

COMM 4060 PR Campaigns

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Office Hours:

Course Prerequisite: MCOM?COMM 3061 or approval of instructor. **Course Co-requisite:** COMM 3070.
Graduate students who have not taken an equivalent of COMM 3061 may take this class by demonstrating writing skills.

Course Description: This course is a study of the professional practice of developing a PR campaign. We will begin with a review of public relations theory and practice, and proceed quickly to applying that knowledge and skill in working with an actual client to research and plan a public relations campaign. Discussions will include a critical perspective on public relations, its abuses and potentially beneficial uses in diverse society.

Course Objectives and Outcomes:

Upon completion of this course, students should:

- Be knowledgeable about the context and practice of public relations, from planning through implementing and evaluating.
- Be a critical observer of the practice of public relations in contemporary society.
- Be able to develop a PR campaign.

Textbooks Required:

Bobbit, Randy & Ruth Sullivan *Developing the Public Relations Campaign: A Team-Based Approach*, Third Edition. Allyn & Bacon, 2014.

Instructional Methods and Activities: Class meetings will include lecture, discussion, and team reports on group projects in process. Attendance, preparation, and participation are required. Group projects involve research, production, presentation and critique.

Evaluation and Grade Assignment:

Final grades will be computed as follows:

Term Project: PR Campaign	50% (group grade)
Critique of Project & Group	10% (what you write about project & group)
Peer Evaluation	10% (what others write about you)
Client Presentation	5% (your part thereof)
Quizzes/Exams	25%

Class Policies and Procedures:

All policies in the current *ULM Student Policy Manual & Organizational Handbook* will be followed (see www.ulm.edu/studentpolicy/). Additional class policies include:

Attendance: In this class, attendance at group meetings is also expected and should be part of your group and individual critiques.

Cell Phones: Since you will be spending time with and on the premises of a client, you are expected to know and respect your client's cell phone policies. In general, having your cell phone ring when you are in a professional meeting with a client comes across as disrespectful of their time.

Project:

The term project is to prepare a public relations campaign for an actual client. The campaign must include research, planning, samples of implementation documents (e.g., press release, flyer, brochure, etc.), and plans for evaluation. Several progress reports will be made to the class and, near the end of the semester, the campaign plan

must be handed over to the client, both in an oral presentation and in the form of a campaign plan book. A copy of all materials must be provided to the client and to the instructor of this course.

The grade on the PR Campaign—that is, the written proposal, the research behind it, the implementation samples, and the overall form and structure of the client presentation—will be a group grade. In addition, each person's piece of the client presentation will be graded independently for 5% of your final grade, each person will write a critique of the project and group process for 10% of your final grade, and each person will receive a grade based on what your peers say about your role in the group that will be 10% of your final grade.

Please note that 75% of your grade is thus wrapped up in your project! Please also be aware that the quality of the writing, design and presentation of your plan book will figure heavily in the 50% of the project grade that is a group grade. **Each and every member of your team is equally responsible for every aspect of the proposed campaign and the plan book that you will give to your client.** Every wonderful turn of phrase and every error that ends up in the book is the equal responsibility of each and every team member. Other factors in the grading of the project include the quality of the research on which the plan is based, thoroughness and creativity in addressing your client's PR problem, and your demonstrated ability to use the theories and principles of PR practice.

Graduate students earn graduate credit by being team leaders. No team may have more than two graduate student members and between three and five members total.

Course Topics/Tentative Schedule:

The instructor reserves the right to adjust the schedule as needed.

Week 1: Syllabus; project; write statement for group assignment.

Week 2: Group Work: Picking a Client
The Practice of Public Relations
Reading: Bobbitt & Sullivan, Part I, Ch. 1 & 2

Weeks 3 & 4: The Process of Public Relations
Reading: Bobbitt & Sullivan, Part II, Ch. 3 - 8

Week 5: Campaign Progress Reports: Statement of PR problem/situation, outline/timeline for your work.
The Process of Public Relations
Reading: Bobbitt & Sullivan, Chs. 9, 10

Week 6: The Practice of Public Relations: Professionalism
Reading: Bobbitt & Sullivan, Part III, Chs. 11, 12 & 13

Week 7: Catch-up, summary & review for final exam.

Weeks 8 & 9: Work on Project

Week 10: Campaign Progress Reports: Drafts of lit review & research results.

Weeks 11 & 12: Work on Project; Team Mtgs with Dr. K.

Weeks 13 & 14: Work on Project: Produce campaign book.

Week 15: Edit, final revisions, rehearse.
Presentation of the campaign, with plan book, to the client in lieu of a final class.

Last day of classes, Noon: **DUE:** Critique of your project and plan book. Critique of your group's process and each of your team members, including yourself.