

**Public Relations Campaigns**

JOUR 4400-501

Fall 2016

Tuesday/Thursday 11:20 a.m.-12:45 p.m.

Varnell-Jones 321

Instructor: Tori M. Cliff

Office: Varnell-Jones 206

Office hours: By appointment

Office: 731.425.1908

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

**COURSE REQUIREMENTS****CATALOG DESCRIPTION:**

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

**PREREQUISITES:**

JOUR 3900, JOUR 4410

**TEXTBOOK:**

*Strategic Communications Planning for Effective Public Relations and Marketing* by Wilson, L., and Ogden, J. (Kendall/Hunt Publishing Co., fifth edition). ISBN: 978-0-7575-4887-1

**CLASSROOM FORMAT:**

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.

**COURSE WEBSITE 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.
4. In the center column of the page, click on the blue UoM eCourseware link.
5. Down on that page, in the Fall 2016 course list available to you, click on the link for JOUR 4400 to enter your course and read the instructions on the welcoming page.

**COURSE REQUIREMENTS:**

Course work will be accomplished every week. Four exams will be part of your final grade. Exams will cover material from the text as well as material covered in class. Other parts of your grade will come from participating in discussion, exercises, activities, campaign materials, student portfolio via personal website, presentations and a formal report.

**GRADING PROCEDURE:**

All work submitted will be considered final. There will be no re-submission of assignments to increase the grade earned.

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.

Grading will be weighted as such:

|  |    |
|--|----|
| Tests:                                   | 25 |
| Portfolio:                               | 10 |
| Discussion/Exercises/Quizzes/Activities: | 25 |
| Campaign Materials and Presentation:     | 45 |

**TENTATIVE COURSE SCHEDULE BY WEEK:**

|              |  |
|--------------|--|
| August 23    | Introduction / Review of Syllabus / <b>Homework:</b> Read Ch. 1                  |
| August 25    | Chapter 1 / <b>Homework:</b> Read Ch. 2  |
| August 30    | Chapter 2 / <b>Homework:</b> Read Ch. 3  |
| September 1  | Agency Group Work  |
| September 6  | <b>Research Brief Due</b> / Discussion: Chapter 3                                |
| September 8  | <b>EXAM 1</b> (ch. 1-3)/ Homework: Read Ch. 4                                    |
| September 13 | Discussion: Chapter 4 / <b>Homework:</b> Read Ch.5                               |
| September 15 | Agency Group Work  |
| September 20 | Discussion: Chapter 5 / <b>Homework:</b> Read Ch. 6                              |
| September 22 | Agency Group Work  |
| September 27 | Discussion: Chapter 6  |
| September 29 | <b>Strategy Brief Due</b> / <b>EXAM 2</b> (ch. 4-6)/ <b>Homework:</b> Read Ch. 7 |
| October 4    | Discussion: Chapter 7 / <b>Homework:</b> Read Ch.8                               |
| October 6    | Agency Group Work  |
| October 11   | <b>NO CLASS: FALL BREAK</b>  |
| October 13   | Discussion: Chapter 8 / <b>Homework:</b> Read Ch. 9                              |
| October 18   | <b>Discussion: Chapter 9 /<br/>Media/Event Plan Due</b>                          |
| October 20   | <b>EXAM 3</b> (ch. 7-9) / <b>Homework:</b> Read Chapter 10                       |
| October 25   | Discussion: Chapter 10 / <b>Homework:</b> Read Chapter 11                        |
| October 27   | Agency Group Work  |
| November 1   | Discussion: Chapter 11   |
| November 3   | Agency Work Day  |

|                                 |  |
|---------------------------------|--|
| November 8                      | Agency Work Day  |
| November 10                     | <b>Creative Collection Due / Homework:</b> Read Chapter 12 |
| November 15                     | Discussion: Chapter 12                                     |
| November 17                     | Agency Group Work  |
| November 22                     | Agency Group Work  |
| November 24                     | <b>NO CLASS: THANKSGIVING</b>                              |
| November 29                     | Campaign Presentations                                     |
| Thursday, Dec. 8 from 8-10 a.m. | <b>FINAL EXAM</b> (ch. 10-12)                              |

### **FIVE PILLARS FOR JOUR4440**

- *Professionalism:* Students learn the professional standards and strategies of planning a strategic campaign.
- *Writing:* Students write and design a campaign plan book.
- *Multimedia:* Students prepare a multimedia campaign. Students present the campaign to the client and a panel of public relations professionals.
- *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.

## ASSESSMENT

### **PROFESSIONAL VALUES AND COMPETENCIES FOR JOUR4440:**

- 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 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:

- 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):**

Students will:

- Apply social science and communication theory to solve problems.
- Apply the public relations process—research, planning, execution 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 FOR JOUR4440:**

The capstone public relations course is designed to develop and test students' abilities to apply their knowledge and skills to solve public relations problems in a group setting. Students will draw upon and apply all of their coursework to succeed.

#### *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.

### **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.