

Campaigns Implementation and Evaluation

STRM 4295/6295-002

Spring 2024

Monday/Wednesday 2:20-3:45pm, Meeman 206

Prof. Taylor Ackerman, MA, APR

She/Her

Office: Meeman 332

Office hours: Monday, 10:30 am - 12:30 pm

Tuesday, 11 am - 12 pm

2:30 pm - 3:30

Thursday, 11am - 12 pm

If you'd like to meet for the office hours listed, please reach out via text (731-225-7656) prior to dropping by so I can make sure I'm in my office. I'm also available via Zoom outside of the listed office hours upon request.

Phone: 731-225-7656 (text only please)

Email: tckerman@memphis.edu

COURSE REQUIREMENTS

Catalog Description

Synthesizes knowledge from all prior major courses and applies it to the development of a strategic communications campaign in a real-world environment

Prerequisites

PBRL 3431

Textbooks, Software and Required Materials

Luttrell, R., & Capizzo, L. (2022). Public relations campaigns: An integrated approach. (2nd ed.). Sage. ISBN: 9781544385587

Other readings will be assigned and posted to Canvas.

Classroom Format & Expectations

Our class will meet in person in room 206 in the Meeman Journalism building twice a week. Attending class in person is imperative and necessary for your success in this class, as is attending team meetings. This class is the capstone of your public relations degree, meaning that you will synthesize the information you have learned previously in your degree and use it to create a final campaign for a client together with a team. The campaign you put together for the client should display logical and creative problem solving skills as well as well-informed public relations counsel. The plan you create will need to be strategic, based in research and appropriate for the client's situation.

Although this class will include lecture, discussion, tests and individual assignments, a large portion of your grade will come from the campaign you create for your client with your teammates. Much of the work you create will be done with your team, and it will be up to your team to determine additional meeting times, division of labor, and expectations. This is a senior level course that requires a strong work ethic and commitment to the project. You will be required to complete projects and work with teammates both during and outside of class time. You should plan on devoting a few hours each week outside of class meetings to completing the work required for this campaign as well as to meet with your team. All classmates should be treated with respect at all times.

Additionally, all work submitted should be high quality and professional, as well as reflect all you have learned throughout your degree. This capstone course determines if you have learned the necessary skills needed to excel professionally in your field. Any work that does not meet professional or industry standards will not result in a passing grade. This is a rigorous course with high professional and academic standards.

Accessing the course website

1. Go to the University of Memphis Canvas login page:
<https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. On the Dashboard, click on the course card for STRM 4295

Course & Campus Resources

Support & Class Concerns: If at any point in the semester you are struggling with the course load, a specific assignment, class expectation or personal situation that is hindering your ability in the course, please reach out to me for a meeting so that we can work to find a solution. I'm happy to help in any way that I'm able, but open communication is key. I believe we can overcome most issues and find potential solutions, but that is only if issues are brought to my attention early on. I'm here to make sure you have everything you need to succeed, and I'm always happy to meet with you. Please don't hesitate to reach out at any point, and remember that the earlier I'm aware of a situation, the more likely we are to be able to get things turned around.

Due to the team-based nature of this class, conflicts are bound to arise. However, just like you would in the real world, you will need to work out potential disagreements or conflicts within your team. While I am here to provide advice or in certain situations, mediate difficult conversations, there is a system in place for team issues that will need to be followed in all situations. Specific procedures will be provided on Canvas to apply to such situations.

Due to the capstone nature of this course, course requirements are set in stone and unable to be changed for individual students. You are taking on a real client who is depending on us to produce specific deliverables and plans. Consider this class your first job in the field. Despite busy schedules, personal opinions or desires, or potential conflicts, the work must get done in order to pass the class.

While there will be regular check-ins, deadlines, and class meetings, there will be several times where it is up to your team to meet and complete the work independently without my direction or supervision. It is up to each member of the team to act responsibly and be dependable. Success will depend on the

strong communication, listening and organizational skills of each teammate.

Meeman Lab Availability: Labs open 9:30-4:30 Monday-Friday. In addition to Meeman, labs are available in the Tech Hub and the Library. In addition, equipment rentals are available on the third floor of the Meeman Journalism building. Check your email for the equipment room schedule.

Resources specific to physical health, wellness and needs:

[Mental health Services](#)

[UofM Student Health Center](#)

[Sexual, domestic, and intimate partner violence resources](#)

[Dr. Rosie Phillips Bingham Student Emergency Fund](#)

[Emergency Food Resources](#), which includes [Tiger Pantry](#)

Academic Services:

[Writing Center](#)

[Tutoring](#)

Communities & Inclusion:

[Multicultural Affairs](#)

[LGBTQ+](#)

Policies and Procedures

Quality of Work

All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of public relations is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. While in some circumstances you will be quoting results from your primary research, information will need to be properly quoted. In documenting sources, you must use APA formatting. 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>

Repetition of Courses and Coursework

You may not use or submit work from any previous course, even if it is the same course being repeated, to fulfill requirements for assignments in another course. If you 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 and judged against previous submissions. The only exception to this policy is your online portfolio and its attendant pieces (for example, the resume and logo).

Chat GPT / AI

You must obtain permission from the instructor before using ChatGPT or other AI tools to assist with assignments in this course. Once permission is granted, AI may only be used as directed.

Assignment submissions may run through AI detection software. Unauthorized use may result in a failing grade or a request to resubmit an assignment. 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.

Plagiarism policy

First offense: Redo for 50%, plus meet with me

Second offense: Automatic 0, no redo

Third offense: Automatic class fail

Final assignment, regardless of which offense: Automatic 0 on assignment

Late work

Due to the professional nature of this course, late work will not be accepted. Meeting deadlines is essential for media professionals and client work. Any extenuating circumstances should immediately be communicated to the professor to see if other arrangements can be made. Any concerns about expectations or deadlines should be communicated in advance when possible. The decision on rather or not to accept any work past deadline will remain at the sole discretion of the professor.

Grading

Team Capstone Projects	60%
Individual Assignments & Class Participation	25%
Quizzes:	15%

Specific details for each assignment will be given on Canvas. Please don't ever hesitate to reach out to me with questions or concerns.

A+ = 96.5-100%; A = 92.5-96.4%; A- = 89.5-92.4% B+ = 86.5-89.4%; B = 82.5-86.4%; B- = 79.5-82.4% C+ = 76.5-79.4%; C = 72.5-76.4%; C- = 69.5-72.4% D+ = 66.5-69.4%; D = 59.5-66.4% F 0-59.4%

Assignments

Team Capstone Projects: There will be a number of assignments and deliverables created for the client that will be turned as a team. These deliverables will vary in nature but include team rules of conduct, primary research, a campaign plan book and some specific tactics.

Individual Assignments & Participation: Individual assignments will vary in nature and be submitted to check understanding of course concepts and awareness of the project at hand.

Quizzes: There will be four quizzes given through the semester to check your knowledge over course lecture items, the RPIE process, and other key topics from class.

All assignments will be turned in via Canvas. All assignments should be turned in as .DOC or .PDF files unless otherwise noted. Deadlines will often be Sunday nights at 11:59 pm unless otherwise noted.

Other issues

The best and quickest way to contact me is via email (tkerman@memphis.edu) or via text. I will respond to email within 24 – 48 hours. If the email is sent over the weekend or on a school break, the response time may be delayed. I'm happy to meet with you during office hours in my office or via Zoom, or arrange for an alternative time that works for us both. Please do not hesitate to reach out, and please don't let an issue snowball.

The syllabus is subject to change at the discretion of the professor and needs of the class or client. Changes will be communicated in class and on Canvas.

Course Schedule

Week 1, January 16 - 21: Welcome to campaigns!

Readings/Media: Get textbook; check Canvas

Assignments: Survey

Begin studying review materials

Week 2, January 22 - 28: Building teams & review of PR principles

Readings/Media: Canvas Pages, chapters one & two

Assignments: Team contract & expectations

Client meeting preparation

Quiz 1

Week 3, January 29 - February 4: Client meeting & research

Readings/Media: Chapter four

Assignments: Client meeting

Client visit report & reflection

Team focus

Week 4, February 5 - 11: Research

Readings/Media: Chapter five

Assignments: Quiz 2

Rough Draft of Research

Research analysis

Week 5: February 12 - 18: Finalize research plan

Readings/Media: No readings

Assignments: Research instrument

Team check-in

Client audit

Week 6: February 19 - 25: Conduct Research

Readings/Media: Chapter six, check Canvas

Assignments: Research reflection

Week 7: February 26 - March 3: Research Findings & Report

Readings/Media: Check Canvas

Assignments: Create research report

Teammate evaluation 1

Week 8, March 4 - 10: Spring Break! No Class.

Week 9, March 11 - 17: Research Report, Takeaways, Client Info & Presentation

Readings/Media: Chapters 7 & 8

Assignments: Edit research report & focus suggestions

Create client check in report and agenda

Brainstorm of solutions and tactics

Week 10, March 18 - 24: Client Check Ins & Objectives

Readings/Media: Check Canvas

Assignments: Quiz 3

Reflection of client check in & steps to move forward

Begin working on objectives, strategies and tactics

Week 11, March 25 - 31: Create Plan

Readings/Media: Chapters 9 & 10

Assignments: Objective, strategy, tactics

Begin planbook layout

Week 12, April 1 - 7: Plan Book Creation

Readings/Media: Chapter 11

Assignments: Evaluation of objectives

Presentation of objectives and tactics to classmates

Reflection

Appendix list

Week 13, April 8 - 14: Putting It Together & Edits

Readings/Media: Check Canvas

Assignments: Final plan book

Presentation plan

Team evaluation 2

Week 14, April 14 - 21: Finalize Narratives & Cohesive Plan

Readings/Media: Check Canvas

Assignments: Quiz 4

Instructions for moving forward

Week 15: April 22 - 28:

Monday, April 22 will be your presentation day. All teammates must be present and in business casual dress. Presentations should be practiced, polished, and professional.

Readings/Media: No readings

Assignments: Reflection

This schedule will change as needed to suit course needs. Professor reserves the right to change the syllabus. Any changes will be communicated in class and on Canvas.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in STRM 4295

- Apply the principles and laws of freedom of speech and press, both in a global context and in the United States.
- 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)

- Conceptualize the structure of a campaign.
- Describe and apply the advertising process—research, planning, message development, communication, and evaluation.

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

- Apply the advertising process to solve problems for an identified client(s).
- Apply the terminology, techniques and procedures used in advertising, branding, and communications.
- Develop a campaign, proposal, and “client pitch” that solves an actual advertising problem for an identified client(s).

How assessment of student learning will be met

Awareness

- Recognize the components of an integrated campaign: executive summary, situation analysis, target audience identification, marketing objectives and strategies, communications objectives, strategies and tactics, media, budget and evaluation.

Understanding

- Students understand how the components of an integrated campaign can achieve the client’s goals.

Application

- Create campaign plans book, and produce a “pitch-presentation,” including strategic and creative/tactical recommendations, and present it to a panel of advertising professionals.

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 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.