

# PR Campaigns

PBRL 4440-M51

Fall 2021

Online

## Prof. Tori Cliff

**Office Hours:** MW 2:15-4:15 p.m. and by Zoom or phone only. Set up appts. on [Calendly](#).

**Email:** [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)

## COURSE REQUIREMENTS

### Catalog description

Application of theory, research data, and problem-solving techniques in the development of a comprehensive public relations plan book.

### Prerequisites

JRSM 3900, PBRL 4410

### Textbooks, Software and Required Materials

*Strategic Communications Planning for Effective Public Relations and Marketing (6<sup>th</sup> edition)*. Wilson, L., and Ogden, J. Kendall/Hunt Publishing Co. ISBN 978-1-4652-4915-9 (Also available as eBook ISBN 978-1-4652-6863-1)

Other readings will be assigned and posted to eCourseware.

### Classroom format

This is an online class. It is imperative that students read the textbook and review any supplemental materials contained within each week's folder in eCourseware. Students should also submit work on time. Descriptions of assignments are located within each week's folder in eCourseware. Central standard time will be used when time is referenced.

The primary method of communication for the class is email. Students are required to check their university email account each weekday at 9 a.m. to remain current on class news and information. Students should only email the instructor from their official university email account. To maintain FERPA guidelines, emails from other email providers will not receive a response.

### Course Requirements

The basic requirements for this course include these elements:

1. Complete assigned readings and work each week;
2. Check campus email each weekday morning by 9 a.m.;
3. Submit high-quality work on assignments, activities, quizzes or projects on deadline;

4. Meet weekly with team to work collectively on campaign and group assignments;
5. Turn in work that reflects logical, creative, well-informed, critical thinking skills;
6. Be respectful of classmates and professor at all times;
7. Participate in meaningful group discussion and decision-making;
8. Submit a polished portfolio that meets department criteria;
9. Deliver a professional and appropriate solution to client; and
10. Display a synthesis of all that you have learned in your major studies.

**Assignments.** Course work will be completed every week. Check eCourseware for instructions for each week. Deadlines are listed within each week's material, but you may also go to Table of Contents and scroll down to see all the work for the class. In addition, the course calendar reflects due dates. I recommend setting up notifications so that you get alerts as an added layer to keep you on track with deadlines/submission dates. Each assignment must be completed by its due date and time (Central Standard Time), which will vary by assignment, but traditionally will fall on Sunday NLT 11:59 p.m. Double check each due time to ensure that you post by the deadline.

**Portfolio.** You will be required to update your online portfolio to showcase your work and to continue to build your professional online presence.

**Group project.** Students will work with the same team they worked with last semester, for a semester-long project that builds on the client-based research that was completed in PBRL 4410. Each group will be required to develop a PR Campaign Plan Book with all the requisite components. Details will be provided separately.

**Quizzes.** Quizzes may be given periodically to ensure that you are keeping up with the readings and other assignments. Check the course schedule for specific dates. Missed quizzes cannot be made up.

This class is a combination of lecture, discussion, independent and group work designed to encourage students to synthesize the culmination of their learning about public relations.

### **Deadlines**

Meeting deadlines is essential for media professionals. Regular attendance in group meetings is vital. Late work will not be accepted unless there are extenuating circumstances. Students should contact the professor to explain the circumstances as soon as possible to see if arrangements can be made to submit the work past deadline. The decision is at the discretion of the professor. If a student knows about an absence in advance, arrangements may be made with the professor to turn in the work early at the professor's discretion.

### **COURSE WEB SITE ADDRESS:**

1. Go to the University of Memphis home page: <http://www.memphis.edu>
2. Click on the "MyMemphis" link at the bottom of the left column menu.

3. Log in using your University of Memphis username and password.
4. Click on the “eCampus Resources” tab.
5. In the center column of the page, click on the blue UoM eCourseware link.
6. Down on that page, in the Fall 2021 course list available to you, click on the link for PBRL 4400-M51 to enter your course and read the instructions on the welcoming page.

**NOTE:** We will NOT use the internal eCourseware email system on the course web page. Use your regular UM email located inside MyMemphis and correspond with the professor at her regular UM address noted at the top of this syllabus.

#### **GRADING:**

Your grade will come from the following: assignments, activities, campaign materials, student portfolio via personal website, group work, presentations, and a formal plan book with deliverables.

All assignments submitted will be considered final. There will be no re-submission of assignments to increase the grade earned. You will submit a draft and initial review of the Plan Book and your portfolio. You will be graded on these items, but you will also earn another grade when you submit the final versions of each.

Ask your professor if you are unclear about an assignment’s requirements. It is your responsibility to ensure clarification of instructions.

All work submitted must reflect critical thinking and thorough knowledge of the material. Written assignments will be graded based on AP style, grammar, spelling and punctuation, as well as content and presentation. When an assignment calls for secondary sources, use APA style for in-text citations and the reference list.

Grading will be weighted as such:

Portfolio: 10%

Exercises/Activities/Quizzes: 20%

Campaign Materials/Peer Review/Presentation/Deliverables: 70%

**Grading Philosophy.** A=Professional quality work that could be use with little or no modification; B=Good to excellent work, but would require revision to be used professionally; C=Satisfactory work and adequately meets requirement, but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

#### **Other issues**

**Communication:** We will use a Slack workspace with multiple channels during this class. You are encouraged to share things there and ask questions that aren’t super urgent. Email is a great way to get in touch with me if you are contacting me for an individual issue, nothing that the group would benefit from being privy to. Do not use the email within eCourseware, use my Memphis.edu email (tmcliff@memphis.edu). I will do my best to respond to email with 24 – 48 hours. We will also use Marco Polo to send group and individual videos to one another. We’ll share Google Drive files, via Slack and email (torimcliff@gmail.com). If you have a problem, do not let it snowball. Contact me ASAP.

## COURSE SCHEDULE

*Week 1: Aug. 23-29, The Relationship-Building Approach to Communications*

- Complete all content listed in Week 1 folder within eCourseware

*Week 2: Aug. 30-Sept. 5, Public Info and Persuasive Communications*

- Complete all content listed in Week 2 folder within eCourseware

*Week 3: Sept. 6-12, Setting Goals and Objectives*

- Complete all content listed in Week 3 folder within eCourseware

Submit:

- Submit individual goal and objectives assignment NLT 11:59 p.m. Sunday

*Week 4: Sept. 13-19, Creativity and the Big Idea*

- Complete all content listed in Week 4 folder within eCourseware

Submit:

- Submit individual Big Idea assignment NLT 11:59 p.m. Sunday

*Week 5: Sept. 20-26, Key Publics*

- Complete all content listed in Week 5 folder within eCourseware

Submit:

- Submit group goal and objectives assignment NLT 11:59 p.m. Sunday

*Week 6: Sept. 27-Oct. 3, Messages, Strategies & Tactics*

- Complete all content listed in Week 6 folder within eCourseware

Submit:

- Submit group key publics assignment NLT 11:59 p.m. Sunday

*Week 7: Oct. 4-Oct 10, Strategies and Tactics Work Week*

- Complete all content listed in Week 7 folder within eCourseware

Submit:

- Submit group strategies and tactics assignment NLT 11:59 p.m. Sunday

*Week 8: Oct. 11-Oct. 17 (Oct. 9-12 Fall Break), Using Social and Digital for Message Amplification*

- Complete all content listed in Week 8 folder within eCourseware

*Week 9: Oct. 18-Oct. 24, Polish Strategic Document*

- Complete all content listed in Week 9 folder within eCourseware

Submit:

- Group List of Deliverables

*Week 10: Oct. 25-Oct. 31, Calendaring & Budgeting*

- Complete all content listed in Week 10 folder within eCourseware

*Week 11: Nov. 1-7, Implementation and Communications Management*

- Complete all content listed in Week 11 folder within eCourseware

Submit:

- Calendaring and Workflow Group Assignment

*Week 12: Nov. 8-14, Initial Portfolio Review*

- Complete all content listed in Week 12 folder within eCourseware

Submit:

- Link to Portfolio (Link in Dropbox)

*Week 13: Nov. 15-21, Communications Measurement and Evaluation*

- Complete all content listed in Week 13 folder within eCourseware

*Week 14: Nov. 22-28 (Thanksgiving Break Nov. 24-28), Work Week*

- Time to put finishing touches on group projects

*Week 15: Nov. 29-Dec. 1 (Dec. 1 is last day of classes), All Outstanding Work Due including Final Campaign Plan Book Due & Client Presentation*

Submit:

- Final Campaign Plan Book
- Link to Client Deliverables
- Link to Video of Client Presentation
- Link to Revised Portfolio
- Peer Review Document