

**PR Campaigns**

PBRL 4440/6440-001

Spring 2019

M/W 2:20 – 3:45 p.m., Meeman 112

Instructor: Kim Marks, APR

Office: Meeman Journalism Building, Room 332

Office hours: Monday & Wednesday, 1 -2 p.m.; Tuesday & Thursday, 10 – 11 a.m.;

Other times by appointment

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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)

**MEDIA DIET:**

As you know, the very nature of our profession requires us to stay on top of today's happenings. Our responsibility is to assess their relevance to – and their implications for

– our clients and employers. Knowledge of current events, government, history and media is becoming more and more crucial. While your undergraduate education will provide a strong base of understanding in these areas, your proactive efforts to continue learning about them will greatly benefit your career. Continue to feed your media diet with a good mix of traditional, specialized and Internet news sources.

**CLASSROOM FORMAT:**

The class will include lecture, discussion, in-class activities and group assignments. I prefer to have a very casual and informal environment in which we can learn about public relations through group discussions and applications. We are fortunate this class is small enough that we will have the opportunity to get to know one another. There will be plenty of time in this class to converse with other students in group discussions.

I ask that you not talk during lectures, and please, unless we are using them for a class activity, **turn off all cell phones and put them away during class.** If I see you text-messaging, playing games, or browsing on your phone during class, you may be asked to leave and be given an absence for the day. Please also refrain from checking your email and personal social media accounts during class.

### **DEADLINES:**

Understanding and working with deadlines is a critical part of the public relations process. **No late assignments will be accepted.**

### **QUALITY OF WORK:**

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources, you should use APA formatting (both internal and external). 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 am always willing to help you. Always ask for clarification(s) if you have any questions or doubts: the sooner the better. Email typically is not the best way to connect with me to discuss course material. Email is good for when you have administrative questions, not for when you are having difficulty understanding the course material. Hence, I strongly recommend that you make use of office hours. I look forward to working with you!

### **STUDENT RESOURCES**

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, please 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. If you are comfortable doing so, please also let the instructor know you are experiencing challenges as they may be able to assist you in connecting with campus or community supports.

### **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.

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 in class. One of your assignments this semester is to participate in a Twitter chat and create a Twitter Moment to recap the chat.

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

Your success in this course will depend on your willingness to read the textual and supplemental learning materials, successfully complete assignments, participate in class discussions, and work well with a team of peers.

### **ASSIGNMENTS**

Quizzes (15 points each) 75 points  
(drop the lowest)

#### **Individual Assignments**

Personal branding video 50 points  
Twitter chat and reflection 50 points  
Team meeting (x2 15 points each) 50 points  
Individual Tactics in Final Plan Book (x2 15 points each) 30 points  
Mid-term portfolio review 30 points  
Final portfolio 50 points  
Peer evaluation 50 points  
Wakelet campaign case study & presentation 125 points  
HubSpot Social Media Certification 100 points

#### **Class Participation**

Campaign strategy 20 points  
PR evaluation 20 points  
Update Playback Memphis research 20 points  
Research & campaigns discussion post 20 points  
Exemplar campaign discussion post 20 points  
Strategies & tactics 20 points

#### **Team Assignments**

Draft campaign plan book 50 points  
Final Plan Book 250 points  
Client presentation 50 points

**Total 1,080 points**

Your **final grade** in the course will be calculated as follows:

- A** = 970 – 1,080 points
- B** = 861 – 969 points
- C** = 751 – 860 points
- D** = 642 – 750 points
- F** = 749 and fewer points

### **FOR GRADUATE STUDENTS**

This course is offered at both the undergraduate and graduate levels. Enrolled graduate students are required to do work appropriate for their academic level and must write a white paper about the semester's campaign. Details will be provided separately. The paper will be worth 200 points. Graduate students registered for PBRL 6440 therefore will have a final grade calculation as follows:

- A** = 1,170 – 1,280 points
- B** = 1,061 – 1,169 points
- C** = 951 – 1,060 points
- D** = 842 – 950 points
- F** = 799 and fewer points

### **TENTATIVE CLASS 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.

**Note:** Readings will be discussed on the dates noted. Complete the readings *prior to* class.

#### ***Week One***      ***Welcome to PR Campaigns!***

- |                |   |
|----------------|---|
| <b>Jan. 14</b> | Course outline and expectations<br><b>Assignment:</b> Read last semester's research reports (eCourseware)   |
| <b>Jan. 16</b> | Hub Spot Social Media Certification overview & personal branding<br><b>Assignments:</b> <ul style="list-style-type: none"><li>• Hub Spot Social Media Certification (due Friday, April 26)</li><li>• Personal branding video (due Feb. 6)</li><li>• Portfolio (mid-term review due <u>Feb. 27</u>, final due <u>April 22</u> <i>with</i> Portfolio Submission Form)</li></ul> |

**Week Two*****Persuasive Communication*****Quiz 1 available ends 11:59 p.m. Jan. 25****Jan. 21****No class – MLK Day****Jan. 23****Read:**

- Ch. 2 in textbook, pgs. 21-42 (available on eCourseware)
- “Elements of Persuasion” (eCourseware)
- Read “Enhancing M-A-O” (eCourseware)

**Week Three*****Theory & Principles of Public Communication Campaigns*****Jan. 28****Read:**

- “Theory & Principles of Public Communication Campaigns” (eCourseware)
- “Public Communication Campaigns: The American Experience” (eCourseware)

**In-class activity:** Update Playback Memphis research – discussion post (due Tuesday, Jan. 29)**Jan. 29 (Tuesday)****DUE: Update Playback Memphis research discussion post****Jan. 30****Client visit – Jeff Hulett (3 p.m.)***We will discussion updated research before Jeff arrives.***Week Four*****Research & Action Planning*****Feb. 4*****Using Research for Effective Campaign Planning*****Read:** Ch. 4 in textbook, pgs. 61-75 (available on eCourseware)**Feb. 6*****Setting Goals & Objectives*****Read:**Ch. 5 in textbook, pgs. 77-88 (available on eCourseware)  
“Setting PR Objectives” (eCourseware)**DUE: Personal branding video****Week Five*****Action Planning*****Quiz 3 available ends 11:59 p.m. Feb. 15****Feb. 11*****Understanding Campaign Audiences/Publics*****Read:** CH 7 in textbook, pages 111 – 122

Feb. 13

***Strategies & Tactics***

**Read:**

- CH 8 in textbook, pages 123 – 151 (available on eCourseware)
- “Text for Haiti” (eCourseware)
- “Twitter as a PR Tool” (eCourseware)

**Assignment:** Twitter chat & reflection (due Friday, March 15)

**In-class activity:** Strategies & tactics – discussion post (due Feb. 18)

***Week Six***

***Action Planning***

Feb. 18

***Strategies & Tactics***

**Read:** CH 9 in the textbook, pages 153 – 167 (available on eCourseware)

**Assignment:** Wakelet PR Case Study (due as link in Dropbox day of presentation. Presentations will be March 11 & 13)

**DUE:** Strategies & tactics discussion post

Feb. 20

***Implementations & Communication Management***

**Read:**

- CH 10 in textbook, pages 169 – 180 (available on eCourseware)
- CH 11 in textbook, pages 181 – 190 (available on eCourseware)

**In-class activity:** Campaign strategy (due in Dropbox Friday, Feb. 22)

Feb. 22 (Friday)

**DUE: Campaign strategy (in Dropbox)**

***Week Seven***

***Evaluation***

**Quiz 4 available ends 11:59 p.m. March 1**

Feb. 25

**Evaluation**

**Read:**

- CH 12 in textbook, pages 191 – 201 (available on eCourseware)
- “Evaluating Public Relations” (eCourseware)

**In-class activity:** PR evaluation – discussion post (due Feb. 27)

Feb. 27

**The plan book**

Review plan book examples (eCourseware)

**Assignment:** Campaign Plan Book (draft due April 3; final due April 17, presentation due April 17)

**DUE: Mid-term portfolio link (in Dropbox)**

**DUE: PR evaluation discussion post**

***Week Eight***

***Spring Break! No Classes***

**Week Nine** **Wakelet PR Case Study Presentations**  
Quiz 5 available ends 11:59 p.m. March 15

March 11 Presentations

March 13 Presentations

March 15 (Friday) **DUE: Twitter Chat & Reflection as discussion post + link to Twitter Moment**

**Week 10** **Creativity in Campaigns**

March 18 **Creativity in PR**  
**Read:**  
CH 6 in textbook, pages 91 – 108 (available on eCourseware)  
“Creativity in PR” (eCourseware)

March 20 **Messages Design, Slogans & Branding**  
**Read:** TBD (eCourseware)

**Week 11** **Work Week / Team Meetings**  
Quiz 6 available ends 11:59 p.m. March 29

March 25 Team #1 – 2:20 p.m. Rm. 112  
Team #2 – 2:50 p.m. Rm. 112  
Team #3 – 3:20 p.m. Rm. 112

March 27 **Work Day**

**Week 12** **Work Week / Draft Campaign Plan Book Due**

April 1 **Work Day**

April 3 **Work Day**  
**DUE: Draft Campaign Plan Book**

**Week 13** **Campaigns**

April 8 **Social Marketing Campaigns**  
**Read:**

- “Social Marketing: Its Definition and Domain” (eCourseware)
- Read “MoveU? Assessing a Social Marketing Campaign to Promote Physical Activity” (eCourseware)
- “Campaigns” (eCourseware)
- “What is Social Marketing” (eCourseware)

**April 10**                    **Exemplar Campaign: What can we learn from the best?**  
**Assignments:** Peer evaluation (due Friday, April 19)  
**In-class activity:** Exemplar campaigns – discussion post (due Friday, April 12)

**April 12 (Friday)**        **DUE: Exemplar campaigns discussion post**

**Week 14**                    ***Final Campaign Plan Book Due***

**April 15**                    **Final Campaign Plan Book Qs & As**  
Team #1 – 2:20 p.m. Rm. 112  
Team #2 – 2:50 p.m. Rm. 112  
Team #3 – 3:20 p.m. Rm. 112

**April 17**                    **Work Day**  
**DUE: Final Campaign Plan Book**  
**DUE: Presentation**

**April 19 (Friday)**        **DUE: Peer Evaluation**

**Week 15**                    ***Wrap Up***

**April 22**                    Presentation rehearsal  
**DUE: final portfolio as link in Dropbox + Portfolio Submission Form**

**April 24**                    **Client presentation**

**April 26 (Friday)**        **DUE: Hub Spot Social Media Certification**



### **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 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.

**MOBILE PHONES AND LAPTOPS:**

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 the Department of 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.

**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/mass 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 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:**

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:**

Students who need an accommodation based on the impact of a disability should 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. 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:**

Students 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.