

Journalism 531: Public Relations Campaigns

Spring 2012

Monday and Wednesday, Coliseum 3006

Section 1: 2:30 – 3:45 p.m.

Section 5: 4 – 5:15 p.m.

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Office Hours

Monday and Wednesday: 1:30 — 2:30 p.m.

Tuesday and Thursday: 3 — 4 p.m.

or by appointment

Course Description

This is a three-hour self-directed course in campaign development for organizational or nonprofit public relations programs.

Course Objectives

- To develop your skills in research, planning, execution and evaluation for a public relations campaign
- To use those skills to create a comprehensive public relations campaign for a real client

Student Learning Outcomes, School of Journalism and Mass Communications

The community of scholars at the University of South Carolina is dedicated to personal and academic excellence. All graduates of the School of Journalism and Mass Communications will embrace the principles of the Carolina Creed, and will:

1. Demonstrate the ability to research, gather, write clearly and correctly and present relevant news and/or persuasive information at a professional level.
2. Think critically, creatively and independently, and evaluate their work and the work of others for accuracy, fairness, clarity, style and correctness.
3. Understand the history of journalism and mass communications, the diversity of groups in a global society in relationship to communications and the role of journalism and mass communications in society.
4. Understand the ethical concepts, legal implications, considerations and practices that guide the professions.
5. Demonstrate the ability to apply tools, concepts and technologies appropriate for the presentation of images and information in the professions.
6. Conduct research and evaluate information, apply basic numerical and statistical concepts and methods appropriate for the communications professions.

Texts

- **Required:** *Developing the Public Relations Campaign: A Team-Based Approach*. Second edition. Randy Bobbitt, Ruth Sullivan
- **Required:** *The Associated Press Stylebook and Libel Manual*
- **Required:** Various readings and other research materials as assigned

Some introductory remarks

This is one of your capstone classes in the public relations sequence, bringing together what you have learned in your journalism and public relations classes. My expectations are extremely high, one indication of which is my grading scale. Please make note of it.

For this class you will work individually on a comprehensive public relations campaign of your choosing and design, with very specific requirements. You'll select your client, develop, conduct and analyze pertinent research, create and implement the plan, and evaluate its success. Assignments are sequential and will help you complete the final campaign. It is imperative that you complete your assignments on time. Do not think you can pull your campaign together in the final weeks of the semester. I've never had a student do that successfully.

Attendance

Attendance is critical in any college course. In this course, missing more than two classes could result in a failing grade. **I do count the first day of class when I calculate attendance.** Please note that attendance and participation are 20 percent of your semester grade. You are responsible for assignments, material and information — including announcements, assignments and schedule changes — discussed in any class session you miss. I suggest you find a partner now to gather handouts and information for you if you must miss a class, and you can do the same for that person. I give handouts frequently and I often base your assignments on those handouts. I do not differentiate between excused and unexcused absences; therefore, you will want to attend class regularly so that you can “save” your absences for when you truly are sick.

We may have guest speakers during the semester, and I may base assignments on their presentations. Please do not miss classes when we have guests. They are very busy professionals who are volunteering their time to share their knowledge and expertise with you.

Expectations and policies

Please complete reading assignments before you come to class. Also, please bring your textbook and your stylebook to class with you.

I expect you to follow the University of South Carolina Student Affairs Policy on Academic Responsibility in completing assignments for this course. The Rules of Academic Responsibility are in the Student Handbook & Policy Guide. Students who violate academic policy will be subject to discipline. The University of South Carolina's academic honesty policy allows no tolerance for cheating on tests, quizzes and homework, falsification of information or citations, facilitating or assisting someone else's academic dishonesty, or plagiarism. In addition, the use of your own work that you completed for another class is not acceptable and is considered plagiarism.

All work **must** be typed and double-spaced. Please be sure your name and the date are at the top of each page. I do not accept homework via email. Please staple multiple pages. Correct grammar and punctuation are essential. Assignments are due on the dates specified, without exception. Late assignments are subject to a penalty of 10 points a day, but must be submitted no later than the next class period. I will not accept late assignments after that, and your grade for that assignment will be 0.

You may have the opportunity to earn extra credit by participating in approved research studies for other professors in the School of Journalism and Mass Communications. I will let you know if these opportunities arise.

Do not use your cell phones or other communications devices in class. I expect you to turn them off. Text messaging, tweeting and Angry Birds are not acceptable. I will ask you to leave class for the remainder of that particular class period if I find you texting or otherwise using your cell phone or other devices, and you will be counted as absent.

Avoid side conversations. The seminar format of this class lends itself to discussion and debate. However, be respectful of your classmates' right to be heard, and do not engage in conversations outside of the discussion format. These side exchanges are quite disruptive and will not be tolerated. Again, I will ask you to leave and you will be counted as absent.

Grading

Please note that you **will** lose points for incorrect grammar, spelling and punctuation and style, in addition to content. You are communications professionals, and your work must exhibit precision, accuracy and clarity at all times. There can be no ambiguity. Refer to my style sheet for guidance. I have created the style sheet to help you become better writers, and I expect you to use it.

The largest component of your semester grade is the campaign plan itself, and I grade content, writing, creativity and presentation. Your written campaign plan will consist of several chapters, and you will do most of the work for these chapters as homework throughout the semester. I will return them for you to revise before you complete your final book. We also will have occasional tests and quizzes, and those grades will be part of your homework assignment percentage.

I'll figure your final semester grade based on the following percentages:

Campaign plan	45%	Presentation	5%
Homework assignments	30%	Attendance, participation	20%

My grading scale is slightly different from others. Please be sure to make note of it.

A	96-100	C+	84-87	D	72-75
B+	92-95	C	80-83	F	71 and below
B	88-91	D+	76-79		

University Research Procedures

USC follows the Department of Health and Human Services regulations on the use of human subjects in research. We are bound by these guidelines whenever faculty or students in the College of Mass Communications and Information Studies do any research with human subjects. This includes faculty research, student thesis or project work, as well as student research projects that are part of class work.

We must follow these procedures listed below:

1. Fill out the Research Involving Human Subjects form. This must be done before you begin the research. The name of your faculty advisor or instructor must be on the form.
2. Attach a copy of the questionnaire you will use. Give the form and questionnaire to your instructor or faculty advisor.
3. Keep copies of the consent forms signed by the human subjects in your research for a period of three years.

All faculty and students who do research with people must comply with these requirements.

Class Schedule

The schedule is flexible and may change depending on mastery of topics. Likewise, assignment due dates may be subject to change as well. Please use your handouts and Blackboard postings to keep up to date on when assignments are due.

Date	Topic	Reading	Assignment
Jan. 10	Review syllabus, objectives, expectations and materials		
Jan. 12	Overview of campaigns: what they are, what they are not	Text: Chapters 1, 2 Handouts posted on Blackboard	
Jan. 17	Introduction to research	Text: Chapters 3, 4	
Jan. 19	Communications theory	Theory chapter posted on Blackboard	Test <i>Client selection assignment due</i>
Jan. 24	Theory presentations		<i>Research proposal due</i>
Jan. 26	Theory presentations		<i>SWOT assignment due</i>
Jan. 31	Research, continued		
Feb. 2	Research, continued		
Feb. 7	Elements of planning	Text: Chapter 5	<i>Theory assignment due</i>
Feb. 9	Planning, continued		<i>Research chapter first draft due</i>
Feb. 14	Planning, continued		
Feb. 16	Strategies and tactics		
Feb. 21	Implementation: Logistics	Text: Chapter 9	
Feb. 23	Implementation: Media channels	Text: Chapter 6, 7	<i>Research chapter due</i>
Feb. 28	Implementation: Distribution		
March 1	Social media tactics	Readings posted on Blackboard	<i>Goals, objectives assignment due</i>
March 6 and 8	Spring break—no class		
March 13	More social media		<i>Calendar/Timeline due</i>
March 15	Tactics, continued		Test
March 20	Evaluation methods	Text: Chapter 10	<i>Planning chapter due</i>

<i>March 22</i>	Evaluation, continued		<i>Tactics due</i>
<i>March 27</i>	Research presentations		
<i>March 29</i>	Semester review		<i>Implementation chapter due</i>
<i>April 3</i>	Executive summary	Posted on Blackboard	
<i>April 5</i>	Book building workshop		<i>Overview chapter due</i>
<i>April 10</i>	Presentations		<i>Evaluation chapter due</i>
<i>April 12</i>	Presentations		<i>Campaigns books due</i>
<i>April 17</i>	Presentations		
<i>April 19</i>	Presentations		
<i>Saturday, April 28 2 p.m.</i>	Section 1 final exam period		

PLEASE NOTE: We will need to meet during our final exam period. Do NOT make plans to leave campus before your scheduled exam time. Our section's time is at 2 p.m., Saturday, April 28. I am as unhappy about this as you are.