

Public Relations Campaigns

JOUR 4440-001

Spring 2017

MW 2:20-3:45 p.m.

Meeman Journalism Building Room 112

Instructor: Stephanie Madden, Ph.D.

Office: Meeman 312

Office Hours: Mondays & Wednesdays noon – 2 p.m.; Tuesdays & Thursdays

10:00 a.m. – 12:30 p.m., or by appointment

Phone: 901.678.2852

Email: smadden1@memphis.edu

Twitter: @drsmadden

COURSE REQUIREMENTS

CATALOG DESCRIPTION:

Application of theory, research data, and problem-solving techniques in the development of a comprehensive public relations plan book.

PREREQUISITES:

JOUR 3900, JOUR 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)

CLASSROOM FORMAT:

This class will be presented in various formats, including lectures and small team assignments. Students will work in teams to create a public relations plan book for a non-profit organization. There will also be time to meet during class; therefore, class attendance is mandatory. Students are also expected to meet outside of class on a regular basis.

DEADLINES:

Understanding and working with deadlines is a critical part of the public relations process. Assignments are due on date assigned. **No late assignments will be accepted without a university-excused absence and documentation.**

GRADING:

Course work will be accomplished every week. Each assignment must be completed by its due date and time, which varies by assignment and project.

Course materials can be found on eCourseware on the MyMemphis portal. Your success in this course will depend on your willingness to read the supplemental learning materials, complete assignments, and participate in class discussions.

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 in-class activities, in-class 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.

Class participation	100 points
Personal branding video	50 points
Quizzes (15 points each)	90 points (drop the lowest score)
Team meetings with Dr. Madden (2 total)	50 points
Storify Assignment	100 points
Mindfire Challenges (complete 4 challenges – 15 points each)	60 points
Twitter Chat and Reflection	50 points
Final Project Rough Draft	100 points
Final Plan Book/Individual Tactics	250 points
Final Presentation	50 points
Online portfolio	100 points
TOTAL	
	1000 points

Grading will be on a 1000-point system, so the following grades will be given for the following total points at end of the semester:

967 – 1000 = A+	867 – 899 = B+	767 – 799 = C+	667 – 699 = D+
930 – 966 = A	830 – 866 = B	730 – 766 = C	630 – 666 = D
900 – 929 = A-	800 – 829 = B-	700 – 729 = C-	600 – 629 = D-
			below 600 = F

TENTATIVE COURSE SCHEDULE:

Wed., Jan. 18	Welcome to PR Campaigns! Course outline and expectations	
Mon., Jan 23	Persuasive Communication Reading: Ch. 2 in the textbook; “Elements of Persuasion” and “Enhancing M-A-O” (eCourseware).	
Wed., Jan. 25	History of Campaigns Reading: “Public Communication Campaigns: The American Experience”; “Theorizing Public Relations History” (eCourseware)	Quiz 1
Mon., Jan. 30	Theory and Principles of Public Communication Campaigns Reading: “Theory and Principles of Public Communication Campaigns” (eCourseware).	
Wed., Feb. 1	Ketchum Mindfire Orientation	Due: Personal Branding Video
Mon., Feb. 6	Using Research for Effective Campaign Planning Reading: Ch. 4 in the textbook	Quiz 2 Due: Discussion post about last semester’s research reports
Wed., Feb. 8	Setting Goals and Objectives Reading: Ch. 5 in the textbook; “Setting PR Objectives,” (eCourseware)	
Mon., Feb. 13	Understanding Campaign Audiences/Publics Reading: Ch. 7 in the textbook	Quiz 3
Wed. Feb. 15	Strategies and Tactics Reading: Ch. 8 in the textbook; “Text for Haiti” (eCourseware)	
Mon., Feb. 20	Strategies and Tactics Reading: Ch. 9 in the textbook; “Twitter as a PR	Quiz 4

	Tool" (eCourseware)	
Wed., Feb. 22	Implementation and Communication Management Reading: Chs. 10 & 11 in the textbook	Due: Campaign Strategy
Mon., Feb. 27	Evaluation Reading: Ch. 12 in the textbook; "Evaluating Public Relations" (pp., 12-27, 164-185) (eCourseware)	Quiz 5
Wed., March 1	Storify Campaign Analysis Presentations	Due: PR Evaluation
Mon., March 6	No class	Spring break
Wed., March 8	No class	Spring break
Mon., March 13	The plan book Review plan book examples (eCourseware) Review final project assignment	Final project: Campaign Plan Book Due: Dropbox, May 3, 1 p.m.
Wed., March 15	Creativity in Campaigns Reading: Ch. 6 in the textbook; "Creativity in PR" (eCourseware)	Quiz 6
Mon., March 20	Visual Design and Campaigns Reading: TBD	Due: Creativity activity
Wed., March 22	Message Design, Slogans, and Branding Reading: http://www.webdesignerdepot.com/2009/09/5-tips-on-how-to-write-a-killer-slogan/ http://www.socialmediatoday.com/content/impact-slogans-branding http://www.instituteforpr.org/wp-content/uploads/PR_MessageDesign1.pdf	Quiz 7

Wed., March 27	Mid-Semester Portfolio Meetings	
Wed., March 29	Team Meetings	Come to Dr. Madden's office (312 Meeman) at your team's appointed time
Mon., April 3	Social Marketing Campaigns Reading: "Social Marketing: Its Definition and Domain"; "MoveU? Assessing a Social Marketing Campaign to Promote Physical Activity" (eCourseware); "Campaigns," "What is Social Marketing?"	Due: Discussion post on social marketing campaigns
Wed., April 5	Final Project Work Day	Due: Rough draft, Dropbox, 11:30 p.m.
Mon., April 10	Final Project/Presentation Work Day	
Wed., April 12	TBD	Due: Mindfire Challenges
Mon., April 17	Exemplar Campaigns: What Can We Learn from the Best?	Due: Discussion post on exemplar campaigns
Wed., April 19	Team Meetings	Come to Dr. Madden's office (312 Meeman) at your team's appointed time
Mon., April 24	Transitioning from College to the Work Force Reading: "How to Mentally Prepare," "How to Network," "6 Things You Must Do," and "How to Get a Job after College"	
Wed., April 26	Final Presentation Rehearsal and Work Day	Due: Online Portfolio, Twitter Chat Reflection
Wed., May 3	Final presentations Meeman 112 1-3 p.m.	Due: Final plan books, Dropbox, 11:30 p.m. Peer Evaluation

FIVE PILLARS OF JOUR4410

- *Professionalism*: Students learn the professional standards and strategies of conducting research for public relations practice. Additionally, students understand the ethics involved in conducting human subject research.
- *Writing*: JOUR4410 addresses writing skills related to conducting research, including instrument design and reporting results to the client.
- *Multimedia*: Students prepare a Storify of interview quotes from local professionals regarding research as a step in the public relations process.
- *Critical Thinking*: Students must demonstrate an understanding of the methods used to conduct research in public relations, including surveys, focus groups, interviews and observation.
- *Media Literacy*: JOUR4410 addresses media literacy by exposing students to the vocabulary and tools of the public relations industry. Students learn how to conduct research to solve a client's communication problem, gathering information beneficial for strategic campaign planning.

ASSESSMENT

PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4410:

- 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 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 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):

Students will:

- Describe preliminary and detailed research procedures in the behavioral and communication sciences;
- Describe environmental assessment processes and their use in strategic planning;
- Describe how to organize, moderate, and use information obtained from a focus group;
- Describe how to organize, moderate, and use information obtained from an interview;

- Explain survey techniques, including sampling, interviewing, and instrument construction;
- Describe the tools used to analyze the results of survey research;
- Describe work groups and ways to make them effective.

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

Students will:

- Select and apply appropriate research tools in support of public relations objectives;
- Design and conduct preliminary research using libraries, company records, and computer databases;
- Work effectively in a group;
- Frame research questions;
- Determine levels of significance for compared variables;
- Analyze the results of survey research;
- Communicate the results in a final report/presentation.

HOW ASSESSMENT OF STUDENT LEARNING WILL BE MET FOR JOUR4410:

The class is designed to develop the skills necessary to design and execute public relations research for a client. During the class, students will work both independently and in teams.

Awareness:

- Learn about the important role of research in public relations.

Understanding:

- Understand how to conduct, analyze and present research findings.

Application:

- Conduct public relations research to include: interviewing clients to assess needs; writing research questions; develop strategies for research implementation; client relationship-building to gain input and approval; instrument design; conduct research; use standard methods for documentation; analyze data; draw conclusions based on data; write research report; and present research to client.

PROFESSIONAL VALUES AND COMPETENCIES FOR JOURNALISM PROGRAM:

The Accrediting Council on Education in Journalism and Mass Communication requires that, irrespective of their particular specialization, all graduates should be aware of certain core values and competencies and be to

- Understand and apply the principles and laws of freedom of speech and press, for the country in which the institution that invites ACEJMC is located, as well as receive instruction in and understand the range of systems of freedom of expression around the world, including the right to dissent, to monitor and criticize power, and to assemble and petition for redress of grievances;

- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- 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 peoples 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 tools and technologies appropriate for the communications professions in which they work.

ASSESSMENT OF STUDENT LEARNING FOR JOURNALISM PROGRAM:

The Council seeks to promote student learning and encourages experimentation and innovation.

Assessment is a system of evaluation of student learning at the course or unit level (as opposed to grading at the individual level). Three criteria should guide assessment of student learning:

- *Awareness*: familiarity with specific information, including facts, concepts, theories, laws and regulations, processes and effects.
- *Understanding*: assimilation and comprehension of information, concepts, theories and ideas.
- *Application*: competence in relating and applying skills, information, concepts, theories and ideas to the accomplishment of tasks.

DEPARTMENT 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. Students are to begin the portfolio in JOUR 2121 and contribute to it from every course thereafter. The portfolio should contain samples of the student's work from his/her courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in the capstone course for their majors.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. The department requires students to use WordPress to build their portfolio sites. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but 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 life, via a common email service, such as Gmail or Yahoo.

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 Storify 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:

You must have your UM email account activated. If you are using another provider such as Google, you are required to have your UM email forwarded to that account. Go to the <http://iam.memphis.edu> website to implement forwarding of UM email. You are required to check your email daily. You are responsible for complying with any email sent to you by your professor or the University.

MOBILE PHONES AND LAPTOPS:

Some classes require a tablet, laptop or a smartphone. Others do not. Your instructor will set the policy for her/her specific class.

ATTENDANCE:

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. No late work will be accepted without prior arrangements, which are acceptable to your professor. Students may not be permitted to make up any missing work unless it is for an absence due to 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). This is a professional program for journalists who are expected to understand and comply with deadlines. If you have some problem making it to class on time make arrangements to fix the problem or consider taking another class. You should consider this class your "job" in the educational process and be on time just as you would elsewhere.

CHEATING:

In addition to university-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses, or a student receiving any assistance from others for work assigned to be done on his/her own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. That may include grade reductions or seeking dismissal of the student from the university.

Further, as this is a journalism/mass communication 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:

You are urged to complete the SETEs evaluation of this course. Once your instructor has posted your grade, you can immediately see that grade, provided you completed a teacher evaluation for that class. How to access your evaluation forms: Log in using your UUID and email password; click on the gray “Student” tab; complete an evaluation for each course listed and hit the “Submit” button at the bottom of the form. It will only take a few minutes of your time. We take the evaluations very seriously and use them to improve courses and instructional quality. Your feedback is essential and will be appreciated.

DEADLINES:

Remember there’s a reason “DEAD” makes up half the word “deadline.” All deadlines are firm. This is journalism and strategic media. If you get into trouble, talk to your 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 should follow the AP Stylebook and accepted rules of grammar and punctuation. If you don’t know the style for a particular phrase, look it up or ask your classmates or the instructor.

DISABILITY:

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss your specific needs. Please 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. Mass communications 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.