

## **Public Relations Campaigns**

JOUR 4440-001

Spring 2016

MW 2:20-3:45 p.m., Meeman #112

Instructor: Kim Marks, APR

Office: Meeman Journalism Building, Room 314

Office Hours: MW 12 – 2 p.m. or by appointment

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## **COURSE REQUIREMENTS**

### **CATALOG DESCRIPTION:**

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

### **PREREQUISITES:**

JOUR 3400, 3421, 3900, JOUR 4410

### **TEXTBOOK:**

*Strategic Communications Planning for Effective Public Relations and Marketing* by Wilson, L., and Ogdan, 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.**

### **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.

**Grades**

In-class activities	50 points
In-class assignments	40 points
Homework	100 points
Quizzes	100 points (drop the lowest score)
Team meetings with Prof. Marks	60 points
Final project (includes rough draft, presentation rehearsal, final plan book, individual tactics, final presentation)	450 points
Online portfolio	100 points
<b>TOTAL</b>	<b>900 points</b>

**TENTATIVE COURSE SCHEDULE:**

<b>Wed., Jan. 20</b>	<b>Welcome to PR Campaigns!</b> Course outline and expectations	<b>Assignment:</b> Personal Branding Video Due: email to Prof. Marks, Tues., Feb. 3, 11:30 p.m.
<b>Mon., Jan 25</b>	<b>Persuasion</b> <b>Reading:</b> Ch. 2 in the textbook; “Elements of Persuasion” and “Enhancing M-A-O” (eCourseware).	
<b>Wed., Jan. 27</b>	<b>Strategy</b>	<b>Assignment:</b> Campaign Strategy Due: Dropbox, Feb. 2, noon
<b>Mon., Feb. 1</b>	<b>Guest speaker</b> <b>Reading:</b> Ch. 4 in the textbook; “PR Four Step Guide” (eCourseware)	
<b>Wed., Feb. 3</b>	<b>Personal branding videos</b>	<b>Quiz 1</b>
<b>Mon. Feb. 8</b>	<b>Class discussion</b> of last semester’s research reports (posted on eCourseware) <b>Guest speaker</b> <b>Reading:</b> “Setting PR Objectives,” “Evaluating Public Relations” (pp., 12-27, 164-185) (eCourseware)	<b>Assignment:</b> Scavenger Hunt Due: email Storify link to Prof. Marks, Sun., Feb. 15, 11:30 p.m.
<b>Wed., Feb. 10</b>	<b>Evaluation</b>	<b>Homework:</b> PR Evaluation

		Due: Dropbox, Fri., Feb. 12, 11:30 p.m.
<b>Mon., Feb. 15</b>	<b>There's no I in TEAM</b>  <b>Reading:</b> Chs. 9 & 10 in the textbook; "PR campaign planning" (eCourseware)	<b>Homework:</b> Online Portfolio Due: email link to Prof Marks, Fri., April 29, 11:30 p.m.
<b>Wed., Feb. 17</b>	<b>The plan book</b>  Review plan book examples (eCourseware) Review final project assignment	<b>Quiz 2 (online)</b>  <b>Final project:</b> Campaign Plan Book Due: Dropbox, Fri., April 29, 11:30 p.m.
<b>Mon., Feb. 22</b>	<b>No class</b>  <b>Reading:</b> Chs. 5 & 6 in the textbook; <b>and</b> "Evaluating Public Relations" (pp., 81-106) (eCourseware)	Meet together in teams
<b>Wed., Feb. 24</b>	<b>No class</b>	Meet together in teams
<b>Mon., Feb. 29</b>	<b>Meet with Team 1 &amp; 2</b>  <b>Reading:</b> "Evaluating Public Relations" (pp., 139-163); "Twitter as a PR Tool" (eCourseware)	Team 1 – 2:20 p.m. Team 2 – 3 p.m.
<b>Wed., March 2</b>	<b>Meet with Team 3 &amp; 4</b>	Team 3 – 2:20 p.m. Team 4 – 3 p.m.
<b>Mon., March 7</b>	<b>No class</b>	Spring break
<b>Wed., March 9</b>	<b>No class</b>	Spring break
<b>Mon., March 14</b>	<b>Meet with Team 1 &amp; 2</b>  <b>Reading:</b> Student campaign examples – "Concept Campaign," "Toms PR Campaign" (eCourseware)	<b>Quiz 3</b> (online, open 3/14 2 p.m. to 3/18 11:30 p.m.)  Team 1 – 2:20 p.m. Team 2 – 3 p.m.
<b>Wed., March 16</b>	<b>Meet with Team 3 &amp; 4</b>	Team 3 – 2:20 p.m. Team 4 – 3 p.m.
<b>Mon., March 21</b>	<b>Meet with Team 1 &amp; 2</b>  <b>Reading:</b> "It Gets Better Project," <b>and</b> "Managing PR in Real Time" (eCourseware)	Team 1 – 2:20 p.m. Team 2 – 3 p.m.
<b>Wed., March 23</b>	<b>Meet with Team 3 &amp; 4</b>	Team 3 – 2:20 p.m. Team 4 – 3 p.m.

<b>Mon., March 28</b>	<b>Meet with Team 1 &amp; 2</b>  <b>Reading:</b> “Social Media Engagement” and “Coca Cola Case Study” (eCourseware)	Team 1 – 2:20 p.m. Team 2 – 3 p.m.
<b>Wed., March 30</b>	<b>Meet with Team 3 &amp; 4</b>	Come to Dr. Willis’s office (328 Meeman) at your team’s appointed time  Team 3 – 2:20 p.m. Team 4 – 3 p.m.
<b>Mon., April 4</b>	<b>Meet with Team 1 &amp; 2</b>  <b>Reading:</b> “Men’s Warehouse Case Study” and “Pink Politics” (eCourseware)	<b>Quiz 4</b> (online, open 4/4 2 p.m. to 4/8 11:30 p.m.)  Team 1 – 2:20 p.m. Team 2 – 3 p.m.
<b>Wed., April 6</b>	<b>Meet with Team 3 &amp; 4</b>	Due: Rough draft, Dropbox, 11:30 p.m.  Team 3 – 2:20 p.m. Team 4 – 3 p.m.
<b>Mon., April 11</b>	<b>Feedback</b> , chance to ask questions  Final presentation work day  <b>Reading:</b> “6 Things You Must Do,” and “How to Get a Job after College”	
<b>Wed., April 13</b>	<b>Guest speakers</b>	Former student panel
<b>Mon., April 18</b>	<b>Rehearse final presentations – Team 1 &amp; 2</b>  <b>Reading:</b> “10 Tricks,” “How to Use LinkedIn Effectively,” and “New Grads”	Come to 112 Meeman at your team’s designated time, ready to rehearse.  Team 1 – 2:20 p.m. Team 2 – 3:00 p.m.
<b>Wed., April 20</b>	<b>Rehearse final presentations – Team 3 &amp; 4</b>	Come to 112 Meeman at your team’s designated time, ready to rehearse.  Team 3 – 2:20 p.m. Team 4 – 3 p.m.
<b>Mon., April 25</b>	<b>Rehearse final presentations – Team 1 &amp; 2</b>  <b>Reading:</b> “How to Mentally Prepare,” “How to Network,” and “Working the Room”	<b>Quiz 5</b> (online, online 4/25 2 p.m. to 4/29 11:30 p.m.)  Come to 112 Meeman at your team’s designated time, ready to rehearse.

		Team 1 – 2:20 p.m. Team 2 – 3 p.m.
<b>Wed., April 27</b>	<b>Rehearse final presentations – Team 3 &amp; 4</b>	Come to 112 Meeman at your team’s designated time, ready to rehearse.  Team 3 – 2:20 p.m. Team 4 – 3 p.m.
<b>Thurs., April 28</b>	<b>No class</b>	Study day
<b>Fri., April 29</b>		Due: Final plan books, Dropbox, 11:30 p.m.  Peer Evaluation (online, open 4/30 8 a.m. to 5/4 11:30 p.m.)
<b>Wed., May 4</b>	<b>Final presentations</b>	100 Meeman, 1-3 p.m.

## **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 Department of Journalism undergraduate students 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 during every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experience and should develop as the student builds skills. Portfolios will undergo a final review while students are enrolled in the capstone course for their concentrations.

### **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 <http://iam.memphis.edu> 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 to be used during class or to complete class assignments. Others do not allow them. Your instructor will set the policy for her/her specific class.

### **ATTENDANCE:**

Class attendance is mandatory in the Department of Journalism. You may be assigned a failing grade for the semester for nonattendance, or habitual late arrival. Students are permitted three total unexcused absences without penalty. After three absences, the student's final grade will be deducted one letter grade for each absence. After seven unexcused absences, the student will fail the course. Absences for illness and other catastrophic emergencies, such as a death in the family, must be documented (e.g. doctor's note or obituary) to be excused from the total absence count. Students with excessive unexcused absences are encouraged to withdraw from the course prior to the drop deadline.

### **DEADLINES:**

All deadlines are firm. This is journalism and mass communications. Assignments turned in late will NOT be graded. Late work is not accepted unless prior arrangements have been made with the instructor. Students are NOT permitted to make up assignments, quizzes, tests, etc. that occurred during an unexcused absence. Students who will miss class and/or a deadline because of an excused absence are expected to notify the instructor immediately upon knowing the absence will occur; exceptions will be made for reasonable circumstances. Students who are absent during the final exam are not permitted to make up the exam and will earn a grade of 0, which might result in failure of the course.

### **ACADEMIC INTEGRITY:**

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, a student receiving any assistance from others for work assigned to be done on his/her own, and violations of copyright law as acts of academic dishonesty punishable to the degree determined appropriate by the course instructor and department chair. Penalties might include grade reductions or dismissal of the student from the university.

“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)

### **Intellectual property and copyright guidelines**

1. Ideas cannot be copyrighted, but the way they are described can.
2. Anything set down in a tangible form, i.e., written, is by law copyrighted.
3. If, in a paraphrase, your work is “substantially similar” to a copyrighted work, you are guilty of copyright infringement.
4. A citation indicates where you got material. However, that portion you do not show as a direct quote must be “substantially original” to you. In other words, you can’t just paste in something from another’s work, put a citation at the bottom and call it your own. You need a full rewrite in your own words and syntax so the unquoted material is “substantially original” to you.

**Plagiarism: From UM Student Handbook:** The term “plagiarism” includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

### **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.

### **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 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:**

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.

**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.