to generate ideas for your group project(s). Your responses should be well articulated and substantial. Clearly indicate your main idea or point of view and support it with facts, logic and references as appropriate. Simply stating, for example, “Yes,” “No,” “I agree,” or “I don’t think so” is not acceptable will not be considered participation. As a guideline, I recommend your original posts should be at least 150 words and replies to your peers should be at least 100 words. I expect regular participation and active students will demonstrate that by regular posts that meet the requirements and deadlines.

Portfolio. You will be required to update your online portfolio to showcase your work and to continue to build your professional online presence. Specific requirements will be provided separately.

Group project. Students will be divided into small groups for a semester-long project that builds on the client-based research that was completed in PBRL 4410. Each group will be required to develop a PR Campaign Plan Book with all the requisite components. Details will be provided separately.

Quizzes. Quizzes will be given weekly to ensure that you are keeping up with the readings and other assignments. Quizzes must be completed by Sunday night at 11:59 p.m. (CST). Check the course schedule for specific dates. Quizzes are timed and you must complete the quiz in the time allotted. Missed quizzes cannot be made up.

Grading

There are 1,120 possible points in this class. At the end of the semester, your class points will be calculated and rounded up to the nearest whole number. Letter grades will be determined according to the scale below. If additional points are added or subtracted from this possible point total, students will be provided with an updated point to letter grade scale.

Individual Assignments

Personal branding video

50 points

Twitter chat and reflection	100 points
Team meeting (x2 25 points each)	50 points
Individual Tactics in Final Plan Book (x2 25 points each)	50 points
Mid-term portfolio review	50 points
Final portfolio	100 points
Peer evaluation	20 points
Campaign case study	100 points
Discussion posts (x6 15 points each)	90 points
Syllabus quiz	10 points
Quizzes (x10 15 points each)	150 points

Team Assignments

Team discussion posts (x4 20 points each)	80 points
Draft campaign plan book	50 points
Final Plan Book	250 points

Total **1,150 points**

A = 1,058 – 1,150 points, **A-** = 1,035 – 1057 points

B+ = 1,001 – 1,034 points, **B** = 943 – 1,000 points, **B-** = 920 – 942 points

C+ = 886 – 919 points, **C** = 828 – 885 points, **C-** = 805 – 827 points

D = 748 – 804 points

F = 747 and fewer points

Grading Philosophy. A=Professional quality work that could be use with little or no modification; B=Good to excellent work and exceeds requirement, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

Other issues

Contacting me. If you are not local/on campus and can't stop by my office hours, the best and quickest way to contact me is via email (ksmarks@memphis.edu). Do not use the email within eCourseware, use my Memphis.edu email. I will respond to email with 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

Virtual office hours. Online office hours via the chat function in eCourseware will be scheduled once per week. Check the weekly announcements for that week's virtual office hours chat. Chats will occur at different times each week to accommodate student schedules in the distance learning environment.

COURSE SCHEDULE

Week 1, Aug. 26 – Sept. 1: Persuasive Communication

Readings:

- CH1 The Relationship-Building Approach to Communications
- CH2 Public Information & Persuasive Communication (available on eCourseware)
- Elements of Persuasion (eCourseware)
- Enhancing M-A-O (eCourseware)

Assignments:

- Introduction Discussion Post – DUE Sept. 1
- Personal Branding Video – DUE Sept. 22
- Syllabus quiz – DUE Sept. 1
- Quiz 1 – DUE Sept. 1
- Discussion post – DUE Sept. 1
- Post Twitter handle in discussion board – DUE Sept. 1

Week 2, Sept. 3 - 8: Theory & Principles of Campaigns

Readings:

- Public Campaigns: The American Experience (eCourseware)
- Theorizing Public Relations History (eCourseware)
- Theory & Principles of Public Communication Campaigns

Assignments:

- Quiz 2 – DUE Sept. 8
- Discussion post – DUE Sept. 8
- Online Portfolio – DUE Oct. 11 (Mid-Term Check) & Nov. 17 (Final Portfolio)

Week 3, Sept. 9 - 15: Using Research for Effective Campaign Planning | The Campaign Plan Book

Readings: CH4 Using Research for Effective Communications Planning

Assignments:

- Review last semester's research reports (eCourseware) – DUE Sept. 8
- Review campaign plan book examples (eCourseware) – DUE Sept. 8
- Campaign Plan Book – DUE Friday, Nov. 8 (Draft) & Friday, Dec. 6 (Final)
- Quiz 3 – DUE Sept. 15
- Team discussion post – DUE Sept. 15

Week 4, Sept. 16 - 22: Setting Goals & Objectives

Readings:

- CH5 Setting Goals and Objectives
- Setting PR Objectives (eCourseware)
- CH7 Key Publics

Assignments:

- Quiz 4 – DUE Sept. 22
- Team discussion post – DUE Sept. 22
- **DUE – Personal Branding Video**

Week 5, Sept. 23 - 29: Understanding Campaign Audiences & Publics

Readings:

- CH7 Key Publics

Assignments:

- Quiz 5 – DUE Sept. 29
- Discussion post – DUE Sept. 29

Week 6, Sept. 30 – Oct. 6: Strategies & Tactics

Readings:

- CH8 Messages, Strategies & Tactics
- CH9 Using Social Media for Message Delivery
- **Twitter as a PR Tool - UPDATE**

Assignments:

- Quiz 6 – DUE Oct. 6
- Team discussion post – DUE Oct. 6
- Twitter Chat & Reflection – DUE Oct. 27

Week 7, Oct. 7 - 11: Implementation and Communication Management | Schedule Team Meetings

Readings:

- CH10 Calendaring and Budgeting
- CH11 Implementation and Communications Management

Assignments:

- Schedule Team Meeting – Each team will schedule a virtual or in-person meeting with me for Week 8 (after fall break). Attendance is mandatory by all team members.
- Quiz 7 – DUE Oct. 11
- Discussion post – DUE Oct. 11
- **DUE – Mid-Term Portfolio Check-in** (Link Due in Dropbox)

Fall Break, Oct. 12 – 15

Week 8, Oct. Oct. 16 - 20: Evaluation | Team Meeting 1

Readings:

- CH12 Communications Measurement and Evaluation
- Evaluating Public Relations (eCourseware)

Assignments:

- Quiz 8 – DUE Oct. 20
- Team discussion post – DUE Oct. 20

Week 9, Oct. 21 - 27: Creativity in Campaigns

Readings:

- CH7 Creativity and Big Ideas
- Creativity in PR (eCourseware)

Assignments:

- Quiz 9 – DUE Oct. 27
- Discussion post – DUE Oct. 27

Week 10, Oct. 28 – Nov. 3: Work Week

Time to work on group projects and get questions answered

Week 11, Nov. 4 - 10: Draft Plan Book Due | Schedule Team Meetings

Assignments:

- **DUE – Draft Plan Book (Friday, Nov. 8)**
- Schedule Team Meeting – Each team will schedule a virtual or in-person meeting with me for Week 12. Attendance is mandatory by all team members.

Week 12, Nov. 11 - 17: Social Marketing Campaigns | Team Meeting 2

Readings:

- What is Social Marketing? (eCourseware)
- Social Marketing: Its Definition and Domain (eCourseware)
- What is Social Marketing 2 (eCourseware)
- **MoveU: Assessing a Social Marketing Campaign to Promote Physical Activity (eCourseware)**
UPDATE

Assignments:

- Quiz 10 – DUE Nov. 17
- **DUE – Final Portfolio** (Link in Dropbox)

Week 13, Nov. 18 - 24: Work Week

Time to work on group projects and get questions answered

Week 14, Nov. 25 – Nov. 26: Work Week

Time to work on group projects and get questions answered

Thanksgiving Break, Nov. 27 – Dec. 1

Week 15, Dec. 2 - 4: Final Campaign Plan Book Due | Wrapping Up

Assignments:

DUE – Final Campaign Plan Book (Friday, Dec. 6)

ASSESSMENT AND OUTCOMES

Five Pillars in PBRL 4440

- *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.
- *Multimedia:* Students prepare a multimedia campaign. Students present the campaign to the client and a panel of public relations professionals.
- *Professionalism:* Students learn the professional standards and strategies of planning a strategic campaign.
- *Writing:* Students write and design a campaign plan book.

Professional values and competencies for PBRL 4440

- 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 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.

JOURNALISM AND STRATEGIC MEDIA 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 graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they 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 lives, via a common email service, such as Gmail.

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 writing 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

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check

their email daily. They are responsible for complying with any email sent to by professors or others in the University.

Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class 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). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

Academic integrity

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 students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media 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 rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is

solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the 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 must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

Diversity and inclusivity

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. Media 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.

Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk

with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.