

University of Texas at San Antonio

Department of Communication

COM 4533.901 • Public Relations Planning & Campaigns
Fall 2009 • TR 11a.m.-12:15 p.m. • BV 3.306 • Downtown Campus

Deborah Menger • Office BV 4.362 • Phone 458-2645 • e-mail Debbie.menger@utsa.edu
Office hours TR 12:30 - 2 p.m. and by appointment

Required Text. (1) Kendall, Robert. Public Relations Campaign Strategies. 2nd edition. New York: Addison Wesley Longman (2) Goldstein, Norm (Ed.).1998. The Associated Press Stylebook and Libel Manual.

Course Description. Application of public-relations principles to the planning and production of messages and campaigns. Students will produce and carry out a public-relations campaign within the community.

Prerequisites. COM 4523

Course Objectives. This course will allow students to put into practice the general concepts of public-relations planning and campaigns. As a result of this course, students will have opportunities to:

- Understand the general concepts of public-relations planning and campaigns.
- Research, plan and evaluate a public-relations campaign.
- Design and produce a media kit for the campaign.
- Evaluate the campaign's effectiveness.
- Understand the ethical and legal implications of a public-relations campaign's design and implementation.

Students with Documented Disabilities. Support services, including registration assistance and equipment, are available through the Office of Disability Services (MS 2.03.18; 458-4157). Students should contact this office before starting classes. Accommodations cannot be made unless students register with this office and provide the instructor with a letter from Disability Services. *Accommodations are not applied retroactively.*

Academic Honesty. You are expected to write your own papers and do your own assignments. If you are caught cheating, you will receive an F on the exam/assignment and may receive an F in the course. In addition, a letter also will be sent to the department chairman and dean. Cheating is not a minor offense; it can result in your being removed from the university or fired from a job. For additional information regarding scholastic dishonesty, see section 203 of the Student Code of Conduct at www.utsa.edu/OSJA/section203.htm.

Grading. The final grade for this class will be assessed multidimensionally. The following grading scale will apply: $\geq 90=A$; $80 < 90=B$; $70 < 80=C$; $60 < 70=D$; $< 60=F$.

Attendance/Participation	10%
Exams	30%
Campaign Proposal	10%
Media Kit	10%
Campaign Evaluation	10%
Final Project	25%
Presentation of final project	<u>5%</u>
Total	100%

Attendance/Participation [10%]. Students are expected to attend class on time. Tardiness will count as half an absence. Absences during scheduled presentations will be counted as double absences. As this class is related to communications, students are expected to participate actively in discussions. Students are expected to keep up with their assignments; no late work will be accepted. Students will work together in groups to design, organize and implement the various aspects of their campaigns. This is how public-relations practitioners work. Attendance at group meetings and completion of group-designated assignments are mandatory. Peer-evaluation sheets that rank group members will be completed by team members at the end of each campaign section. If group members do not attend meetings and complete assignments designated by their groups, they will be graded accordingly by their peers. Low group ratings will result in a letter-grade loss for the nonparticipating students.

Exams [30%]. Three exams over text and class material will be given during the semester. **No make-up exams will be given.**

Written/Oral Assignments. A variety of written and oral responsibilities will be assigned during the semester. All written assignments must be typed (double-spaced with 1" margins) and submitted at the beginning of class on the date due. Grading criteria will include both content and mechanics (notably AP-style, grammar, spelling and punctuation). **No late assignments will be accepted.** All assignments must be corrected before they are placed in the final campaign package. Major penalties will be assessed for uncorrected work and missing assignments.

Written Assignments. During the semester, students will complete a variety of written projects related to their campaign to give them opportunities to apply various public-relations concepts. Assignments will include both written assignments and in-class group discussions. All work must be typed and include required elements. Assigned chapters will be read prior to class.

Oral presentations. Oral presentations of campaign proposals, media kits and campaign evaluations will be made by each team. Visuals and/or handouts of the work are expected. Time limit is 15 minutes per team.

For the presentation of the complete project, teams will be graded on oral-presentation skills, speech content, handouts and time observance. Presentation attendance is mandatory for all team and all class members. Absent team members will receive half the group's grade. Absent class members will receive double absences.

Campaign Proposal, Media Kit and Evaluation [30%]. In-class discussions and exercises will prepare you and your teammates to create a viable campaign proposal, media kit and evaluation. Sections of this project are due and class presentations will be made throughout the semester on dates indicated in this syllabus. Visuals and/or handouts of work are expected. Each presentation is limited to 20 minutes. Final presentations are limited to 30 minutes.

Campaign proposal (10%), due Sept. 29, will include the following elements:

- Title page
- Executive Summary
- Table of Contents
- Backgrounder
- Mission Statement
- Campaign Research Methods
- Survey and Survey Analysis
- Situation Analysis
- Opportunity/Problem Statement
- Campaign Goals and Objectives
- Campaign and Event Themes

Media kit (10%), due Oct. 20, will include the following elements:

- Fact Sheet
- Media Release
- PSAs
- Event Factoids
- Feature Story
- Profile Piece
- Specialized-Media Lists
- Logo
- Brochure, Web Site and Newspaper Ad
- Photos/Slides

Campaign evaluation (10%), due Nov. 10, will cover the campaign's implementation strategy, time line, prospective budgets, contingency plan and measure of its overall effectiveness. Final peer-evaluation forms on your teammates also must be included. The following elements will be included:

- Implementation Strategy
- Gantt Time Line
- Prospective Budget
- Contingency Plan
- Campaign-Effectiveness Evaluation Proposal
- Individual Peer Evaluation Forms

Complete Project (25%), due Dec. 1. The complete project includes the corrected campaign proposal, media kit and campaign evaluation. The peer-evaluation form, which uses a Likert scale and brief summaries to rank your teammates' complete participation in your group, must be included. These evaluations are treated as confidential. Five points will be deducted from students' complete project grades if this final form is not turned in. Ten points will be deducted from the final project grade of students who did not participate in its formulation.

Oral presentation of complete project (5%). Each team will be graded on its final project presentation. Visuals and handouts are expected. Time limit is 20 minutes. Teams will be graded on oral-presentation skills, organization, speech content, time observation, audience interaction and enthusiasm.

Schedule of Required Readings, Class Preparations and Assignments, Lecture/Discussion Topics and Student Presentations

Week	Assignments/Topics
Aug 27	Course Overview/Introduction to PR Campaign Strategies <i>Assignment for this week's class: Appear in person.</i>
Sept 1/3	<i>Assignment for this week's classes: Read chap. 1-3.</i> 1: Each student is responsible for one original campaign idea. Type it, put your name on it and bring it to class. 3: Team/client assignments and campaign requirements.
8/10	<i>Assignment for this week's classes: Read chap. 4-5.</i> Research your campaign's issue. Write a 2-3 page backgrounder and your research plan. Create a survey using all the elements discussed in class.
15/17	<i>Assignments for this week's classes</i> 15: Exam 1 (chap. 1-5) 17: Backgrounder, research plan and survey due.

- Sept 22/24** *Assignments for this week's classes:* Read Chapters 6 and 7.
Each team member will complete 12 surveys. Tabulate the findings and write a 2-3 page description of your campaign's publics based on the survey results.
Write Campaign Proposal, including executive summary, mission statement, situation analysis, problem statement, goals, objectives, theme and special event.
24: Campaign Proposal draft due.
- 29/Oct 1** **29: Campaign Proposal Due.**
29/1: Campaign Proposal presentations
- 6/8** *Assignments for this week's classes:* Read Chapters 8 & 9.
6/8: Media kit creation in DB 1.120
- 13/15** *Assignments for this week's classes:*
13: Exam 2 (Chapters 6-9)
15: Media kit group work
- 20/22** *Assignments for this week's classes:*
20: Media kit due.
20/22: Media kit presentations.
- 27/29** *Assignments for this week's classes:* Read chapters 10 and 11.
Develop and write campaign implementation strategy. Prepare time line, prospective budget and contingency plans.
29: Implementation strategy, time line, budget and contingency plan drafts due.
- Nov 3/5** *Assignments for this week's classes:* Read chapters 12 and 13.
5: Group conferences - bring campaign evaluation drafts to class.
- 10/12** *Assignments for this week's classes:*
10: Campaign evaluation due.
10/12: Campaign evaluation presentations.
- 17/19** *Assignments for this week's classes:* Read Chapters 14 and 15.
19: Exam 3 (Chapters 10-15)
- 24/26** *Assignments for this week's classes:*
24: Campaign group work
26: Thanksgiving Holiday. Classes will not meet.
- Dec 1/3** **1: Complete Campaign due.**
1/3: Campaign Presentations.
- 7-8** **Student Study Days. Classes will not meet.**
- 15** **Final Exam 10:30 a.m. -1 p.m.**

Note: This syllabus is subject to change.