

# PR Campaigns

PBRL 4440/6440-M90

Spring 2022

## Prof. Tori Cliff

**Office:** virtual office hours by appointment

**Office Hours:** MW 2:15-4:15 by appointment

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

**Schedule an Appointment:** [click here](#)

## COURSE REQUIREMENTS

### Catalog description

Application and synthesis of the four-step public relations process. Research, planning, communication and evaluation will be applied to a real-world client's problem/opportunity. Application of theory, research data, and problem-solving techniques will culminate in the development of a comprehensive public relations plan book.

### Prerequisites

PBRL 3421

### Textbooks, Software and Required Materials

*Wilson, L. J., & Ogden, J. D. (2016). Strategic Communications Planning for Public Relations and Marketing (6th ed.). Kendall Hunt.*

Other readings will be assigned and posted to Canvas.

### Classroom format

This is an asynchronous online class. Numerous learning tools will be used, such as mini-video lecture, textbook and articles, slide decks, audio feedback, discussion board interaction, and independent and 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. Students are expected to meet with their team a minimum of once per week for a minimum of 10 weeks to work on research and campaign materials (more details below). Teams will complete a report following each meeting and submit a link of the virtual, recorded meeting to the dropbox each week on Sundays NLT 11:59 p.m.

### Course Requirements

The basic requirements for this course include these elements:

1. Complete assigned readings and all weekly folder content in Canvas each week;
2. Check campus email each day by 9 a.m.;
3. Attend team meetings prepared, fully present, and punctually;
4. Submit high-quality work on assignments, activities, quizzes or projects on or before deadline;

5. Meet weekly (at minimum) with team and submit meeting reports by Sunday at 11:59 p.m.;
6. Turn in professional-level work that reflects logical, creative, well-informed, wholistic, critical thinking skills;
6. Be respectful of classmates and professor at all times;
7. Participate in meaningful class discussion;
8. Submit a polished portfolio that meets department criteria;
9. Deliver a professional and appropriate solution to the client via plan book, deliverables and presentation;
10. Display a synthesis of all that you have learned in your major studies.

**Assignments.** Course work will be completed every week. Each assignment must be completed NLT 11:59 p.m. on its due date, unless otherwise specified. It is wise to look ahead to see what the coming week brings. Many assignments will take more than one week to complete with excellence.

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

**Group project.** Students will be divided into small groups for a semester-long project that builds on the client-based research that was conducted at the beginning of the semester. (With smaller classes, the entire class will serve as the PR agency for the client.) 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 if there is any indication that students are failing to complete assigned reading, or that there is a lack of understanding of the concepts and materials being covered. If quizzes are utilized, they will be designed to measure understanding, ability to apply concepts and techniques, and whether retention of the material is occurring.

## **Deadlines**

Meeting deadlines is essential for media professionals. Regular attendance is vital in class. Late work will not be accepted unless there are extraordinary circumstances that are verifiable, like an emergency surgery. 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. Email your professor right away if you are experiencing a situation that may negatively impact your work.

## **Attendance**

Students must attend group/agency meetings. A minimum of 10 meetings must occur, but more will very likely be required to complete the campaign building process. For the 10 required meetings, they must occur on Zoom and be recorded. For free accounts, the meeting time may cut off at 40 minutes, but if the initial 40 minutes are available to me, that is sufficient. This will also aid any members that were unable to attend a meeting. They can watch the video to catch up. For the 10 mandatory meetings, a meeting report (template in Canvas) and a link to the meeting should be uploaded to the dropbox within 3 days of the meeting. This report should be shared with the entire team via OneDrive or Google Drive.

If a team member misses more than 3 of the required 10 meetings, it may negatively impact their grade by resulting in a 2-point deduction from their final grade for every additional absence. Please note that every effort should be made to choose meeting times that make it possible for all group members to attend.

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

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 course you want to enter.

#### **Grading**

Course work will be accomplished every week. Quizzes will cover the material from the text, material included in Canvas, and any additional material covered, such as audio notes. 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 on the basis of AP style, grammar, spelling and punctuation, creativity, as well as content and presentation. Follow instructions and specs carefully. 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%

Individual Work/Discussion/Exercises/Activities/Quizzes: 30%

Group Work / Campaign Materials / Weekly Status Reports / Recorded Meetings / Peer Reviews / Presentation / Deliverables: 60%

#### **Grading Philosophy.**

A=Excellent quality work that met all specs and could be used with little or no modification; B=Good work that met most specs but would require revision to be used professionally; C=Satisfactory work and met some specs but would need significant revision; D=Barely satisfies minimum requirement and below average quality; F=Unsatisfactory work and does not meet minimum requirement.

A= 90-100

B=80-89

C=70-79

D=60-69

F=0-59

#### **Other issues**

**Communication.** We will use a Slack workspace with multiple channels during this class. Feel free to join any channels that you think might benefit you, but make sure to join the pr-campaigns channel. You are encouraged to share things there and ask questions. When speaking to someone, use an @mention with their name in the comment. When speaking to everyone, just post. You can also send private DMs to

people. When you set up your notifications, make sure that they work for you (do not want your tech dinging middle of night with a new post.)

Email ([tmcliff@memphis.edu](mailto:tmcliff@memphis.edu)) is a wonderful way to contact me, particularly if it is for an individual issue, and nothing that your group would benefit from hearing the answer to.

We will also use Marco Polo to send group and individual videos to one another. Download the free Marco Polo app and then text me at 731.803.2345 saying "Hi this is (your name) from Campaigns." I will then add you to our PR Campaigns Marco Polo group. This will allow us to do quick, informal video messages. After this, please do not text me.

We will share Google Drive files extensively, (which can be done via Slack too), so make sure to set up a Gmail account. When you share folders/items with me in Google Drive, you will use [torimcliff@gmail.com](mailto:torimcliff@gmail.com) as my address.

You can schedule a meeting with me during office hours via [Calendly](#). I will respond as soon as I am able, however you reach out. I will make every effort to respond to email within 24 – 48 hours. If you have a problem, do not let it snowball. Please email me or set up an appointment ASAP.

Feel free to use Twitter with the hashtag #PBRL444OUM for articles and materials that may advance the campaign, analyze competition, or add to the understanding of how to research, plan, communicate and evaluate a campaign. This part is completely optional.

In summary, the ways that you can contact me and/or communicate with us all are many:

- Email ([tmcliff@memphis.edu](mailto:tmcliff@memphis.edu))
- Marco Polo (download free app, then text me your # at 731.803.2345)
- [Slack](#) (click invite link, then join channel called pr-campaigns)
- Schedule a meeting [here](#) with Professor Cliff

PBRL 6440 Students:

The following additional responsibilities will be required.

- Serve as Agency Point of Contact for client and team relationship
- Serve as liaison between team and professor
- Responsible for submitting team meeting reports and recording links
- Responsible for uploading all group work to Canvas, or delegating to a back-up if unable occasionally

## COURSE SCHEDULE

*Week 1: Jan. 18-23, The Relationship-Building Approach to Communications*

Complete all content listed in Week 1 folder within Canvas

*Week 2: Jan. 24-30, Public Info and Persuasive Communications*

Complete all content listed in Week 2 folder within Canvas

*Week 3: Jan. 31-Feb. 6, Setting Goals and Objectives*

Complete all content listed in Week 3 folder within Canvas

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

*Week 4: Feb. 7-13, Creativity and the Big Idea*

Complete all content listed in Week 4 folder within Canvas

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

*Week 5: Feb. 14-20, Key Publics*

Complete all content listed in Week 5 folder within Canvas

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

*Week 6: Feb. 21-27, Messages, Strategies & Tactics*

Complete all content listed in Week 6 folder within Canvas

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

*Week 7: Feb. 28-March 6, Strategies and Tactics Work Week*

Complete all content listed in Week 7 folder within Canvas

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

*Week 8: March 7-13 (Spring Break)*

Focus on personal wellness

*Week 9: March 14-20, Using Social and Digital for Message Amplification & Polish Strategic Document*

Complete all content listed in Week 8 and 9 folder within Canvas

Submit: Group List of Deliverables

*Week 10: March 21-27, Calendaring & Budgeting*

Complete all content listed in Week 10 folder within Canvas

*Week 11: March 28-April 3, Implementation and Communications Management*

Complete all content listed in Week 11 folder within Canvas

Submit: Calendaring and Workflow Group Assignment

*Week 12: April 4-10, Initial Portfolio Review*

Complete all content listed in Week 12 folder within Canvas

Submit: Link to Portfolio (Email Link to [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu))

*Week 13: April 11-17, Communications Measurement and Evaluation*

Complete all content listed in Week 13 folder within Canvas

*Week 14: April 18-24, Work Week*

Time to put final changes on group projects

*Week 15: April 25-27 (Tuesday, April 27 is last day of classes), All Outstanding Work Due including Final Campaign Plan Book Due & Client Presentation NLT 11:59 p.m. Tuesday, April 27.*

Submit:

1. Final Campaign Plan Book (Canvas dropbox and share via Google Drive with editor permissions to [torimcliff@gmail.com](mailto:torimcliff@gmail.com))
2. Link to Client Deliverables (share via Google Drive with editor permissions to [torimcliff@gmail.com](mailto:torimcliff@gmail.com)).
  - o Notes about deliverables--If made content in Canva, share editing permissions with me at [tmcliff@memphis.edu](mailto:tmcliff@memphis.edu) for all client work. If made content in Adobe, upload high-res PDFs to Drive but also include native files. If you created work in Adobe InDesign please upload package(s) to Google Drive. If you created a website for client, include username and password for the site. You can upload this to Canvas dropbox.
3. Link to Video of Client Presentation (share via Google Drive with editor permissions to [torimcliff@gmail.com](mailto:torimcliff@gmail.com))
4. Link to Revised Portfolio and Portfolio Form (Canvas dropbox)
5. Peer Review Document (Canvas dropbox)

## 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

Students 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.