

Campaigns Implementation and Evaluation

STRM 4295 – M50

Fall 2024

Online / UofM Global

Prof. Tori Martin Cliff

Email: tmcliff@memphis.edu

COURSE REQUIREMENTS

Catalog description

Synthesizes knowledge from all prior major courses and applies it to the development of a strategic communications campaign in a real-world environment.

Prerequisites

PBRL 3431

Textbooks, Software and Required Materials

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

Classroom format

This class is a combination of digital learning materials, discussion, and independent and group work, designed to encourage students to synthesize the culmination of their learning about strategic media. Work will be accomplished using various digital platforms. Students are expected to meet with their team a minimum of once per week for a minimum of 10 weeks to work on research and campaign materials. More time may be needed depending on group needs.

Course Requirements

The basic requirements for this course include these elements:

1. Complete assigned readings, viewings each week;
2. Check campus email for updates each weekday by 9 a.m.;
3. Submit high-quality work on or before deadline;
5. Meet weekly with team and submit any questions or concerns to the professor ASAP;

6. 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 discussion;
8. Submit a polished portfolio that meets department criteria;
9. Deliver a professional and appropriate solution for the client via plan book and presentation;
10. Display a synthesis of all that you have learned in your major studies.

Assignments. Course work will be completed every week. Each assignment must be completed NLT 11:59 p.m. on its due date, unless otherwise specified. Deadlines are typically Sunday no later than 11:59 p.m., however the final week of class students are required to submit work by the last day, which falls on Wednesday, Dec. 4.

Portfolio. You will be required to update your online portfolio to showcase your work and to continue to build your professional online presence. Specific requirements will be provided separately.

Team project. Students will be divided into small groups for a semester-long project that builds on client-based research. Each group will be required to develop a PR Campaign Plan Book with all the requisite components. Details will be provided separately.

Quizzes. Quizzes may be given periodically if there is any indication that students are failing to complete assigned reading, or that there is a lack of understanding. If quizzes are utilized, they will be designed to measure understanding, ability to apply concepts and techniques, and whether retention of the material is occurring.

Deadlines

Meeting deadlines is essential for media professionals. Late work will not be accepted unless there are extraordinary circumstances that are verifiable, like an emergency surgery. 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 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

Course work will be accomplished every week. Begin each week by logging into the Canvas course and opening the folder for that week. Read the weekly overview in each folder, then begin reading, viewing, and working on the week's work. Keep an eye on deadlines. Some are short-term and others long-term. I recommend turning on your alerts in Canvas for assignment deadline reminders.

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 7th edition style for in-text citations and the reference list. Grades will be a compilation of scores from the following: individual and group assignments, participation, student portfolio via personal website, a presentation, peer evaluation, and a formal campaign plan book.

Grading will be weighted as such:

Individual assignments: 35%

Participation: 10%

Peer Evaluations: 15%

Team Assignments: 40%

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.

All assignments are administered through Canvas. Team assignments will culminate in developing and presenting a PR Campaign Plan Book for a real-world client.

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 = Entry-level 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.

Other Information

Microsoft Teams is a great place to host digital meetings since it is included in your UM resources (in Outlook email suite). OneDrive is also available there, and provides a great way for teams to collaborate, make revisions, and digitally organize and archive your team's work. I strongly recommend that each team store all materials in a shared folder so that all team members have access to the work. You may find that Slack is a great way for your team to communicate, share ideas, resources, etc. I created a Slack

[channel for us](#) already and you are welcome to use it. If you are trying to communicate with someone specific, remember to @mention them. If you use Slack, consider setting up alerts and availability between hours that work for you.

Contacting me

The best and quickest way to contact me is to email me is from your UM email address (XXXX@memphis.edu) to my UM email address (tmcliff@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. If I don't respond, follow up. If we need to have a digital meeting, email me. I am happy to have a Microsoft Teams meeting during office hours.

ASSESSMENT AND OUTCOMES

Professional Values and Competencies in STRM 4295

- 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)

- Conceptualize the structure of a campaign.
- Describe and apply the advertising process—research, planning, message development, communication, and evaluation.

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

- Apply the advertising process to solve problems for an identified client(s).
- Apply the terminology, techniques and procedures used in advertising, branding, and communications.
- Develop a campaign, proposal, and “client pitch” that solves an actual advertising problem for an identified client(s).

How assessment of student learning will be met

Awareness

- Recognize the components of an integrated campaign: executive summary, situation analysis, target audience identification, marketing objectives and strategies, communications objectives, strategies and tactics, media, budget and evaluation.

Understanding

- Students understand how the components of an integrated campaign can achieve the client’s goals.

Application

- Create campaign plans book, and produce a “pitch-presentation,” including strategic and creative/tactical recommendations, and present it to a panel of advertising professionals.

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.

AI/Chat GPT

The use of artificial intelligence software, such as Chat GPT, is prohibited in some courses and required in others in Journalism & Strategic Media. Please refer to specific guidelines for this course in the course-specific part of the syllabus.

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 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.