

Event Planning for Public Relations

PBRL 4301/6301-M90

Fall 2023

Online/UofM Global

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COURSE REQUIREMENTS

Catalog description

Development, execution and evaluation of events that support strategic communication practices; emphasis on advertising and public relations tactics for non-profit, for profit and community-based initiatives and organizations.

Prerequisites

60 hours of completed coursework

Textbooks, Software and Required Materials

Bell, M. L. M. (2015). *Event planning: Communicating theory and practice* (2nd ed.). Kendall Hunt.

Classroom format

This is an asynchronous online class. We will not meet for class, but there are several ways to contact me if you need me. Numerous learning tools will be used, such as mini-video lecture, textbook and articles, slide decks, audio feedback, discussion board interaction, and independent and (perhaps) group work, all designed to encourage students to synthesize the culmination of their learning about public relations. Work will be accomplished using various digital platforms.

Accessing the course website

1. Go to the University of Memphis home page: <https://www.memphis.edu>
2. Click on Canvas from menu located at bottom left of homepage
3. Log in using your University of Memphis username and password.
4. Click on the link for PBRL 4301/6301 to enter our course

Course Requirements

This course will require access to technology, diligence in engaging each week's content, organization, communication and time management. I recommend adding reminders for all deadlines in the class on your tech device and turning notifications on in Canvas. You should log into the course in Canvas a minimum of twice weekly to stay up to date on news and to engage the content appropriately.

The overall requirements for this course include these elements:

1. Complete assigned readings each week;
2. Log in to the class a minimum of twice weekly to engage content and stay up-to-date;
3. Check campus email each weekday morning by 9 a.m.;
4. Complete all work on or before deadline and with excellence;
5. Do well on class exams;
6. Be respectful of classmates and professor at all times; and
7. Communicate with the professor about any questions or concerns as they arise.

Event attendance requirements include:

PBRL 4301:

1. Attend a minimum of five campus, community, or virtual events and complete corresponding assignment

PBRL 6301 or honors contract students:

1. Attend a minimum of five campus, community, or virtual events and complete corresponding assignments
2. Assist in planning a minimum of one campus, virtual or community event and complete corresponding assignment

Note: There are due dates for the Event Attendance Assignments, however, as long as you turn them in on or before each deadline, and the event occurred during this semester, you can submit them as it works best for you. For example, perhaps the second week of classes you have a chance to attend 3 events, feel free to complete the corresponding 3 Event Attendance Assignments and turn in all three at that time. It is fine if you are early, just not if you are late. For the community event requirements, if a student is attending a virtual event or traveling, then it can be from any community of interest globally, just include that information on the assignment sheet.

Other Issues:

Deadlines. Meeting deadlines is essential for media professionals. Please make every effort to submit work on or before the deadline. The work week will begin on Mondays and end on Sundays at 11:59 p.m. Central Time. All deadlines are Sundays NLT 11:59 p.m. the week that they are due unless otherwise indicated. One exception is in our final week of the semester. All work will conclude NLT 11:59 p.m. on the last day of classes, which is Wed. Dec 6. There is no final exam in this course. In the event you anticipate a conflict, email me (tmcliff@memphis.edu) to discuss it. While this class does require event attendance and event planning, students are empowered to decide whether they will attend and/or plan virtual or in-person events. Your health and safety should never be compromised to complete an assignment.

ChatGPT. You are permitted to use ChatGPT and other AI tools to assist you in gathering information, writing drafts, and revising your writing in this course. However, you are expected to include a disclosure statement at the end of your assignment describing which AI tool you used and how you used it. For example, "*ChatGPT was used to draft about 30% of this assignment and to provide revision assistance. AI-produced content was edited for accuracy and style.*" Be prepared to submit any prompts you used for assistance with your assignment as well as the original ChatGPT output and to be able to explain/show how you fact-checked and improved upon the AI's work.

If you become ill, or are in quarantine, without access to complete your work, please communicate with me right away to see if we can make suitable accommodations, like extending deadlines a bit, considering a withdrawal or drop from the class, or issuing an incomplete for your class grade as opposed to an F.

Communication. Students should reach out to the professor via email (tmcliff@memphis.edu) if they are experiencing trouble or have questions. Do not wait and let things snowball. I will make every effort to respond with 48-hours during the work week. If a message is sent over the weekend, additional response time may be required.

Discussion Board. Aside from your introduction discussion post, posts will not be required. However, there will be a specific discussion board for student use that is called The Coffee Shop. Feel free to communicate with classmates. This is not a requirement and will not be monitored by the professor, but it may be a helpful resource.

Quizzes. Quizzes will typically be given each time 3-4 chapters of material has been covered. The quizzes are multiple choice, true/false, and choose all that apply. Students are to take the quizzes on their own but are permitted to glance back at notes or the textbook for quick reminders. Everyone draws a blank sometimes. The quizzes are timed, so it is important to study the materials thoroughly and go into the quiz prepared or you will run out of time. The quizzes are set up to cut off at the allotted time and not allow for any additional questions to earn points. The system will grade what you completed in the time frame provided. Students will have two attempts at quizzes and the highest grade will be recorded in the gradebook.

Grading

Assignments/Exercises/Activities/Discussion = 70%

Quizzes/Exams/Knowledge Checks = 30%

A= 90-100

B = 80-89

C = 70-79

D = 60-69

F = 0-59

COURSE SCHEDULE

Week 1, Aug. 28-Sept. 3, Welcome!

Review the syllabus and course format, get the textbook

Readings: Ch. 1

Assignments: Complete any other materials in week 1 content in Canvas

Week 2, Sept. 4-10, Chapter 1

This chapter covers communication.

Readings: Ch. 2

Assignments: Complete any materials outlined in week 2 content in Canvas

Week 3, Sept. 11-17, Chapter 2

This chapter is about listening.

Readings: Ch. 3

Assignments: Complete any materials outlined in week 3 content in Canvas

Week 4, Sept. 18-24, Chapter 3

This week is about non-verbal communication.

Readings: Ch. 4

Assignments: Attend Event 1 and complete Event 1 assignment recording what you learned (Submit in Canvas NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 4 content in Canvas

Week 5, Sept. 25-Oct. 1, Chapter 4 and Quiz 1 (ch. 1-4)

This week is about interpersonal relationships.

Readings: Ch. 5

Assignments: Quiz 1 and complete any other materials outlined in week 5 content in Canvas

Week 6, Oct. 2-8, Chapter 5

This week is about necessary event planning skills.

Readings: Ch. 6

Assignments: Attend Event 2 and complete Event 2 assignment recording what you learned (Submit in Canvas NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 6 content in Canvas

Week 7, Oct. 9-15, Chapter 6 (Fall Break Oct. 14-17)

This week is about creativity.

Readings: Ch. 7

Assignments: Complete any materials outlined in week 7 content in Canvas

Week 8, Oct. 16-22, Chapter 7 (Fall Break Oct. 14-17)

This week is about creativity.

Readings:

Assignments: Attend Event 3 and complete Event 3 assignment recording what you learned (Submit in Canvas NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 8 content in Canvas. Study for next week's Quiz 2.

Week 9, Oct. 23-29, Chapter 7 and Quiz 2 (ch. 5-7)

This week is about management of human resources.

Readings: Ch. 8

Assignments: Complete any other materials outlined in week 9 content in Canvas

Week 10, Oct. 30-Nov. 5, Chapter 8

This week is about budgeting and finance.

Readings: Ch. 9

Assignments: Complete any other materials outlined in week 10 content in Canvas

Week 11, Nov. 6-12, Chapter 9

This week is about ethics, negotiation and contracts.

Readings: Ch. 10

Assignments: Attend Event 4 and complete Event 4 assignment recording what you learned (Submit in Canvas NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 11 content in Canvas

Week 12, Nov. 13-19, Chapter 10, Quiz 3 (ch. 8-10)

This week is about staging.

Readings: Ch. 11

Assignments: Quiz 3 and complete any other materials outlined in week 12 content in Canvas

Week 13, Nov. 20-26, Chapter 11 (Thanksgiving Break Nov. 22-26)

This week is about the process from scripting to reflecting.

Readings: Ch. 12

Assignments: Complete any other materials outlined in week 13 content in Canvas

Week 14, Nov. 27-Dec. 3, Chapter 12

This week is about conflict and crisis.

Readings: Ch. 13

Assignments: Attend Event 5 and complete Event 5 assignment recording what you learned (Submit in Canvas NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 14 content in Canvas

Week 15, Dec. 4-6, Chapter 13 and Quiz 4 (ch. 11-13) Graduate Student Event Planning Assignment Due (PBRL 6301)

This week is about integrated marketing.

Readings: Review for last quiz

Assignments: Complete Quiz 4 (ch. 11, 12, 13) NLT 11:59 p.m. Wednesday, Dec. 6. Graduate students must submit Graduate Student Event Planning Assignment on the last day of class, Wednesday, Dec. 6 NLT 11:59 p.m.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in PBRL 4301

- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.

- Present images and information effectively and creatively, using appropriate tools and technologies.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.
- Effectively and correctly apply basic numerical and statistical concepts.
- 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.

How professional values and competencies will be met

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

- Provide a conceptual overview and a systematic study of event planning, management, marketing, logistics, risk assessment and practical applications.
- Understand the importance of considering diversity, accessibility, and inclusiveness when planning events.
- Interpret and apply principles of leadership and event management to the special needs of event organizations.
- Foster professionalism in event management, covering the knowledge base, theory, methodologies and ethics.

Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)

- Select and apply appropriate research and project management tools in support of event planning.
- Evaluate and critique events.
- Plan and execute a special event.
- Identify appropriate marketing strategies for different events.
- Work effectively in a group.
- Communicate the evaluation of special event in a final report/presentation.

How assessment of student learning will be met

Awareness

- Learn about the important role of event planning in public relations.

Understanding

- Understand leadership management and the role event planning plays in public relations practice.
- Learn the basics of event finance and budget management.
- Recognize some of the different types of events and the variety of needs that come with each type.
- Appreciate that event attendees want to have an experience at an event, and understand appropriate ways to provide this based on type of event.
- Study effective promotion of events.

Application

- Attend and evaluate campus and community events submitting an assessment assignment for each event.
- Network with professionals in public relations and greater community.
- Improve written and oral communication skills through written briefs, assessments, and presentations or reports.
- Complete project researching, planning, promoting, executing and evaluating a special event.
- Gain experience creating effective event/organization goals and timelines.
- Learn about personal leadership style and determine areas of potential growth.
- Enhance leadership and organizational skills within an event management role.
- Develop a presentation or report about the special event project that describes the experiential learning that took place during the process.

JOURNALISM AND STRATEGIC MEDIA POLICIES

Portfolio requirement

As an undergraduate student in the Department of Journalism and Strategic Media, you are required to develop and maintain an active portfolio of your work. Portfolios begin in JRSM 3900/3905. The portfolio should contain samples of coursework and/or professional experiences and should develop as you build skills. Portfolios will undergo a final, external review while you are enrolled in your capstone course.

You may use any type of web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system, but you are encouraged to use WordPress, Wix, or Squarespace. It is also encouraged to purchase a URL if you plan to use the portfolio long term. You must keep the portfolio active for six months following graduation from the University of Memphis.

You should have a professional email address you plan to use throughout your professional life, 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
- Professional social media links (minimum LinkedIn)

You may wish to include a blog, video reels, photograph galleries, presentations, design PDFs, audio files or writing pieces as examples of professional work. The professional work should ultimately be tailored to the career you seek after graduation. Your portfolio should show a unique blend of work.

Email

You must have your UofM email account activated. If you are using another provider, such as Google, you are required to have all UofM emails forwarded to that account. Go to the [account management website](#) for information about implementing email forwarding. You are required to check your email daily.

Electronic devices

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

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

Attendance

Class attendance is mandatory in Journalism & Strategic Media. You may be assigned a failing grade for the semester for nonattendance or habitual tardiness.

Course repetition

Majors and minors who fail to earn the minimum passing grade (C-) in a class required by your program of study in Journalism & Strategic Media after three attempts will be dropped from the program.

You 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. Substantially reworking the original submission, or working with the same general idea, may be permissible upon discussion and with written approval from the professor of the current course.

Academic integrity

The University of Memphis expects all students to behave honestly and follow the policies stated in the Student Code of Rights and Responsibilities. If you need more information about the University policy on academic integrity visit the [Office of Student Accountability's website](#).

In addition to University-wide policies, the Department of Journalism & Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or receiving any assistance from others for work assigned to be done on your own, as acts of cheating and 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, you are expected to comply with copyright and intellectual property laws 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 and to evaluate proper use and assignment of sources. All creative work may be checked for policy adherence by the professor. The only exception to this policy is your online portfolio and its attendant pieces (for example, the résumé and logo). 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.

Online SETEs

You are encouraged to complete the SETEs evaluation of this course. If completed, once the instructor has posted final grades, you can immediately see that grade. To access evaluation forms, log in to MyMemphis; click the "Student Pages" dropdown menu and select "My Resources" and find the SETE evaluation forms; 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 seriously and use them to improve courses and instructional quality. Your feedback is essential and is appreciated.

Deadlines

All deadlines are firm. Because Journalism & Strategic Media is a professional program, students are expected to understand and comply with deadlines. 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.

You may be permitted to make up missing work if it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented.

AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. You are responsible for learning these rules and checking your work for errors.

Disability and accommodations

If you need an accommodation based on the impact of a disability, contact Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations.

Diversity and inclusivity

The Department of Journalism & Strategic Media values diversity in all its forms. Some of these forms include ability, age, appearance, ethnicity, gender identity, immigration status, language, nationality, race, religion/spirituality, sex, sexuality, socio-economic status, and other personal identities and experiences. As such, students are expected to participate in fostering an inclusive environment that respects the differences of others.

Students are expected to approach their work through a diverse lens. Creating messages that resonate with diverse audiences requires an understanding of a variety of perspectives, which are carried out through multiple platforms, such as digital and traditional media outlets.

The department seeks to foster healthy and positive classroom discussions and experiences. As such, faculty and students are expected to remain respectful and professional at all times.

Weather policy

Always check with local media, the University of Memphis website and the LiveSafe App regarding inclement weather.

Student support

If you are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, visit the Student Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/deanofstudents/crisis/index.php> or contact the Dean of Students Office at 901-678-2187, or in person in Suite 359 in the University Center for assistance. You may also talk with course instructors about the challenges you are experiencing. Instructors may be able to assist in connecting you with campus or community support.