
Public Relations Campaigns

COMM-4444

Fall 2020 Section E01 3 Credits 08/12/2020 to 12/05/2020 Modified 08/11/2020

COURSE OVERVIEW:

COMM 4444 is designed to allow students to apply the public relations process to a problem or opportunity of a real client or planned campaign based on a contemporary hypothetical situation and develop a complete communication plan and campaign to address that problem or opportunity.

Description

This public relations capstone course applies knowledge and skills learned in previous public relations courses in the planning, execution, and evaluation of a client campaign. Provides students the opportunity to gain a positive client evaluation and a quality product to use in their portfolios.

Requisites

Prerequisites:

COMM 4414 and COMM 4451 and COMM 3313 and COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C

Corequisites:

Contact Information

Instructor: Dr. Hazel Cole

Email: hcole@westga.edu

***Please log on and use CourseDen email for course-related questions**

Office location: Humanities 152

Office hours: Virtual by appointment

Meeting Times

Fully online with occasional F2F interactive engagement, as appropriate.

Materials

Required Text:

Bobbit, R. & Sullivan R. (2017). Developing the Public Relations Campaign: A Team Based Approach, (3rd ed.). Pearson Education, Inc. ISBN-13: 978-0-205-06672-8

Additional readings will also be made available on CourseDen.

Regular reading of mainstream news and business news encouraged.

Outcomes

COURSE LEARNING OUTCOMES:

Success in this course will be demonstrated by the following outcomes:

- Understanding and implementation of the strategic communication planning process are evaluated based on completion of a written campaign plan. (SLO5)
- Analytical and critical-thinking skills will be assessed through completion of a campaign plan that includes a situation analysis and the identification of the client's problem or opportunity to be addressed in the plan. (SLO7)
- Research understanding will be evaluated on the basis of a written research proposal and the completion of the proposed primary and secondary research. (SLO8)
- Interpersonal and small-group communication skills are assessed through peer evaluations.
- Mastery of writing and the preparation of PR materials will be assessed through drafts of the plan prepared throughout the semester and the preparation of camera-ready collateral materials included with the campaign plan.
- Presentation skills are evaluated based on oral presentation of the campaign plan to the client.

✓ Evaluation

All assignments, assignment guidelines and grading rubrics will be posted in CourseDen.

GRADING: All assignments must follow AP Style. For your Team Charter and Client/Situation Analyses, I will deduct 5 points for every spelling/grammar/style error. For your final written proposal and written materials, I will deduct 10 points for every error.

PROOFREAD, PROOFREAD, PROOFREAD.

- **Team charter (10%)** – each team needs to create an “operating system” and “rules of conduct.” This document will govern your team’s working relationship and will include information about how you will handle difficulties encountered by your group including your plan for firing a member. This assignment should not be taken lightly. You will have to live by this charter throughout the semester. If a problem arises, I will refer you back to the charter for how to resolve an issue. Therefore, it is imperative for the team to develop a comprehensive document. Your group will also make a short presentation about your team charter to the class. All team members are expected to present their team charter to the class.
- **Client and situation analysis (5% each)**– these projects identify the situation calling for a public relations campaign and the target publics. It will be the basis of your campaign strategies and tactics. This document should be full of information. It should also answer any and all questions provided by the instructor. Any handout given about these assignments should be taken seriously and not thought of as suggestions.
- **Peer evaluations (10%) & project log (5%)**– each team member will be able to evaluate the percentage of time and effort of each other member put forth for each step of the campaign process. To help you in this process, each group will keep a log of each meeting, whether the meeting takes place in person, over e-mail or over the phone. The log should also detail what happened at the meeting, who was in attendance, and what assignments were made. Both documents are due when you present to your client. Project logs will be graded each time you turn them in for accuracy and thoroughness. **ALL PEER EVALUATIONS WILL REMAIN CONFIDENTIAL.** If you do not turn in your peer evaluations by the due date you will receive a grade of zero for your peer evaluation grade; If you are found to lie about missed meetings on your group log, each group member will receive a 0 for that grade.
- **Rough draft** – each team may turn in a rough draft of the campaign proposal. Materials do not have to be fully completed. I will give you feedback on what you turn in. This feedback will be about the content. I will not be marking typos, spelling errors, grammar, AP Style, etc. I advise you to take advantage of this offer. I will accept rough materials until November 5. After this date I will not review rough drafts;

- **Written proposal (15%)**– each team will be evaluated on the merit of its campaign proposal; All Campaign books are due on Monday, November 16 at 11:59 p.m. via CourseDen.
- **Campaign materials** – each team will be evaluated on the merit of its campaign materials. IN ADDITION TO PROVIDING A COPY FOR ME AND A COPY (IES) FOR YOUR CLIENT (if appropriate), YOU MUST ALSO PROVIDE A FLASH DRIVE OF ALL MATERIALS FOR YOUR CLIENT. I DO NOT NEED A FLASH DRIVE, ONLY YOUR CLIENT.
- **Presentation to Professor and class or Client (20%)** – each team is required to prepare a 30-minute presentation to be given in class. Due to the clients we are using this semester, the clients will be present during the presentations. Each member of the team must actively present a portion of the report to receive full credit. Team members will be individually evaluated on how well they did on their portion of the presentation so all must participate equally. The idea of the presentation is to “pitch” your ideas to the client. Be sure to have the appropriate visuals and information to do such. Major points will be deducted for groups NOT meeting the 30-minute presentation requirement. This should not be a problem given the size of this assignment and gravity of the class. **NOTE: All students must be present for ALL presentations. If you miss your and/or a peer’s presentation, you will receive a zero for presentation points.**
- **Tests (20%)** – There will be three (3) tests total for the semester (with a possible fourth exam during the final period online), which will cover the Textbook, outside readings and notes taken during class. Tests will be taken online via CourseDen.
- **In-class assignments/participation (5%)** – You will receive readings throughout the semester for which you will be responsible. Periodically you will have in-class group work on the required readings as well as on in- class lectures. There may also be in-class group work that correlates with the assigned readings. Each in-class group work given will be worth 20 points each. If you miss group work you will NOT be able to make up the work unless you have a valid written excuse. If you have a valid excuse then my policy is that your next group work will count double.
- **Blogs (5%)**- Each student will be required to blog this semester based on topics that are discussed in class and I want you to relate it to real life and observations you’ve made. (See assignments for more specifics). You will be required to post the blog to CourseDen a link in CourseDen. These exercises are designed to help you take what we discuss in class and apply it to real life and your client. If you haven’t already developed a blog, this is a great opportunity to hone your writing skills and develop your own voice.

Grading Scale:

A= 100-90

B= 89-80

C= 79-70

D= 69-60

F= 59-0

Criteria

Breakdown

See Evaluation section.

Assignments

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GRADING: All assignments must follow AP Style. For your Team Charter and Client/Situation Analyses, I will deduct 5 points for every spelling/grammar/style error. For your final written proposal and written materials, I will deduct 10 points for every error. PROOFREAD, PROOFREAD, PROOFREAD.

Grading Scale:

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Schedule

* Course Policies and Resources

Attendance and Participation: While this course is fully online, we will have some scheduled check-in days (the original time the course was scheduled for 12:30 p.m. on TR, therefore, we'll use one of those days to have GoogleMeet or Zoom videoconference to discuss campaign structure and lectures, the project, and/or meet with teams. Attendance is required for these meetings and is critical to your success. Attendance will be taken each day we meet in this manner. In addition, the nature of this course relies on your contributions to in-class discussions and activities. You must actively participate in class in order to receive full participation points for the day. Your participation grade will be based on participation in class discussions/activities, classroom etiquette, and active engagement in learning. Note that participation also includes coming prepared with any worksheets/activities that I assign.

Late work: I do not accept late work. If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to Course Den). Any assignment turned in after its deadline will receive a zero unless approved documentation of extenuating circumstances (approved at the instructor's discretion) is provided.

The very nature of this course demands that we stick to a firm schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to complement (not duplicate) that information, so completing readings before class is very important.

Classroom and Online 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 observe the following: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed.

Academic Honesty: While the Common Language Course Syllabi details the UWG Honor Code, I want to make it clear that plagiarism and academic dishonesty are absolutely not tolerated in this classroom. It is so much easier, and better for you, to just do your work. Don't jeopardize your academic or professional career with dishonest behaviors. You are important; you have important things to say,

so say them yourself using your voice.

College/School Policies

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog \(https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS

<p>6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)</p> <p>(click to view image)</p>	<ol style="list-style-type: none">1. Freedom of Speech & Press2. History3. Diversity4. Global Impact5. Theory6. Ethics7. Think Critically & Creatively8. Research & Evaluate9. Write Effectively10. Self-Evaluate11. Apply Numbers & Statistics12. Apply Technology
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Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online \(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: [http://www.usg.edu/hb280/additional_information#](http://www.usg.edu/hb280/additional_information#(http://www.usg.edu/hb280/additional_information))
(http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: [https://www.westga.edu/police/campus-carry.php](https://www.westga.edu/police/campus-carry.php(https://www.westga.edu/police/campus-carry.php))
(<https://www.westga.edu/police/campus-carry.php>)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php)
(<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).

Additional Items
