

Journalism 531: Public Relations Campaigns

Fall 2008

Section 001 – Tuesday and Thursday 11 a.m. - 12:15 p.m. Coliseum 3006

Section 002 – Tuesday and Thursday 2 - 3:15 p.m. Coliseum 3007

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Office Hours

Monday, Wednesday 2 – 4 p.m.

Tuesday, Thursday: 10 – 11 a.m.

or by appointment

Course Description

This is a three-hour self-directed course in campaign development for business 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

Texts

- **Required:** *Developing the Public Relations Campaign: A Team-Based Approach*, Randy Bobbitt, Ruth Sullivan
- **Required:** *The Associated Press Style Book and Libel Manual*
- 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. You'll select your client and the event or program, 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, and 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.

Policies

You are expected to follow the University of South Carolina Student Affairs Policy on Academic Responsibility in completing assignments for this course. The Rule of Academic Responsibility can be found 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. Your own work that you've produced for another class is considered a type of plagiarism.

Assignments are due on the dates I specify, without exception. Late assignments are subject to a penalty of **10 points a day**. Please turn in homework at the beginning of class. Please be sure to read the assignments completely so you know exactly what I expect.

Attendance

Attendance is critical in any college course. In this course, missing more than three classes most likely will result in a failing grade. Please note that attendance is 15 percent of your semester grade. You are responsible for assignments, material and information discussed in any class session you miss, including announcements and schedule changes. 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 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.

Grading

Please note that you **will** lose points for incorrect grammar, spelling and punctuation and style, in addition to content.

The largest component of your semester grade is the campaign plan itself, and I grade on content, writing, creativity and presentation. Your written campaign plan proposal will consist of several chapters, and you will be doing most of the work for these chapters as homework throughout the semester. I will return them for you to revise before your final presentation. We also may 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	10%
Homework assignments	30%	Attendance, participation	15%

My grading scale is slightly different from others. Please be sure to make note of it. The University allows final semester grades to include B+, C+ and D+.

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 a 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, depending on availability of professional guest speakers and mastery of topics.

August 21 Review syllabus, objectives, expectations and materials	September 25 Implementation	November 4 No class — Election Day
August 26 Public relations campaigns	September 30 Implementation, continued	November 6 Test Implementation report due
August 28 Research methods	October 2 Implementation, continued	November 11 Individual meetings
September 2 Client selection due Research methods, continued	October 7 Implementation, continued Final research report due	November 13 Individual meetings Evaluation report due
September 4 Research methods, continued	October 9 No class — fall break	November 18 Presentations
September 9 Research methods, continued Questionnaire due	October 14 Draft of planning report due	November 20 Presentations
September 11 Elements of planning	October 16 Evaluation methods	November 25 Presentations
September 16 Planning, continued	October 21 Evaluation, continued	November 27 No class — Thanksgiving
September 18 Planning, continued	October 23 Evaluation, continued	December 2 Presentations
September 23 Planning, continued Research draft due	October 28 Evaluation, continued	December 4 Presentations Last day of class
	October 30 Planning report due	

