

PR Campaigns

PBRL 4440/6440-001

Spring 2022

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COURSE REQUIREMENTS

Catalog description

Synthesizes all public relations work and puts skills in a strategic context. Students will conduct primary research to inform, write and present a PR campaign to a real-world client.

Prerequisites

PBRL 3431.

Textbooks, Software and Required Materials

Luttrell, R. M., & Capizzo, L. W. (2021). *Public Relations Campaigns* (2nd Edition). SAGE Publications, Inc.

Additional readings will be posted to our class's Canvas page

COVID Classroom format

This class will include lecture and discussion. Students will write and submit assignments to Canvas, which will be returned with feedback meant to encourage student improvement over the course of the semester.

I see this learning environment as one in which I can guide you—a budding public relations professional, researcher, and project director—through the coursework without holding your hand. Because this class is considered the final of your capstone, with many core and elective classes firmly under your belt, I feel that provides us the opportunity for me to empower you to make smart decisions as it comes to your success in this class.

Since this is an empowered learning environment, I expect that you show up ready to engage with myself and your classmates. Given the circumstances, a lot of this will be on you to pursue and initiate. It's important to engage so you don't get lost and ask questions if you're confused.

It is my hope that you know and believe that I am always willing to help you. Always ask for clarification(s) if you have any questions or doubts: the sooner the better. It's important to be proactive. If you're having an issue, let's work together to make sure you are doing what you can,

when you can. Recognize that there's a difference between reasons and excuses. I'm always willing to work with you if you've got a good reason—see a few examples below.

Note on technology: Students will write and submit assignments to Canvas, which will be returned with feedback meant to encourage student improvement over the course of the semester. Access to a computer or mobile electronic device (tablet or smartphone) with internet access is required to complete all of your assignments. Please let me know if this is a burden.

I recommend visiting [IT's recommendation page for remote learning](#). You'll find information about hardware, [software](#), [the virtual private network](#), and [the help desk](#).

Accessing the course website

1. Go to the University of Memphis Canvas home page: <https://memphis.instructure.com/>
2. Log in using your University of Memphis username and password.
3. In the Term Year course list available to you, click on the link for JRSM 4440/6440 - 001 to enter your course and read the instructions on the welcoming page

Students with disabilities & accommodations

If you will need accommodations through [Disability Resources](#) to meet any of the requirements of this course, please let me know as soon as possible. Remember, this does not mean you are incapable or receiving special treatment. We all have specific tools we use to do our best work. I encourage you to consider which tools you need to be your best in this class.

Trauma & emotional needs

This class is just one component of your life. It is important, but sometimes we experience trauma and crisis, and we need to reprioritize. As your instructor, I feel your health and well-being is more important than this class, especially under the circumstances. If completing this course or an assignment to the best of your abilities is challenging, please let me know as soon as possible. I am here for you and want to work with you.

COVID-19 illness accommodations

I hope that this is the most worthless syllabus section I've ever written. I hope that COVID-19 comes nowhere near you or your loved ones, and doesn't affect you in any way, including physically, emotionally, spiritually, financially, and mentally. COVID-19 will likely affect one of us in one of those ways, however. Here's how we'll adapt:

If you get sick:

I recommend you take an incomplete for the semester. Given that it's hard to know how your body will react, and cases range from asymptomatic to months of illness to death, we should prepare for you to dedicate a substantial amount of your time to feeling better. Your health is more important than this course. *Honor code: no documentation required.*

If you need to take care of someone who gets sick:

Depending on the severity of their illness, I recommend you consider taking an incomplete. If you are the primary caretaker of someone who tests positive for COVID-19 with symptoms, your priority should be remaining healthy and supporting that person. *Honor code: no documentation required.*

If you are exposed to someone who tests positive:

You must isolate and monitor your symptoms. Please let me know as soon as possible if that affects your access to resources and technology. *Honor code: no documentation required.*

Resources specific to physical health and wellness:

Mental health Services

UofM Student Health Center

Sexual, domestic, and intimate partner violence resources

If you are affected financially because of COVID-19:

There are many resources available through the Dean of Students including:

Dr. Rosie Phillips Bingham Student Emergency Fund

Emergency Food Resources, which includes Tiger Pantry

Emergency Housing

Specific COVID-19 relief funds

Course and Assignment Expectations

Course work will be accomplished every week, including readings, agendas, and writing assignments to check your learning and comprehension. Each assignment must be completed by its due date and time (Central Time), which may vary by assignment, so make sure to check each individual due date and time to ensure that you post by the deadline.

Quality of Work

All work in this course should follow AP Style, including proper spelling, grammar, and language. A large part of public relations is having a polished written concept of what you are communicating. This includes all class work and presentations. Problems in these or other areas will result in the deduction of points.

I expect your work to be good and to be yours. What is not yours should be fully cited. In documenting sources, you must use APA formatting. If you need help with writing and citing sources, please see me for resources. In addition, Purdue University's Online Writing Lab is an excellent resource, and can be found at <http://owl.english.purdue.edu>.

Repetition of Courses and Coursework

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 resume and logo).

Plagiarism policy

First offense: Redo for 50%, plus meet with Teri

Second offense: Automatic 0, no redo

Third offense: Automatic class fail

Final assignment, regardless of which offense: Automatic 0 on assignment

Late work

One week grace period: full credit

Two weeks late: up to 70% credit

Work later than two weeks will be accepted until April 28, 2022 at 11:59 p.m. for up to 50% credit

Semester work (weeks 1-15) will not be accepted after April 28, 2022 at 11:59 p.m.

Grading

A+ = 97-100%; A = 93-96%; A- = 90-92%

B+ = 87-89%; B = 83-86%; B- = 80-82%

C+ = 77-79%; C = 73-76%; C- = 70-72%

D+ = 67-69%; D = 60-66%

F = 0-59%

Grade breakdown.

A=Professional quality work that could be use with little or no modification.

B=Good to excellent work and exceeds requirement, 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.

Emailed assignment policy

I will not accept assignments via email unless I *tell* you to email it to me.

Your deliverables

Written components

50 points

- Intro outline (c/nc) 5 points
- Survey (c/nc) 5 points
- Interview or focus group guide (c/nc) 5 points
- Edited research materials and implementation (c/nc) 5 points
- Goals, objectives, and key publics outline (c/nc) 5 points
- Strategies and tactics outline (c/nc) 5 points
- Final portfolio (graded) 10 points
- Final campaign plan (graded) 10 points

Community contributions

50 points

- Agenda contribution (10 at 2 points each) 20 points
- Client and research pitch (c/nc) 5 points
- Understanding the findings (c/nc, in class or written) 5 points
- Goal(s), objective(s), and public(s) pitch (c/nc) 5 points

- Strategy and tactic(s) pitch (c/nc) 5 points
- Final plan pitch (c/nc) 5 points
- Portfolio critiques (c/nc) 5 points

Brief assignment approaches and descriptions.

Individual or group work: I am giving each student the opportunity to partner or team up with anyone in the class (up to three total). This means students also have the opportunity to work alone.

Client: Roar Radio! Roar Radio is our new student-run online radio station, . They are brand new and need our help!

Written components: These assignments break down the components of your public relations campaigns plan. Most assignments here are credit/no credit (c/nc), which means as long as you submit a thoughtful attempt on time, you will earn full credit (see the late policy if you don't turn something in on time). Assignments that dramatically miss the point (i.e., no effort to follow the guidelines or think critically) will receive partial credit and the opportunity for a redo. The public relations campaign plan includes the following sections:

Final campaign plan book

1. Title page/cover
2. Table of contents
3. Executive summary
4. Introduction, including but not limited to:
 - a. Client background
 - b. Identification of problem or opportunity
 - c. Situation analysis
5. Secondary research
6. Primary research
7. Strategic recommendations
 - a. Goals and objectives
 - b. Tactics
 - i. Timeline
 - ii. Budget
 - iii. KPIs
8. Appendix: Any additional relevant information
 - a. Might include the survey from research
 - b. Interview questions
 - c. Presentation slides
 - d. Lists
 - e. Anything else I might be missing

Community contributions : You will be asked to do informal mini-presentations throughout the semester to update, share and brainstorm ideas. These credit/no credit opportunities help hold everyone accountable to the process and our community.

COURSE SCHEDULE

The course will be divided into three modules with one-week transition breaks.

Week 1 : January 17 (we will start on Wednesday, January 19)

M: Martin Luther King, Jr. Day, no class

W: Class introduction, what is a public relations campaign?

Readings:

- Canvas resources
- Introduction

Assignments:

- Agenda #1 and introduction survey

Week 2, Jan. 24 : Campaign fundamentals

M: Campaigns overview

W: Identifying your client, problems, and opportunities

Readings:

- Canvas resources
- Chapter 1-2

Assignments:

- Intro outline due 1/30
- Agenda #2

Notes: Final day to drop is Feb. 1

Happy Lunar New Year (February 1)

Week 3, January 31: Research

M: Survey research

W: Work day: we will work on the survey in class

Readings:

- Canvas resources
- Chapter 4

Assignments:

- Agenda #3
- Survey due 2/6 (this is a draft of your survey instrument, you should not send this out without my feedback)

Week 4, Feb. 7: Open week

M: Interview/focus group research

W: Work day: we will work on moderator's guide in class

Readings:

- Canvas resources
- Read peer surveys

Assignments:

- Agenda #4
- Interview or focus group guide due 2/13 (this is a draft of your guide, you should not conduct an

interview/focus group without my feedback)

Week 5, Feb. 14: Implementing research

M: Pitching client and research (in class points)

W: Work day: implementation of research

Readings:

- Canvas resources
- Read peer focus group guides

Assignments:

- Agenda #5
- All research must be implemented by class on Monday, 2/21

Week 6, Feb. 21

M: Understanding the findings (in-class points)

W: Identifying goals & SMART objectives

Readings:

- Canvas resources
- Chapter

Assignments:

- Agenda #6
- Research key takeaways due 2/27 (either attend in class or submit to dropbox)

Week 7, February 28

M: Better understanding publics

W: Pitching goals, objectives, and key publics (in class points)

Readings:

- Canvas resources
- Chapter 6

Assignments:

- Agenda #7

Week 8, March 7-11: Spring break

Week 9, March 14

M: PESO

W: Strategies

Readings:

- Canvas resources
- Chapter 3 & 7

Assignments:

- Agenda #8
- Goals, objectives, and key publics outline due 3/20

Happy Holi (March 18)

Notes: Final day to withdraw ("W" assigned): March 19

Week 10, March 21

M: Tactics

W: Pitch strategies and tactics (in class points)

Readings:

- Canvas resources
- Chapter 8

Assignments:

- Agenda #9
- Strategies and tactics outline due 3/27

Week 11, March 28

M: Project management

W: Managing issues during implementation

Readings:

- Canvas resources
- Chapter 9

Assignments:

- Agenda #10

Happy Ramadan (April 2-May 2)

Week 12, April 4

M: Work day

W: Final plan pitches (in class points)

Readings:

- Canvas resources
- Chapter 10-11

Assignments:

- Agenda #11

Week 13, April 11: Recovery/work week

M: Drop-in office hours

W: Drop-in office hours

Readings:

- No assigned readings

Assignments:

- No assignment

Happy Passover (April 16-23)

Happy Easter (April 17)

Week 14, April 18: Portfolio development

M: Portfolio best practices

W: Portfolio critiques

Readings:

- No assigned readings

Assignments:

- Portfolio ready to go in class
- Final portfolio due April 24 at 11:59 p.m.

Week 15, April 25

M: Alumni panel

W: Graduation party

Study days: April 28

Readings:

- No assigned readings

Assignments:

- Final call: Weeks 1-15 assignments last call on April 28 at 11:59 p.m. for up to 50% credit

Happy Eid-Al-Fitr (May 2)

Final exams: April 29-May 5

Final plan due: Wednesday, May 4 at 3 p.m. (this is the end of your final exam period)

Final grades due: May 10

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 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 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.