

## PR Campaigns

PBRL 4440-501

Spring 2020

MW 9:10-10:35 a.m., Varnell-Jones 320

### Prof. Tori Cliff

**Office:** 302 Varnell-Jones Hall

**Office Hours:** TR 12:50-2:50 p.m. and 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

### Textbooks, Software and Required Materials

*Strategic Communications Planning for Effective Public Relations and Marketing (6<sup>th</sup> 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

The class will be presented in lecture and discussion format. It is a hybrid class, meaning work will be accomplished inside the classroom in a traditional format, and outside the classroom using various digital platforms.

There will be time to complete group work during the class period, but students are expected to meet with their team outside of class a minimum of once per week for a minimum of 10 weeks to work on campaign materials. Teams will complete a report following each meeting and submit them to the Dropbox each week by Sunday at 11:59 p.m.

### Course Requirements

The basic requirements for this course include these elements:

1. Complete assigned readings each week;
2. Check campus email each weekday morning by 8 a.m.;
3. Arrive to each class punctually and prepared;

4. Submit high-quality work on assignments, activities, quizzes or projects on deadline;
5. Meet weekly with team and submit meeting reports by Sunday at 11:59 p.m.;
6. Turn in work that reflects logical, creative, well-informed, critical thinking skills;
6. Be respectful of classmates and professor at all times;
7. Participate in meaningful class discussion;
8. Submit a polished portfolio that meets department criteria;
9. Deliver a professional and appropriate solution to the client via plan book and presentation;
10. Display a synthesis of all that you have learned in your major studies.

**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.

**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 periodically to ensure that you are keeping up with the readings and other assignments. 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.

This class is a combination of lecture, discussion, independent and group work designed to encourage students to synthesize the culmination of their learning about public relations.

### **Deadlines**

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

Make certain to look at your tentative schedule by week to see specific deadlines. Some assignments will be due in the appropriate Dropbox by end of day at 11:59 p.m., but others will be due prior to a class session. On some occasions, assignments will be due by the end of a class period. Quizzes will always be due by 11:59 p.m. on the day they are listed as homework unless otherwise specified.

### **Attendance**

Attendance is mandatory. Students who enter the classroom late are required to sit in the closest seat available near the front of the class by the door to minimize distraction. If a student is late more than four times, the professor may ask the student not to enter the classroom on any future days that they are late.

Students who miss more than three classes are subject to drop one letter grade per absence at the discretion of the professor. Students with more than two tardies are subject to have their final grade reduced by one percentage point per additional tardy.

#### **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.
5. In the center column of the page, click on the blue UoM eCourseware link.
6. Down on that page, in the Spring 2020 course list available to you, click on the link for PBRL 4400-501 to enter your course and read the instructions on the welcoming page.

NOTE: We will NOT use the internal eCourseware email system on the course web page. Use your regular UM email located inside MyMemphis and correspond with the professor at her regular UM address noted at the top of this syllabus.

#### **GRADING:**

Course work will be accomplished every week. Quizzes will cover the material from the text, material included in eCourseware, and any additional material covered in class. Your grade will come from the following: discussion, assignments, activities, quizzes, campaign materials, student portfolio via personal website, group work, presentations and a formal plan book.

All assignments submitted will be considered final. There will be no re-submission of assignments to increase the grade earned. The only exception will be when the instructor explicitly names the assignment rough draft.

Ask your professor if you are unclear about an assignment’s requirements. It is your responsibility to ensure clarification of instructions.

All work submitted must reflect critical thinking and thorough knowledge of the material. 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.

Grading will be weighted as such:

Quizzes: 25

Portfolio: 10

Discussion/Exercises/Quizzes/Activities: 20

Campaign Materials/Group Participation/Presentation: 45’

**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

**Communication:** We will use a Slack workspace with multiple channels during this class. You are encouraged to share things there and ask questions that aren't super urgent. Email is a great way to get in touch with me if you are contacting me for an individual issue, nothing that the group would benefit from being privy to. We will also use Marco Polo to send group and individual videos to one another. We'll share Google Drive files, via Slack and email (torimcliff@gmail.com). We'll also use Twitter with the hashtag #PBRL4440UML. You can come by during office hours and ask questions before or after class. If you have an emergency, text or call me at 731.803.2345. Do not use the email within eCourseware, use my Memphis.edu email (tmcliff@memphis.edu). I will respond to email with 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

## COURSE SCHEDULE

### *Week 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)

### *Week 2: 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
- Online Portfolio – Initial Review: March 2 & April 15 (Final Portfolio Review)

### *Week 3: 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)
- Review campaign plan book examples (eCourseware)
- Begin working on Campaign Plan Book
- Quiz 3

### *Week 4: Setting Goals & Objectives*

Readings:

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

Assignments:

- Quiz 4

#### *Week 5: Understanding Campaign Audiences & Publics*

Readings:

- CH7 Key Publics

Assignments:

- Quiz 5

#### *Week 6: Strategies & Tactics*

Readings:

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

Assignments:

- Quiz 6
- Twitter Chat & Reflection

#### *Week 7: Implementation and Communication Management | Schedule Team Meetings*

Readings:

- CH10 Calendaring and Budgeting
- CH11 Implementation and Communications Management

Assignments:

- Quiz 7 – DUE Oct. 11
- **DUE – Mid-Term Portfolio Check-in** (Link Due in Dropbox) March 2 NLT 11:59 p.m.

#### *Week 8, Spring Break: March 9-15*

#### *Week 9: Creativity in Campaigns*

Readings:

- CH12 Communications Measurement and Evaluation
- Evaluating Public Relations (eCourseware)
- CH7 Creativity and Big Ideas
- Creativity in PR (eCourseware)

Assignments:

- Quiz 9

#### *Week 10: Work Week*

Time to work on group projects and get questions answered

#### *Week 11: Draft Plan Book Due | Schedule Team Meetings*

Assignments:

- **DUE – Draft Plan Book**
- Schedule Team Meeting. Attendance is mandatory by all team members.

#### *Week 12: Social Marketing Campaigns*

Readings:

- What is Social Marketing? (eCourseware)
- Social Marketing: Its Definition and Domain (eCourseware)
- What is Social Marketing 2 (eCourseware)

Assignments:

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

*Week 13: Work Week*

Time to work on group projects and get questions answered

*Week 14: Work Week*

Time to work on group projects and get questions answered

*Week 15, Dec. 2 - 4: Final Campaign Plan Book Due | Client Presentation*

Assignments:

**DUE – Final Campaign Plan Book**

## 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.