

COMM 4444: Public Relations Campaigns

Spring 2016

University of West Georgia, College of Social Sciences, Department of Mass Communications

Dr. Hazel J. Cole (<http://www.westga.edu/~masscom/faculty.html>)

Office Hours: MW 8:30-9:30 and 12:30-1:30 p.m.

TR 10:00-12:30

Humanities 152 and/or by appointment

Contact: 678-839-4937 or email me via CourseDen preferably

COURSE PREREQUISITES

COMM 1154: Introduction to Mass Communication and COMM 3313: Public Relations Principles

COMM 4413, 4414 or 4451

REQUIRED MATERIALS

Developing the Public Relations Campaign: A Team-Based Approach (2nd Edition)

Randy Bobbitt (Author), Ruth Sullivan (Author) ISBN-13: 978-0205569908

The PR Styleguide: Formats for Public Relations Practice

Barbara Diggs-Brown (Author) ISBN-13: 978-1111348113

The Associated Press Stylebook 2013 or later (Associated Press Stylebook and Briefing on Media Law)

Associated Press (Author)

COURSE OVERVIEW

This is an advanced course in public relations for seniors. As the “capstone” class of the public relations sequence, this course works to tie together knowledge and skills learned in previous public relations courses to create a project for a community nonprofit partner. The lecture/discussion part of the course examines the public relations campaign process with an emphasis on moving through the process in a complete and professional manner. The practicum part of the course requires students to work in teams to design and implement a public relations campaign. This class provides you the opportunity to gain a positive client evaluation and a quality product to use in your portfolio.

COURSE LEARNING OBJECTIVES

1. Students will build on the principles learned in previous public relations courses and apply that knowledge to real-world situations.
2. Students will be able to gain experience working in a team setting.
3. Students will learn to communicate with clients, executives, and publics in a professional, ethical, and legal manner.
4. Students will gain experience in primary and secondary research, creating strategies and message points, writing communication vehicles, developing timelines, requesting estimates among other skills practiced in developing a public relations campaign.

5. Students will learn first-hand the realities of planning, implementing, and evaluating a public relations campaign.

ASSIGNMENTS

Exams: 15% each x 2 = 30%

Two exams will make up 30% of your grade.

Progress Memos-group (2% each x 5 = 10% total)

In addition to keeping me updated on the progress of your group, you will also need to update your client. Your group will work with the client to establish their preferred communication frequency and channels. One required form of communication with the client is a progress memo. The memo will address your group's specific progress on the campaign, with emphasis on the assigned subject (Research, Planning, Implementation, Evaluation, Completion). These memos allow the client to know your progress and provide important feedback during the campaign. More information about the specifics of this assignment will be provided in class. The team must work collaboratively to write each memo, but it should only be delivered to the client by the selected liaison via WESTGA email. Progress Memos are due before our Thursday class meetings (see schedule).

Campaign Drafts- group (2% each x 5 = 10% total)

In order to help your group achieve the necessary progress for a professional campaign plan, implementation, and evaluation, you will submit drafts of each section of the plan (Research, Planning, Implementation, Evaluation). These drafts will allow me to provide feedback to your group so you can continue on your trajectory or reconsider and redirect your efforts. More information about the specifics of this assignment will be provided in class. The team must work collaboratively to write each draft.

Campaign Plan- group (15%)

This is one of two deliverables the team will create for the client. Teams will put together their final plan, including sections for research, planning, implementation, evaluation, and several appendices. The campaign plan will be delivered to clients (in bound hard copy and on CD/flash drive) during the presentation time. More information about the specifics of this assignment will be provided in class.

Communication Vehicle-group (2 @ 15% =30%)

The Communication Vehicle is the second of two deliverables the team will create for the client. For this course, the deliverables will include a web site, a newsletter, a video PSA or full-fledged social media platform with content (e.g., Facebook page, twitter account, Instagram, etc.). Each group will work collectively on one of these vehicles.

Professional Presentation-individual/group (5%)

At the end of the semester, teams will present clients with the campaign plan and conduct a professional presentation that overviews the campaign (research, plan, implementation and evaluation). More information about the specifics of this assignment will be provided in class.

Peer Commentary-individual/group (10%)

Your group members will have an opportunity to evaluate your performance as a team member on this project. The client will also submit their qualitative comments about the project in addition to a numerical score. The combined peer scores and the client score will be equally weighted.

GRADE ALLOCATION

A 90 – higher • B 80 – 89 • C 70 – 79 • D 60 – 69 • F 59 – lower

You earn your grade. Your grade is not a reflection of how much I like you or how good of a person you are. Grades are evaluations of your performance on the assignments in this course.

COURSE POLICIES

Students who need accommodations for learning or who have particular needs are asked to share these concerns or requests with me early in the semester (within the first 2 weeks)

Late work

I do not accept late work. If you will miss class, turn in the assignment to me before it is due (uploaded and hard copy). Meeting deadlines is essential to the profession, so any assignment turned in after its deadline will receive an F. Deadlines are not negotiable in this course.

Attendance

Attendance is absolutely necessary to succeed in this course. I hope you will be able to be in class every meeting time. However, I understand there will be times when it is necessary for you to miss class.

Academic Dishonesty

Academic dishonesty will NOT be tolerated. It will result in failure on assignment(s) as well as possible disciplinary sanction(s) as stipulated by university policy.

Classroom Etiquette

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed, do not engage in side-chatter.

Contacting Me

Anytime you need to get in touch with me, please call me at the office 678-839-4937 or send me an email through CourseDen (preferred method). I will try to respond within 24 hours.

Common Course Syllabi Language

University Policies

The following link contains the common language for ADA, the email policy, the credit hour policy, and the Honor Code. You are responsible for reading and understanding the policies set forth in the link: http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

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PROPOSED SCHEDULE (subject to change as necessary throughout the semester)

WEEK	DATE	TOPIC	READING	ASSIGNMENT DUE
1	TR 12, 14	Intro & necessary skills	B&S chs. 1-2	
2	TR 19, 21	Client overview	Required readings #1 and 2 (see last page) B&S 1-2	Select teams; Team leader discussed Determine client and make contact; determine overview of client need; develop summary of client need and contact info on nonprofit
3	1/26 1/28	Initial Client meetings: TBD Research: Background Research: Primary	B&S ch. 3-4	Determine campaign ideas based on client meeting/need.
4	2/2 2/4	Research; gather data	B&S 3-4	Visit client facility (TBD) Progress Memo: Research
5	2/9 2/11	Planning: Publics, Objectives, Strategies, Channels	B&S ch. 5 & 7 Required reading #3 and 4	Draft: Research
6	2/16 2/18	Planning week Exam One (Ch 1-5)	Required reading #5	Client may visit class EXAM
7	2/23 2/25	Implementation: Tactics/Traditional and Non-Media Channels	Ch 6 and 8	Progress Memo: Planning

8	3/1 3/3	Implementation: Logistics Work outside class with team	B&S ch. 9	Progress Memo: Implementation
9	3/8 3/10	Implementation		Draft: Implementation
10	3/14 -18 SPRING BREAK			NO CLASSES
11	3/22 3/24	Evaluation Professional Responsibility Communication Vehicle	B&S ch. 10 B&S chs. 11-12	Progress Memo: Evaluation Draft: Evaluation
12	3/29 3/31	Exam review Exam Two (Ch 6-12)		 EXAM 2
13	4/5 4/7	Work outside class in teams Final preparations drafts due to Dr. Cole		Progress Memo: Completion
14	4/12 and 4/14	Practice run for campaign presentation		
15	4/19 and 21	Presentations: Location TBD professional attire required		Presentations to client begin
16	4/26 and 28	Wrap up and class celebration		

REQUIRED READINGS:

#1 *The Difference between Managing and Leading* by Steven Robbins – available at <http://www.entrepreneur.com/article/printthis/57304.html>

#2 *Public Relations Research for Planning and Evaluation* - from the Institute for Public Relations (IPR) full text available at http://www.instituteforpr.org/wp-content/uploads/2006_Planning_Eval2.pdf

#3 *Swisspers® Sleep Naked Social Media Campaign: A Case Study Exploring the Role of Online Influencers* from the Institute for Public Relations (IPR): <http://www.instituteforpr.org/swisspers-sleep-naked-social-media-campaign-case-study-exploring-role-online-influencers/>

#4 *The Academic Inquiry of Media Relations as both a Tactical and Strategic Function of Public Relations* from IPR <http://www.instituteforpr.org/academic-inquiry-media-relations-tactical-strategic-function-public-relations/>

#5 *Joining the Movement?: Investigating Standardization of Measurement and Evaluation Within Public Relations* <http://www.instituteforpr.org/tbd/>