

PR Campaigns

PBRL 4440-001/6440-001

Spring 2023

M/W 2:20 – 3:45 p.m., Meeman 206

Kim Marks Malone, APR, Fellow PRSA

Office: 334A Meeman Journalism Building

Office hours: M/W 10 – 11 a.m.; 12:30 – 2 p.m.; T 12 – 2 p.m.; other hours online and in-person by appointment

Phone: 619.316.5498 (mobile, text preferred)

Email: ksmarks@memphis.edu

Twitter: @ksmarks

COURSE REQUIREMENTS

Catalog description

Synthesizes all public relations work and puts skills in strategic context. Students will conduct primary research to inform, write and present a PR campaign to a real-world client.

Prerequisites

PBRL 3431

Textbooks, Software and Required Materials

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

Classroom format

The class will include lecture, discussion, in-class activities, and group assignments. I prefer to have a very casual and informal environment in which we can learn about PR through group discussions and applications.

Accessing the course website

1. Go to the University of Memphis online learning home page:
<https://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. On your course dashboard, click on the course card for Spring 2023 Public Relations Campaigns.

COURSE INTENTIONS & EXPECTATIONS

Portfolio requirements

Your portfolio will be submitted at the end of the semester for external review. You will submit a link to your portfolio with a completed [Portfolio Submission Form](#). Details will be provided on Canvas.

Grading

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 assigned activities and assignments, homework, and quizzes.

Written assignments will be graded based on AP style, grammar, spelling, and punctuation, as well as content and presentation. When an assignment calls for secondary sources, use APA 7th 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, participate in class discussions and work well with a team of your peers.

Your grade in this class will consist of:

- Quizzes – 15%
- Individual assignments – 25%
- Team assignments – 40%
- Class participation – 20%

Quizzes will be administered via Canvas and taken outside of class time. Team assignments will culminate in developing and presenting a PR Campaign Plan Book for a real-world client. This semester's client is the [Forrest Spence Fund](#). Class participation will be a combination of your attendance, your participation in class discussions and in-class activities.

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 (ksmarks@memphis.edu). Do not use the email within Canvas, use my Memphis.edu email. I will respond within 24 – 48 hours. If you have a problem, do not let it snowball. Contact me ASAP.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in PBRL 4440

- 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)

- 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 campaign during presentation to client.

How assessment of student learning will be met

Awareness

- Visualize the strategic planning process.
- Identify 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 strategic plan implementing professor's revision suggestions.

Application

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

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 and the LiveSafe App 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.