

PR Campaigns (Independent Study for 1-3 students)

PBRL 4440.502

Spring 2023

Online

Prof. Tori Cliff

Office Hours: MW 11 a.m.-1 p.m. by appointment on Zoom or phone.

Email: tmcliff@memphis.edu

COURSE REQUIREMENTS

Catalog description

Application and synthesis of the four-step public relations process. Research, planning, communication and evaluation will be applied to a real-world client's problem/opportunity. Application of theory, research data, and problem-solving techniques will culminate in the development of a comprehensive public relations plan book.

Prerequisites

PBRL 3431

Textbooks, Software and Required Materials

A textbook is not required. Access to high-speed internet, laptop/desktop, access to Canva or Adobe (Illustrator, InDesign, Photoshop), and understanding of how to store client deliverables in cloud space and share with professor are required.

Other readings will be assigned and posted to Canvas.

Classroom format

This is an online class. It is imperative that students read the materials contained within each week's folder in Canvas. Students should also submit work on time. Descriptions of assignments are located within each week's folder in Canvas. Central standard time will be used when time is referenced.

The primary method of communication for the class is email. Students are required to check their university email account each weekday at 9 a.m. to remain current on class news and information. Students should only email the instructor from their official university email account. To maintain FERPA guidelines, emails from other email providers will not receive a response.

Course Requirements

The basic requirements for this course include these elements:

1. Complete assigned readings and work each week;
2. Check campus email each weekday morning by 9 a.m.;
3. Submit high-quality work on assignments, activities, quizzes, reports, projects, etc., on deadline;
4. Meet weekly with team to work collectively on campaign and group assignments;
5. Turn in work that reflects logical, creative, well-informed, critical thinking skills;

6. Be respectful of classmates and professor at all times;
7. Participate in meaningful group discussion and decision-making;
8. Submit a polished portfolio that meets department criteria;
9. Deliver a professional and appropriate solution to client; and
10. Display a synthesis of all that you have learned in your major studies.

Assignments. Course work will be completed every week. Check Canvas for instructions for each week. Deadlines are listed within each week's material, and on your syllabus, but you may also go to the course calendar. I recommend setting up notifications within the course calendar so that you get alerts as an added layer to keep you on track with deadlines/submission dates. Each assignment must be completed by its due date and time (Central Standard Time), which will vary by assignment, but traditionally will fall on Sunday NLT 11:59 p.m. Double check each due date to ensure that you post by the deadline. The final week of class is a partial week, so during that week, all submissions will be due by the last day of classes.

Portfolio. You will be required to update your online portfolio to showcase your work and to continue to build your professional online presence. You must submit it twice during this course. After I see it once, I will provide feedback, then you will submit it for final review. You must also complete a portfolio submission form, which is located within the final week's content in Canvas.

Group project. Students will work as a team to create most class materials and to produce a PR Campaign Plan Book with all the requisite components. Students should look at some previously submitted Campaign Plan books that were well done. These can be found under the Examples module/folder, and then under the Plan Book examples section. Please ask questions if you are unclear about what the Plan Book should consist of.

Quizzes. Quizzes may be given periodically if it appears that students are not reviewing materials. Check the course schedule for specific dates. Missed quizzes cannot be made up.

This class is a combination of video lecture, discussion, slide decks, and independent and group work designed to encourage students to synthesize the culmination of their learning about public relations.

Deadlines

Meeting deadlines is essential for media professionals. Regular attendance in group meetings is vital. Late work will not be accepted unless there are extenuating circumstances. Students should contact the professor to explain the circumstances as soon as possible to see if arrangements can be made to submit the work past deadline. The decision is at the discretion of the professor. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

COURSE WEB SITE ADDRESS:

NOTE: We will NOT use the internal Canvas email system on the course web page. Use your regular UM email located inside MyMemphis and correspond with the professor at her regular UM address noted at the top of this syllabus.

GRADING:

Your grade will come from the following: assignments, activities, campaign materials, student portfolio via personal website, group work, and a formal plan book with deliverables.

All assignments submitted will be considered final. There will be no re-submission of assignments to increase the grade earned. You will submit assignments throughout the class and receive feedback on each of them. You will also receive a grade. It is then your responsibility to make the suggested revisions and incorporate those revisions into the Plan Book and your portfolio. If you do not implement the necessary revisions, it will impact your Plan Book and portfolio grade negatively.

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. 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 style for in-text citations and the reference list.

Grading will be weighted as such:

Portfolio and Portfolio Submission Form: 10%

Assignments/Discussions/Peer Review: 40%

Campaign Plan Book/Client Deliverables: 50%

Grading Philosophy. A=Excellent work that could be used with little or no modification; B=Good work, but would require revision to be used professionally; C=Mediocre work that would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

Communication: We will use a Slack workspace with multiple channels during this class. You are encouraged to share things there and ask questions that aren't super urgent. Email is a great way to get in touch with me if you are contacting me for an individual issue, nothing that the group would benefit from being privy to. Do not use the email within Canvas, use my Memphis.edu email (tmcliff@memphis.edu). I will do my best to respond to email with 24 – 48 hours. You'll share Google Drive or OneDrive files with me as you create client deliverables (for Google Drive, use torimcliff@gmail.com). If you have a problem, do not let it snowball. Contact me ASAP.

TENTATIVE COURSE SCHEDULE

Week 1, Jan. 17-22: Introductions

Review and Complete Week 1 Content in Canvas

Assignments: Submit Client Selection Decision as Discussion Board post

Week 2, Jan. 23-29

Review and Complete Week 2 Content in Canvas

Assignments: Conduct research about client (see info in Canvas)

Week 3, Jan. 30-Feb. 5

Review and Complete Week 3 Content in Canvas

Assignments: Write research brief for Campaign Plan Book (you will submit this later, but it needs to be done at this point so you all can create a strategic, well-informed plan)

Week 4, Feb. 6-12

Review and Complete Week 4 Content in Canvas

Assignments: Submit Big Idea Assignment NLT 11:59 p.m. Sunday, Feb. 12

Week 5, Feb. 13-19

Review and Complete Week 5 Content in Canvas

Assignments: Submit Team Goal and Objectives Assignment NLT 11:59 p.m. Sunday, Feb. 19

Week 6, Feb. 20-26

Review and Complete Week 6 Content in Canvas

Assignments: Submit Key Publics Assignment NLT 11:59 p.m. Sunday, Feb. 26

Week 7, Feb. 27-March 5

Review and Complete Week 7 Content in Canvas

Assignments: Submit Strategies and Tactics Assignment NLT 11:59 p.m. Sunday, March 5

Week 8, March 6-12

Spring Break

Week 9, March 13-19

Review and Complete Week 9 Content in Canvas

Assignments: Submit List of Deliverables NLT 11:59 p.m. Sunday, March 19

Week 10, March 20-26

Review and Complete Week 10 Content in Canvas

Assignments:

Week 11, March 27-April 2

Review and Complete Week 11 Content in Canvas

Assignments: Submit Calendaring and Workflow Assignment NLT 11:59 p.m. Sunday, April 2

Week 12, April 3-9

Review and Complete Week 12 Content in Canvas

Assignments: Initial Portfolio Review (submit url) NLT 11:59 p.m. Sunday, April 9

Week 13, April 10-16

Review and Complete Week 13 Content in Canvas

Assignments: Prepare for Submission of All Outstanding Work

Week 14, April 17-23

Review and Complete Week 14 Content in Canvas

Assignments: Prepare for Submission of All Outstanding Work

Week 15, April 24-26 (April 26 last day of classes)

Review Week 15 Content in Canvas

Assignments: Submit-Plan Book, Final Portfolio for Review (url), Portfolio Submission Form, Client Deliverables (link to cloud location), Peer Review [NLT 11:59 p.m. Wednesday, April 26](#)

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.