

## **PR4740-001/002 PUBLIC RELATIONS Campaigns Fall 2012**

Instructor: Dr. Cary A. Greenwood, APR, Fellow PRSA

Office: **229A** COMM

Class meeting: Tuesday, 4:30 p.m.-7:30 p.m., Rm. 151; Thursday, 4:30 p.m. -7:30 p.m., Rm. 151

Office hours: Monday & Wednesday: 9 -11:30 a.m., or by appointment

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### **COURSE DESCRIPTION**

This capstone course will cover freedom of expression, the diversity of media audiences, and ethics in media advocacy campaign planning. It also will teach students to present images and information well to “clients” and other publics, think creatively and analytically, research by rigorous methods, write clearly and accurately, evaluate content quality, compute, interpret and report basic math and statistics, and process information using technology. Students will be given the opportunity to synthesize and apply theories, principles and skills from previous PR courses to real-world situations and to their own PR campaign for a client.

### **COURSE OBJECTIVES**

The course aims to: 1) make students understand formative PR research, message development, programming, problem-solving and strategic assessment by exposing them to actual examples of PR campaigns; 2) provide experiential learning by developing client relationships and the production of a campaign plan for a real client; 3) sensitize students to ethical, legal and social issues, i.e. diversity, fairness, public responsibility, etc. that emerge from critical or controversial PR decisions.

The class will simulate a working PR agency environment. Emphasis will be placed on participation, attendance and creative contributions to the class.

**Textbook:** Ronald D. Smith (2009). Strategic Planning for Public Relations (3rd edition) Kindle edition and Kindle rent available.

**Grading:** Your final grade will be calculated as a percentage of total class points/scores. Relative weight/value of each project or test is given below. Late assignments, if accepted, will be reduced by five points per day from due date, and unexcused missed exams may result in a grade of "0."

<u>Assignments</u>	<u>Weight</u>	<u>Grading Scale</u>	
PR Campaign Plan	40%	90-100	A
Campaign Presentations	30%	80-89	B
Peer Evaluation	10%	70-79	C
Midterm Exam	<u>20%</u>	60-69	D
	100%	68-below	F

**Borderline Final Grade:** The instructor reserves the right to bump a borderline grade up or down due to the student's positive and enthusiastic attitudes towards the course and active class participation. Borderline grade cases will be determined **entirely at the discretion of the instructor.**

## POLICIES

**1. Students with disabilities:** If you have a disability that may require assistance or accommodations, or if you have any questions related to any accommodation for testing, note taking, reading, etc., please speak with me as soon as possible. You may also contact the Office of Disabled Students Services (898-2783) with any questions about such services.

**2. Missed Exam:** Any missed test will be counted as **zero**. If a final exam is given, it cannot be made up, except in cases of unavoidable and documented emergencies. If you provide a valid written excuse **BEFORE** the exam, a make-up exam will be given at a mutually agreed upon time. In the case of emergencies, you must contact me promptly following the missed exam with a valid written excuse in order to be able to take a make-up exam. If you do not have a valid written excuse, you will NOT be allowed to make up the exam.

**3. Academic Misconduct:** Plagiarism, cheating, fabrication, or doubling on any assignments without permissions of all professors involved will not be tolerated. Any case of academic dishonesty will be considered grounds for an automatic failing grade in this course. University policies stated in the student handbook will be followed for any offenses. Students must read and be familiar with "Avoiding Plagiarism" that is available for download at <http://www.lc.unsw.edu.au/onlib/pdf/plag.pdf>. Some questions will be asked on the midterm exam to test your knowledge and understanding of the content in "Avoiding Plagiarism." As the

Web page notes, “Plagiarism is using the words or ideas of others and presenting them as your own.” Whenever in doubt about what may be considered plagiarism, students must consult with the instructor. University policies stated in the student handbook will be followed for any offenses.

**4. Attendance:** You are expected to attend all classes. The policy for once-a-week classes will be followed in which your final grade is lowered one letter after three absences, excused or unexcused; two letters after five absences; and seven absences will constitute an automatic "F" in the course. Frequent tardiness and leaving the class early (three times during the term) will be counted as an absence. If you are unable to attend a class, it is your responsibility to let me know in advance via email, voice mail or in person.

**5. Email justification for absence will not be accepted:** Please be advised that the instructor will not read any email justification for your absence. Whatever the reason, please bring a written document that can justify your absence when you come back to class.

**6. Classroom behavior regulations:** Any disruptive or rude behavior during lecture will not be tolerated. Should the disruptive behavior continue, the instructor is authorized to ask the student to leave the classroom, and the student may be dismissed from the course for the remainder of the semester. Inappropriate communication while class is in session – talking with other classmates while the instructor is speaking – will be warned for the first violation. A second violation will result in a 5-point deduction from the final grade. Any subsequent violation will result in the loss of a letter grade.

Please refrain from non-classroom-related computer and phone use during class time. Inappropriate use of computer or phone will be noted every time it is detected, and your final grade will be lowered by five points each time it is noted.

## TENTATIVE SCHEDULE

The Syllabus and schedule may change to meet various needs/circumstances throughout the semester. Section II Tuesday; **Section I Thursday.**

<u>Date</u>	<u>Topics</u>
8/28-8/30	Course Overview/Situation, Organization, Publics
9/4-9/6	Client Briefing/Agency Meetings/Research
9/11-9/13	Goals and Objectives
9/18-9/20	Strategies, Messages and Communication Tactics
9/25-9/27	Campaign Implementation Plan/Evaluative Research
10/2-10/4	Agency Update [ <b>Research Draft Due</b> ]
10/9-10/11	Agency Update [ <b>Objectives Draft Due</b> ]/Midterm Exam
10/13-10/16	No Class [ <b>Fall Break</b> ]
<b>10/18</b>	Agency Update [ <b>Programming Draft Due-Both Classes</b> ]
10/23-10/25	Agency Update [ <b>Evaluation Draft Due</b> ]
10/30-11/1	Pre-Dress Rehearsal with Instructor [ <b>Draft of PR Campaign Plan Due</b> ]
11/6-11/8	PR Campaign Drafts returned; class will revise
11/13-11/15	Campaign Dress Rehearsal: Presentations to Practitioners/Faculty
11/20-	Agency Meetings
11/27-11/29	Final Campaign Presentations to Client [ <b>Bound PR Campaign Plans and Peer Evaluations Due</b> ]
12/5	Agency Debriefing

## **Assignments/Projects:**

Agency Updates: These are drafts of each section of the PR Campaign Plan that you will present, as scheduled, in advance of the draft plan. Your instructor will go over them with you, but you will not receive a grade.

Mid-term Exam: This will include material from class and the book..

PR Campaign Plan: You will write a public relations campaign plan for a real client and will work on this as a team or as a “PR agency/firm.” The plan book must be typewritten in a narrative style and in a professional manner, giving attention to grammar, spelling, expression, organization and structure.

Teams will compete for the client’s “business.” Output expected: a public relations plan book with samples of communication materials. The PR campaign plan book must conform to the guidelines outlined in the attached handout. A clean draft of the PR campaign plan is due October 30 (Section II) and November 1 (Section I). Three final, bound copies of the PR campaign plan and peer evaluations are due November 27 (November 29). A firm that submits the presentation slides as the PR campaign plan book will be penalized by the deduction of 20 points from the final grade.

Campaign Presentations: Each group is also required to make two formal 20-minute presentations of their campaign. The first one is a dress rehearsal; it will be given to a group of faculty members and PR professionals. The purpose of this presentation is to get constructive feedback before the second presentation that will be made to the client/s. Both presentations will be graded, and each one will account for 15% of the final grade. Each presentation grade is the average of the scores from the judges and the instructor.

On the evening of the client presentations, clients will select the PR plan that best fits their needs. Only one student firm/agency per client will be awarded the “business.” The firm that wins the business will receive 5 extra points toward the final grade.

## **Group Work and Grading:**

You will be given class time to work on the PR campaign in your group whenever possible. Attendance will be taken and students who miss classes when group work occurs will be penalized. Instructor will give an evaluation sheet for group members to evaluate one another, and those who do not attend group meetings during class time or outside of class are likely to get a lower grade for the project.

An individual student's grade will be based on how well they did their specific assignment/s. Groups should aim to distribute the work fairly and ensure that everyone contributes equally. Grades will be based on the overall quality of the plan books. Criteria for grading the PR plan book: overall appearance (neat and professionally-presented), writing style is free of spelling and grammar errors, thoroughness or completeness of plan, accuracy of information, shows knowledge and understanding of the client's needs, the public relations process and campaign writing. Presentation grade will be based on evidence of preparation, use of visual aids, appropriate professional/business attire, and quality of delivery.

Other guidelines:

- All plan books must be word processed, double spaced with 1-inch margins on all sides.
- Provide appropriate section headings and subheadings for ease of reading.
- Use hard covers of card stock. Give the book an attractive, professional look.
- Books must be spiral bound. Make copies for each group member. You may choose to use spiral-binding only for the copy to be submitted to the instructor and the client.

Course changes: *The instructor reserves the right to change the class schedule, assignments and grading system with prior notification of the class.*

## Parts of the PR Plan Book

➤ Title page: Contains project title and names of group or “PR agency” members.

➤ Executive Summary: 1 page maximum

Although the summary appears in the first part of the PR plan, it is written LAST.

This part summarizes your analysis of your client’s situation/PR problem and your strategies for dealing with it. You must use this page to sell your understanding of your client’s needs/challenges and the solutions you are recommending. This is a persuasive write-up intended for the busy reader.

Here is a suggested format of the executive summary:

- The Problem: State here what you believe the problem to be.
- Target Audiences: Your primary and secondary audiences
- Program Goal(s) and Objectives
- Major Strategy & Tactics: State your major strategy here, listing the key tactics that you will use in your campaign.
- Recommended Budget

➤ Table of Contents: Include page numbers and number every page.

➤ Research (4-5 pages).

You define the problem and describe the present state of things in this section. You also mention the relevant research that already exists **AND THAT YOU HAVE CONDUCTED** to understand your client’s situation. Talk to the client and find out what he or she expects the campaign to accomplish. State the facts.

Identify the target audience: Describe specific publics to whom you are going to direct your communication. Who are your primary and secondary audiences/publics? Do you have internal or external publics? Provide background information for these audiences, i.e., describe the awareness levels/perceptions of each public relative to the problem, how are your audiences affected by the problem, how do they communicate [frequency, duration, methods/channels], are members of your target publics organized, who are the decision-makers, and why are they important targets for this campaign?

➤ II. Strategy (4-5 page):

(1) Goals and Objectives: This part defines the “desired future state” or outcome/s you want accomplished. State the goals and objectives. A good objective has two components: 1] a measurable outcome, and 2] a completion date. Example: To increase student awareness of the

benefits of changing the university's name from \_\_\_ percent to \_\_\_ percent by the end of this year. State both impact and output objectives.

(2) Then, state the campaign theme and messages: 1] The theme must be carefully planned in conjunction with the action or special event central to the campaign. The campaign theme should be catchy and memorable. The best themes are in the form of short slogans consisting of no more than five words; 2] State each of the key messages that will appear on all communication materials. Specify approaches to achieve your objectives.

(3) Actions or special events: State central actions or special events that make your campaign more newsworthy, interesting, and effective. It will be most effective if the events involve large number of people and include the presence of at least one celebrity who connects with the target publics.

(4) Media strategy and communication strategies

➤ III. Programming (or Tactics): No page limit

For this part, you need to: (1) List specific activities to implement the strategies you said will achieve the objectives. What specific things or activities will you do to reach your audiences with key messages? (2) Justification: For each tactic, explain why you are using that tactic. If you are using a case-for-change booklet or a singing group, explain why. How does this tactic fit the strategy and help to achieve the objectives? (3) Provide prototype examples of communication materials you will use [email messages, Internet pages, radio and TV public service announcements, talking points at meetings, etc.].

Calendar: Put dates on all activities in chronological order. Use a Gantt chart.

Budget: Itemize major expenses, including printing, distribution, production costs, etc. Identify where reductions can be made.

➤ IV. Evaluation (2-3 pages)

This section tells the client in advance the methods to be used for judging success or failure of the campaign. Essentially, you will compare your objectives with the campaign results. Provide headings for the evaluation plans of each objective. You will tell how later you would be measuring the results. The evaluation methods should be appropriate as to cost and time.

###

Please rate the following using a 1-5 scale where 1= poor and 5 = excellent. Encircle the number that best reflects your judgment or answer. [Dress Rehearsal Evaluation Form]

<b>I. Research (Situation Analysis)</b>	Clarity of problem statement	1	2	3	4	5
	Usefulness of research in analyzing the situation (or SWOT)	1	2	3	4	5
	Overall adequacy of research	1	2	3	4	5
	Identification of target audience based on research: Provide detailed demographics including geographic regions?	1	2	3	4	5
<b>II. Strategy</b>	Goals clearly stated	1	2	3	4	5
	Objectives: Each target audience addressed, specific, measurable, realistic?	1	2	3	4	5
	Campaign overall theme and message strategy: Clarity and creativity?	1	2	3	4	5
	Strategies for actions (events), media, and communications: Newsworthy and effective?	1	2	3	4	5
<b>III. Programming</b>	Tactics: Each tactic justified? (relevance to objectives)	1	2	3	4	5
	Tactics: Quality (writing, layout, production quality)	1	2	3	4	5
	Timetable (Gantt Chart): Realistic?	1	2	3	4	5
	Budget: All costs/estimates	1	2	3	4	5
	Budget: Identification of where reductions can be made if necessary	1	2	3	4	5
<b>IV. Evaluation</b>	Clearly linked to established objectives?	1	2	3	4	5
	Is it appropriate as to cost and time?	1	2	3	4	5
	Appropriateness of evaluation methods	1	2	3	4	5
<b>V. Presentation</b>	Professionally presented? Well prepared and punctual?	1	2	3	4	5
	Quality of slide: (layout, typography, use of graphics, charts, and art to add clarity)	1	2	3	4	5
	Captured and maintained audience interest and attention? Was the progression of ideas easy to follow?	1	2	3	4	5
	Q & A: Clearly answered questions?	1	2	3	4	5

Please rate the following using a 1-5 scale where 1= poor and 5 = excellent. Encircle the number that best reflects your judgment or answer. [Plan Book Evaluation Form]

<b>I. Research (Situation Analysis) (20%)</b>	Clarity of problem statement	1	2	3	4	5
	Usefulness of research in analyzing the situation (or SWOT)	1	2	3	4	5
	Overall adequacy of research	1	2	3	4	5
	Identification of target audience based on research:	1	2	3	4	5
<b>II. Strategy (20%)</b>	Goals clearly stated	1	2	3	4	5
	Objectives: Each target audience addressed, specific, measurable, realistic?	1	2	3	4	5
	Campaign overall theme and message strategy: Clarity and creativity?	1	2	3	4	5
	Strategies for actions (events), media, and communications: Newsworthy and effective?	1	2	3	4	5
<b>III. Programming (25%)</b>	Tactics: Each tactic appropriate?	1	2	3	4	5
	Tactics: Quality (writing, layout, production quality)	1	2	3	4	5
	Timetable (Gantt Chart): Realistic?	1	2	3	4	5
	Budget: All costs/estimates	1	2	3	4	5
	Budget: Identification of where reductions can be made if necessary	1	2	3	4	5
<b>IV. Evaluation (15%)</b>	Clearly linked to established objectives?	1	2	3	4	5
	Is it appropriate as to cost and time?	1	2	3	4	5
	Appropriateness of evaluation methods	1	2	3	4	5
<b>V. Presentation</b>	Professionally presented? Well prepared and punctual?	1	2	3	4	5
	Quality of slide: (layout, typography, use of graphics, charts, and art to add clarity)	1	2	3	4	5
	Captured and maintained audience interest and attention? Was the progression of ideas easy to follow?	1	2	3	4	5
	Q & A: Clearly answered questions?	1	2	3	4	5

<b>VI. Writing (15%)</b>	Spelling, punctuation, and word choice	1	2	3	4	5
	Grammar and clarity	1	2	3	4	5
	Executive Summary (situation/PR problem, strategies & solutions/recommendations)	1	2	3	4	5
<b>VII. Individual (5%)</b>	The quality and quantity of your contribution.	1	2	3	4	5

Spelling/grammar errors: 0~1: 5, 2-3: 4, 4-5: 3, 6~7: 2, more than 7: 1

Comments:

**PR 4740 Public Relations Campaigns**  
**JOB DESCRIPTIONS FOR STUDENT PR FIRMS**

**ACCOUNT EXECUTIVE**

The AE acts as the group leader and most likely the liaison to the client and professor. Organized, uses open communication, not a dictator. Motivates others to work collectively. Can manage conflict and compromise. Identifies problems and solutions, explores alternatives. Has excellent design and writing skills; facilitates and coordinates goal-setting, decision-making, planning, organizing, evaluating. Ultimately responsible for making the entire campaign happen and for coordinating professional presentations. If you want to be an account executive, be prepared for hard work and the “hard” decisions.

**CREATIVE**

Excellent design skills and ability to think “visually.” Excellent judgment on layouts, good presentation skills. Able to use both right and left brain, willing to compromise and negotiate on ideas. Excellent writing skills. Must work well in groups, be motivated and committed to professionalism in presentation and content.

**RESEARCH DIRECTOR**

Organized and motivated. Thinks logically, made excellent grades in research classes, Knows how to design a questionnaire (survey instrument), knows when and how to use both qualitative and quantitative research, secondary and primary research data. Curious, wants answers. Know how to access information. Can use or learn to use basic computer packages for statistical analysis.

**EDITOR AND PLANNER**

Organized and meticulous. Has good writing skills and works well in groups. Can cope with, and edit, writing by committee. Made good grades in writing classes, knows the differences in public relations tools. Is also an “idea” person who can work with the creation of a logical plan but make it happen. A person who understood the public relations process in Case Studies (PR 3400) and is determined that his or her agency can come up with a better plan!

*While you may nominate yourself for one primary role, remember that you must all work as planners, idea generators, writers and editors and researchers to make the campaign plan a reality.*

## **PR 4740 Public Relations Campaigns**

### **STUDENT PR FIRM POLICY**

A major purpose of group assignments is to help you develop skills in working with others to solve public relations problems in a professional manner. Every PR position involves problem solving and decision making by committee. In your campaigns class firm, you'll also have to use your personal communication and negotiation skills.

In your firm, you'll experience the joys and frustrations of working intensely with others. Sometimes members of your firm will support and encourage an idea of yours, and sometimes they may ignore it.

One of the most frustrating problems of the professional work group is the failure of a member to carry out assigned tasks or show up for required meetings. For your PR firm, as for any actual agency, there are a series of actions that can be taken if this occurs.

#### **Methods of Dealing with Personnel Firm Problems**

- ✚ **Firing**
- ✚ **Quitting**
- ✚ **Hiring or New Agencies**

#### **Firing**

If a firm member fails to carry through on assigned tasks, is persistently absent from meetings, or otherwise makes substantially fewer contributions to the firm than others, firm members can place the individual member on **probation by a majority vote**.

A **written notice of probation** must be given to the non-contributing member of the firm with copies to the instructor. The notice must cite specific reasons for the probation and note what must be done to get off probation. A deadline for getting off probations must be set, and must allow an individual a five-day minimum to meet the requirements. If no improvement is made by the end of the probationary period, a **written notice of dismissal** will be prepared and given to the dismissed member, the firm group, and the instructor. If a firm member is placed on probation, it is his or her responsibility to discuss the situation with the instructor. Decisions to fire a member must be made no later than mid-March in the spring semester or mid-October in the fall semester.

#### **Quitting**

If you feel your firm is on the wrong track or is not making progress, and you feel you can't persuade members to "shape up," then you may resign by written notice to the firm and the instructor. Resignations do not require advance notice but must be made no later than mid-March in the spring semester or mid-October in the fall semester. Please note: Your responsibility for a campaign does not diminish if you choose this route.

#### **Hiring and New Agencies**

Individuals who are fired or who quit a firm may seek to be hired by other firms that have openings, or they may seek to band together with others who have quit or been fired to form a new firm.

**PR 4740: Peer Evaluation Form**

Firm Name:					
Evaluator:					
Teammate Name:					
	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
Attended group meetings dependably					
Willingly accepted assigned tasks					
Contributed positively to the group					
Completed work on time or made alternate arrangements					
Helped others with their work when needed					
Did work completely and accurately					
Contributed a fair share to assignment					
Worked well with other group members					
Served as a valuable member of the team overall					
Brought new information to the group					
Adhered to agreements set by the group					
Met planning requirements					
Met decision-making requirements					
Met time management requirements					
Met problem-solving requirements					
Met flexibility requirements					
Met reliability requirements					
Met written communication requirements					
Met oral communication requirements					