

**Campaigns Implementation & Evaluation**  
STRM 4295-M90  
Spring 2026

**Tori Martin Cliff, Doctoral Candidate**

Office: virtual via Teams

Office hours: M/W, 11 a.m.-1 p.m. Book an appointment [here](#).

Email: [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)

**COURSE REQUIREMENTS**

**Catalog description**

Synthesizes knowledge from all prior courses and applies to developing a strategic communications campaign in a real-world environment.

**Prerequisites**

STRM 4290

**Textbooks, Software and Required Materials**

- Required: Luttrell, R., & Capizzo, L. (2022). *Public relations campaigns: An integrated approach.* (2<sup>nd</sup> ed.). Sage. ISBN: 9781544385587
- Other readings and supplemental materials will be assigned and posted to Canvas.

This course is delivered online in an asynchronous format. In other words, we have no scheduled meeting time. This can be convenient for you, but it also means that it is essential for you to be an organized, motivated student.

You must have internet access and Microsoft Word or other word processing software that generates a “.doc” or “.docx” extension. All assignments MUST be filed in a “.doc” or “.docx” format unless otherwise indicated; type must be double-spaced with indented paragraphs.

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

**Accessing the course website**

1. Go to the University of Memphis 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 STRM 4295-M50.

## COURSE INTENTIONS & EXPECTATIONS

### **Use of generative artificial intelligence (AI) (i.e., ChatGPT)**

Certain assignments in this course may require you to use ChatGPT for specific purposes and follow specific instructions. For those assignments, you may utilize ChatGPT as directed. For all other assignments, you are not allowed to submit any work that is created, in whole or in part, by ChatGPT or any other AI tool. Assignment submissions may be checked using AI detection software. Unauthorized use of AI tools, such as ChatGPT, may result in a failing grade or a request to resubmit the assignment.

### **Grading**

Much of your grade in this capstone course is based on a project. The class also includes individual assignments, team assignments, and some discussion posts.

Written assignments will be graded based on AP style, grammar, spelling, punctuation, content, and presentation. When an assignment calls for secondary sources, use APA 7<sup>th</sup> edition style for in-text citations and the reference list.

Your success in this course will depend on your willingness to read the textual and supplemental learning materials, successfully complete assignments, work diligently with your team to create a campaign, and respond to discussion post prompts.

Your grade in this class will consist of:

- Portfolio – 10%
- Assignments – 40%
- Campaign plan book/deliverables/client presentation – 50%

Your assignments will culminate in developing a PR campaign plan book for an approved client.

**Final grades** are calculated as follows:

A = 90% - 100%; B = 80% - 89.9%; C = 70% - 79.9%; D = 60% - 69.9%; F = Below 60%

### **Grading philosophy**

A = Professional quality work that could be used with little or no modification

B = Good to excellent work and exceeds requirements but would require revision to be used professionally

C = Satisfactory work and adequately meets requirements but would need significant revision

D = Barely satisfies minimum requirements and below average quality

F = Unsatisfactory work and does not meet minimum requirements.

**Contacting me.** The best and quickest way to contact me is via email [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu) ). Do not use the email within Canvas; use my Memphis.edu email. I will try to respond within 1-2 business days. If you have a problem, do not let it snowball. Contact me ASAP.

## ASSESSMENT AND OUTCOMES

### Professional Values and Competencies in STRM 4295

- Apply the principles and laws of freedom of speech and press globally 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, and 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, and think critically)*

- Describe the steps involved in creating a public relations campaign.
- Collect data and interpret research findings, using them as the foundation of the campaign's strategic plan.
- Develop a strategic plan justifying decision-making.

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

- Earn a passing score on periodic tests and/or exams.
- Collect and analyze research findings.
- Collaborate to create and draft a strategic plan that solves a client problem and/or capitalizes on a client opportunity.
- Design campaign collateral.
- Summarize the campaign during a presentation to a client.

**How assessment of student learning will be met**

*Awareness*

- Visualize the strategic planning process.
- Identify the client's key publics.
- Recognize client campaign needs based on interpretation of research findings and information gleaned during communication with client.

*Understanding*

- Explain the strategic plan by drafting a report for initial review by the professor.
- Rewrite the strategic plan, implementing the professor's revision suggestions.

*Application*

- Create campaign collateral for initial review by the professor.
- Revise campaign collateral using the professor's suggestions.
- Structure and revise the final campaign plan report's final version to include creative collateral.
- Prepare for client presentation and handoff of the final report and all deliverables to client and professor.

## JOURNALISM AND STRATEGIC MEDIA POLICIES

**Portfolio requirement**

As an undergraduate student in the Department of Journalism and Strategic Media, you must develop and maintain an active portfolio of your work. Portfolios begin in JRS 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 web hosting for your portfolio, but it must have an independent and professional URL. You may use any content management system but are encouraged to use Wix, WordPress, or SquareSpace. You are also encouraged to purchase a URL if you 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 include a blog, video reels, photograph galleries, presentations, design PDFs, audio files, or writing pieces as examples of professional work. 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 activate your UofM email account. If you use another provider, such as Google, you must forward all UofM emails 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 smartphone. Others do not. Instructors will set the policy for their specific classes.

### AI/Chat GPT

In Journalism & Strategic Media, artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others. Please refer to the 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. For more information about the University's 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. You 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 your ideas' originality and evaluating the 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 a source document in Turnitin.com's restricted access database. It is solely to detect plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or not accepted.

### **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, you must 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 before 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 grammar and punctuation rules. You are responsible for learning these rules and checking your work for errors.

### **Disability and accommodations**

If you need 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. These 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 contribute to 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 understanding various perspectives 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.

## **Weather policy**

Always check with local media and 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 can assist in connecting you with campus or community support.