

# Event Planning for Public Relations

PBRL 4301-M90

Spring 2022

Online

**Tori Cliff, M.A.**

**Office:** Virtual by Zoom or phone

**Office Hours:** MW 2:15-4:15 p.m. by appointment only, book [here](#)

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## COURSE REQUIREMENTS

### Catalog description

Development, execution and evaluation of events that support strategic communication practices; emphasis on advertising and public relations tactics for non-profit, for profit and community-based initiatives and organizations.

### Prerequisites

60 hours of completed coursework

### Textbooks, Software and Required Materials

Fenich, G. G. (2015). Productions and logistics in meetings, expositions, events, and conventions. Boston:Pearson.

### Classroom format

This is an asynchronous online class. We will not meet for class, but there are several ways to contact me if you need me. Numerous learning tools will be used, such as mini-video lecture, textbook and articles, slide decks, audio feedback, discussion board interaction, and independent and (perhaps) group work, all designed to encourage students to synthesize the culmination of their learning about public relations. Work will be accomplished using various digital platforms.

### Accessing the course website

1. Go to the University of Memphis online learning home page: <http://memphis.instructure.com>
2. Log in using your University of Memphis username and password.
3. Click on the link for PBRL 4301 to enter our course

### Course Requirements

This course will require access to technology, diligence in engaging each week's content, organization, communication and time management. I recommend add reminders for all deadlines in the class and turning notifications on in Canvas. You should log into the course in Canvas a minimum of twice weekly to stay up to date on news and to engage the content appropriately.

The overall requirements for this course include these elements:

1. Complete assigned readings each week;
2. Log in to the class a minimum of twice weekly to engage content and stay up-to-date;
3. Check campus email each weekday morning by 9 a.m.;
4. Complete all work on or before deadline and with excellence;
5. Do well on class exams;
6. Be respectful of classmates and professor at all times; and
7. Communicate with the professor about any questions or concerns as they arise.

Event attendance and planning requirements include:

PBRL 4301:

1. Attend a minimum of two campus/community events and complete corresponding assignment
2. Attend one community event and complete corresponding assignment
3. Assist in planning, coordinating, and executing a minimum of one campus/community event and complete corresponding assignment

PBRL 6301 or honors contract students:

1. Attend a minimum of two campus events and complete corresponding assignment
2. Attend a minimum of two community events and complete corresponding assignment
3. Assist in planning, coordinating, and executing a minimum of one campus event and complete corresponding assignment
4. Plan a minimum of one community event and complete corresponding assignment

Note: For the community event requirements, if a student is attending a virtual event, then it can be from any community of interest globally, just include that information on the assignment sheet.

**Deadlines.** Meeting deadlines is essential for media professionals. Please make every effort to submit work on or before the deadline. The work week will begin on Mondays and end on Sundays at 11:59 p.m. CST. All deadlines are Sundays NLT 11:59 p.m. the week that they are due unless otherwise indicated. In the event you anticipate a conflict, email me ([tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)) to discuss it. While this class does require event attendance and event planning, students are empowered to decide whether they will attend and/or plan virtual or in-person events. Your health and safety should never be compromised to complete an assignment.

If you become ill, or are in quarantine, without access to complete your work, please communicate with me right away to see if we can make suitable accommodations, like extending deadlines a bit, considering a withdrawal or drop from the class, or issuing an incomplete for your class grade as opposed to an F.

**Communication.** Students should reach out to the professor via email ([tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)) if they are experiencing trouble or have questions. Do not wait and let things snowball. I will make every effort to respond with 48-hours during the work week. If a message is sent over the weekend, additional response time may be required.

**Discussion Board.** There will be a discussion board for student use. Feel free to communicate with classmates. This is not a requirement and will not be monitored by the professor, but it may be a helpful

resource.

**Quizzes.** Quizzes will typically be given each time 3-4 chapters of material has been covered. The quizzes are multiple choice, true/false, and choose all that apply. Students are to take the quizzes on their own but are permitted to glance back at notes or the textbook for quick reminders. Everyone draws a blank sometimes. However, please do not be misled and think that you can succeed on the test without knowing the material. The quizzes are timed, so it is important to study the materials thoroughly and go into the quiz prepared or you will run out of time. The quizzes are set up to cut off at the allotted time and not allow for any additional questions to earn points. The system will grade what you completed in the time frame provided. Students will have two attempts at quizzes and the highest grade will be recorded in the gradebook.

### Grading

Assignments/Exercises/Activities/Discussion = 40%

Exams/Knowledge Checks = 30%

Project = 20%

Presentation = 10%

A= 90-100

B = 80-89

C = 70-79

D = 60-69

F = 0-59

## COURSE SCHEDULE

### *Week 1, Jan. 18-23, Welcome!*

Review the syllabus and course format, get the textbook

Readings: Ch. 1

Assignments: Complete any other materials in week 1 content in Canvas

### *Week 2, Jan. 24-30, Chapter 1*

This chapter covers an introduction to this industry.

Readings: Ch. 2

Assignments: complete any materials outlined in week 2 content in Canvas

### *Week 3, Jan. 31-Feb. 6, Chapter 2*

This chapter is about on-site meetings and event management.

Readings: Ch. 3

Assignments: Complete any materials outlined in week 3 content in Canvas

### *Week 4, Feb. 7-13, Chapter 3*

This week is about designing, organizing and producing the environment for meetings, conventions and events.

Readings: Ch. 4

Assignments: Attend a virtual event and complete the assignment spec to record what you learned

(dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 4 content in Canvas

*Week 5, Feb. 14-20, Chapter 4 and Quiz 1 (ch. 1-4)*

This week is about managing the technical aspects of meetings, conventions and events.

Readings: Ch. 5

Assignments: Quiz 1, attend a virtual event and complete the assignment spec to record what you learned (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 5 content in Canvas

*Week 6, Feb. 21-27, Chapter 5*

This week is about meeting registration.

Readings: Ch. 6

Assignments: Attend a virtual event and complete the assignment spec to record what you learned (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 6 content in Canvas

*Week 7, Feb. 28-March 6, Chapter 6*

This week is about food and beverage production.

Readings: Ch. 7

Assignments: Attend a virtual event and complete the assignment spec to record what you learned (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 7 content in Canvas

*Week 8, March 7-13, Spring Break*

*Week 9, March 14-20, Chapter 7 and Quiz 2 (ch. 5-7)*

This week is about management of human resources.

Readings: Ch. 8

Assignments: Begin to conceptualize and plan your own virtual event and complete the assignment spec that accompanies it (dropbox NLT 11:59 p.m. this Sunday) and complete any other materials outlined in week 9 content in Canvas. Also, begin the Gantt chart assignment (template in Google Drive) and share the document with me ([torimcliff@gmail.com](mailto:torimcliff@gmail.com)) NLT 11:59 p.m. next Sunday

*Week 10, March 21-27, Chapter 8*

This week is about training and supervision.

Readings: Ch. 10

Assignments: Continue planning and creating your own virtual event. Complete the Gantt chart assignment (template in Google Drive) and share the document with me ([torimcliff@gmail.com](mailto:torimcliff@gmail.com)) NLT 11:59 p.m. this Sunday, and any complete any other materials outlined in week 10 content in Canvas

*Week 11, March 28-April 3, Chapter 10 and Quiz 3 (ch. 8, 9, 10)*

This week is about logistics.

Readings: Ch. 11

Assignments: Continue planning and creating your own virtual event. Update the Gantt chart as you complete tasks or run into a need to revise (template in Google Drive). Make sure that you continue sharing the document with me ([torimcliff@gmail.com](mailto:torimcliff@gmail.com)) for the remainder of the semester, and complete any other materials outlined in week 11 content in Canvas

### *Week 12, April 4-10, Chapter 11*

This week is about financial management.

Readings: Ch. 12

Assignments: Continue planning and creating your own virtual event. Virtual events/presentations begin next week! Update the Gantt chart as you complete tasks or run into a need to revise (template in Google Drive). Make sure that you continue sharing the document with me ([torimcliff@gmail.com](mailto:torimcliff@gmail.com)) for the remainder of the semester, and complete any other materials outlined in week 12 content in Canvas

### *Week 13, April 11-17, Chapter 12*

This week is about marketing and sales.

Readings: Ch. 13

Assignments: Conduct your own virtual event and complete any other materials outlined in week 13 content in Canvas / Finalize your student event execution assignment and presentation for submission next week

### *Week 14, April 18-24, Chapter 13 and Student Event Execution Assignment Due*

This week is about sales initiatives in meetings and events.

Readings: Ch. 14

Assignments: Submit completed student event execution assignment sheet and presentation for your own event and complete any other materials outlined in week 14 content in Canvas

### *Week 15, April 25-27, Chapter 14 and Quiz 4*

This week is about effective communication amongst crew during the event.

Readings: Review for last exam

Assignments: Complete Quiz 4 (ch. 11, 12, 13, 14) NLT 11:59 p.m. Tuesday, April 27 (last day of classes)

## **JOURNALISM AND STRATEGIC MEDIA POLICIES**

### **Portfolio requirement**

All students in the Department of Journalism and Strategic Media are required to develop and maintain an active portfolio of their work. Undergraduate students are to begin the portfolio in JRSM 3900 and graduate students are to begin in JRSM 7002. Students are to contribute to it in every skills course thereafter. The portfolio should contain samples of the student's work from courses and/or professional experiences and should develop as the student builds skills. Portfolios will undergo a final, external review while students are enrolled in their capstone courses.

Students may use any type of web hosting for their portfolios, but it must have an independent and professional URL. Students may use any content management system, but students are encouraged to

use WordPress, Wix or SquareSpace. Students are encouraged to consider purchasing a URL and hosting if they plan to use the portfolio for a long term, but they must keep the portfolio active for six months following graduation from the University of Memphis.

Students should have a professional email address they plan to use throughout their professional lives, via a common email service, such as Gmail.

All portfolios must contain the following items:

- Samples of work from courses and/or professional activities. (Example: Broadcasting students must include a video reel)
- A current résumé
- A personal profile
- Contact information/means of contact
- Social media links

Students might wish to include a blog, video reels, photograph galleries, SoundSlides presentations, design PDFs, audio files and writing pieces as examples of professional work. The professional work should ultimately be tailored to the career the student seeks after graduation. Thus, each student's portfolio should show a unique blend of work.

## Email

Students must have their UofM email accounts activated. Students using another provider, such as Google, are required to have all UofM email forwarded to that account. Students should go to the <http://iam.memphis.edu> website to implement forwarding of UofM email. Students are required to check their email daily. They are responsible for complying with any email sent to by professors or others in the University.

## Electronic devices

Some classes require a tablet, laptop or a smartphone. Others do not. Instructors will set the policy for their specific classes.

## Attendance

Class attendance is mandatory in Journalism and Strategic Media. Students may be assigned a failing grade for the semester for nonattendance or habitual late arrival. No late work will be accepted without prior arrangements with the class professor. Students may not be permitted to make up any missing work unless it is for an absence because of illness or other catastrophic emergency, such as a death in the family that can be documented (e.g. with a doctor's note or a copy of the newspaper obituary). Journalism and Strategic Media is a professional program, and students are expected to understand and comply with deadlines. Students who have some problem making it to class on time should make arrangements to correct the problem or consider taking another class. Students should consider this class as a "job" in the educational process and be on time just as they would elsewhere.

## Course repetition

Majors and minors who fail to earn the minimum passing grade ("C-") in a class required by their program of study in Journalism and Strategic Media more than three times will be dropped from the program.

Students may not use or submit work from a previous course, even if it is the same course being

repeated, to fulfill requirements for assignments in another course. If students wish to substantially rework the original submission, or to work with the same general idea, that may be permissible upon discussion with and written approval from the professor of the current course. All written work will be checked for policy adherence via TurnItIn.com. All creative work will be checked for policy adherence by the professor, and judged against previous submissions. The only exception to this policy is the student's online portfolio and its attendant pieces (for example, the résumé and logo).

### Academic integrity

In addition to University-wide policies stated in the Code of Student Rights and Responsibilities, the Department of Journalism and Strategic Media considers making up quotes from sources, turning in substantially the same assignment for credit in two different courses or students receiving any assistance from others for work assigned to be done on their own, as acts of cheating punishable to the degree determined appropriate by the course instructor and department chair. Punishment may include grade reductions or seeking dismissal of the student from the University.

Further, as this is a journalism and strategic media class, students are expected to comply with copyright law and must have sufficient permission to use any copyrighted materials used in creative projects, unless otherwise informed in cases of exercises or reproduction.

Your written work may be submitted to Turnitin.com, or a similar electronic detection method, for rating originality of your ideas. Also to evaluate proper use and assignment of sources. As part of this process, you may require to submit electronic as well as hard copies of your work. Other instructions to follow may also be given. By taking this course, you agree that all assignments may undergo this review process. The assignment may be included as a source document in Turnitin.com's restricted access database. It is solely for the purpose of detecting plagiarism in such documents. Assignments not submitted according to the instructor's procedures may be penalized or may not be accepted at all. (*Office of Legal Counsel, October 11, 2018*)

### Online SETEs

Students are urged to complete the SETEs evaluation of this course. Once the instructor has posted grades, student can immediately see that grade, provided they have completed a the SETE for that class. To access evaluation forms, students should log in to MyMemphis using their UUIDs and email passwords; click on the gray "Student" tab; complete an evaluation for each course listed and hit the "Submit" button at the bottom of the form. Completing the SETE will only take a few minutes. Faculty take the evaluations very seriously and use them to improve courses and instructional quality. Student feedback is essential and is appreciated.

### Deadlines

All deadlines are firm. This is journalism and strategic media. Students needing an extension on an assignment must receive approval from the instructor. Exceptions will be made for reasonable circumstances if the student notifies the instructor prior to the due date.

### AP Style and grammar

All written work in this class must follow the AP Stylebook and accepted rules of grammar and punctuation. Students are responsible for learning these rules and checking their work for errors.

### Disability and accommodations

Students who need an accommodation based on the impact of a disability should contact the Office for Disability Resources for Students at 901-678-2880 in 110 Wilder Tower Hall to coordinate reasonable accommodations for students with documented disabilities.

### Diversity and inclusivity

Students are required to respect the differences of others and treat all persons with respect. Discriminatory, derogatory and threatening language or behavior will not be tolerated. Further, students are expected to consider their work through a diverse mind. Media reach a mass audience, and students should be aware of how those messages are received by a diverse audience.

### Weather policy

Always check with local media and the University of Memphis website regarding inclement weather. If the University is closed or classes are canceled, this course will not meet. However, students will still be responsible for that day's work.

### Student support

Student who are experiencing personal or academic challenges including, but not limited to food or housing issues, family needs, or other stressors, should visit the Office of Student Accountability, Outreach & Support page to learn about resources that can help: <https://www.memphis.edu/saos/sos/crisis-resources.php>. Any student who faces personal challenges including, but not limited to securing their food or housing and believes this may affect their performance in the course is urged to contact the Office of Student Accountability, Outreach & Support (901-678-2187) located in the University Center, Suite 359 for assistance. Students may also talk with course instructors about the challenges they are experiencing. Instructors may be able to assist in connecting with campus or community support.

### COVID-19 protocols for this course

#### COVID-19 Health and Safety Policy - Masks and Social Distancing

Faculty, staff, students and visitors are expected to monitor current health and safety measure requirements posted to our website and shared through other official communication channels including, but not limited to University email. Definitions related to those requirements and enforcement mechanisms appear in the [COVID-19 Health and Safety Policy \(GE2040\)](#). **Please be reminded that the University currently requires that all persons, regardless of vaccination status, wear masks indoors and in places where appropriate social distancing is not possible.**

Classroom experiences from recent semesters have shown that the campus community generally understands and complies voluntarily with the mask requirement. The policy does permit faculty members to take action for non-compliance of mask use. Additionally, if students have concerns about faculty or staff mask use, contact Human Resources at [hr@memphis.edu](mailto:hr@memphis.edu) or 901.678.3573. Faculty who are delivering on-campus instruction may remove their face mask to teach, provided they are located within a delineated teaching area that is no less than 6 feet from students.



## Student Health

Students who are experiencing symptoms such as sneezing, coughing or a higher than normal temperature should inform me by email so they can be excused from class and should stay home. Students should contact their health care provider or the Student Health Center at <https://www.memphis.edu/health/>.

Students who have a positive COVID-19 test should contact the Dean of Students at [deanofstudents@memphis.edu](mailto:deanofstudents@memphis.edu) or 901.678.2187.

## Testing & Notification

The University will continue to provide testing for the entire campus community. The details regarding test availability and locations can be found [here](#). Do not come to campus if you are experiencing symptoms, are in isolation or quarantine due to positive test results or exposure, pending test results, or have reason to believe you have come in contact with the virus.

## Student Resources

Students who need additional resources can contact the Dean of Students Office at <https://www.memphis.edu/deanofstudents/crisis/index.php>.

## Guidelines for classes, labs and equipment in Meeman Journalism Building in Spring 2022

- Anyone feeling sick should stay home.
- Social distance from all others at least 6 feet when possible.
- Wear a mask at all times when in University buildings and outside when social distancing isn't possible.
- Wash hands or use hand sanitizer regularly.
- No more than one person in the elevator at a time.
- Disinfect your workstation before and after use, including desks, keyboards, mice and screens. Wash your hands after cleaning.
- Air purifiers must run at all times during class meetings.