

Journalism 531 PR Campaigns Fall 2008

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Office Hours and Conferences:

Students are encouraged to meet with the instructor on an impromptu basis through out the course as well as before and after class.

Formal office hours are:

M, W, F: 9:00-9:30, Thursday by appt.

Course Description:

This course is a self-directed exploration into developing and implementing a public relations campaign as either a part of a team or as a single operator.

Class Meetings:

M, W, F 8 – 8:50 am Col. 3006

M, W, F 12:20-1:10 pm Col. 3006

Course Materials: Public Relations Cases, Jerry A. Hendrix, Wadsworth publishing.

Course Components:

This class is largely self-directed and is described in two parts.

Part One: Weekly instruction will include time spent analyzing the different types of public relations disciplines there are (Internal PR, External PR, Special Publics PR, Media Relations, Investor Relations etc.) Every consideration will be given toward the training and associated cases.

Part Two will involve producing a professional caliber body of work that consists of a full public relations campaign program to include

Research (primary and secondary)

Strategic Objectives and Tactics (quantifiable and research driven),

Implementation of those Objectives and Tactics or a detailed explanation of how it would be implemented (to include projected costs, manpower timeline etc.)

Evaluation (to determine if campaign met the aforementioned objectives and tactics.

Students will work either in small groups as part of a team, assuming the role of a member of an account team or they also have the option, with instructor approval, to work an entire campaign on their own.

Finished products.

At semester's end each student will have produced a campaign book and a presentation that has been delivered to the class or to an even larger audience. The combined book and presentation amounts to 60 percent of the student's final grade with the other 40 percent consisting of

Class Participation 10 percent

Attendance 10 percent

Peer evaluation 10 percent

Quizzes 10 percent

Class Policies

Attendance: Consistent attendance is encouraged and expected. You are responsible for material and information discussed in any class session you miss including announcements, schedule changes, etc.

Until final presentation, the instructor will solicit various components of each campaign team to provide guidance and direction. It is critical for students to keep up with and stay on track for these assignments.

No make-ups will be given for quizzes unless prior notification of the students' absence has been provided to the instructor. Quizzes and writing results will be returned in a timely manner. Discrepancies in scoring or questions concerning scores should be addressed at the earliest possible opportunity.

Academic Responsibility and Honesty:

Students 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 and 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 and quizzes, falsification of information or citations, facilitating or assisting someone else's academic dishonesty or plagiarism.

Calendar of Events

Date	Event/Topic	Reading Assignments
8/22	Intro	
8/25	Syllabus, Intro to teams/clients	
8/27	Client Visits/Team/client preferences	Preference sheets handed in.
8/29	Chapters 1 and 2	Assignments
	Chapter 3 Media Relations and cases pp 67-92. Team discussion research methods.	Chapter 3 and cases.
9/1	Off –National Holiday	
9/3	Chapter 4 and cases pp 100-145 Team Discussions Objectives, Strategies & Tactics	Draft Secondary Research handed in. Chapter 4 and cases
9/5	Team Discussions	Draft Secondary Research Returned. Primary Research

		implemented
9/8	Chapter 5 Community Relations and Cases. Chapter 5 and cases pp 154-177	Chapter 5 and cases Primary Research implemented
9/10	Research discussion	Draft Primary Research handed in.
9/12	Team Discussion, Strategic Objectives and Tactics	Primary Research returned.
9/15	Chapter 6 Govt. Affairs & Govt. Relations cases pp 193-216	Chapter 6 and cases. Campaign Objectives, Draft Strategic Objectives and tactics due in to Prof. Ranta
9/17	Team discussion, implementation	Objectives, and tactics returned.
9/19	Investor relations Chapter 7 and cases pp 225- 251	Chapter 7 and cases
9/22	Team Discussion-Budget	Budget and timeline
9/24	Team Discussion	Implementation guidelines due to Professor Ranta.
9/26	Consumer Relations Chapter 8 and cases pp 260-292	Chapter 8 and cases. Implementation guidelines returned.
9/29	Chapter 9 International PR and cases pp 303- 320	Chapter 9 and cases Implementation
10/1	Chapter 10 Relations with Special Publics and cases pp 330-364	Chapter 10 and cases Implementation
10/3	Team Discussion Evaluation	Implementation
10/6	Chapter 11 Emergency/Crisis PR and cases pp 375-394	Chapter 11 and cases Implementation
10/8	Chapter 12 Integrated Marketing Comm. And cases pp 403-422	Chapter 12 and cases Implementation
10/10	No Class—Fall Break	
10/13	Campaign evaluation	
10/15	Team Discussions	Evaluation methodology handed in
10/17	Team Discussions	Evaluation methodology returned
10/20	Team Discussions	Campaign Evaluation
10/22	Team Discussions	Campaign Evaluation
10/24	Team Discussions	Campaign Evaluation
10/27	Team Discussions--Recommendations	
10/29	Team Write-ups	
10/31	Team Write-ups	
11/3	Team Discussion—presentation skills	
11/5	Team Discussion—presentation skills	
11/7	Team Discussion—Q and A	

11/10	Team Discussion—Q and A	
11/12	Presentations	Attendance Mandatory
11/14	Presentations	Attendance Mandatory
11/17	Presentations	Attendance Mandatory
11/19	Presentations	Attendance Mandatory
11/21	Presentations	Attendance Mandatory
11/24	Presentations	Attendance Mandatory
11/26-28	No class Thanksgiving Break	
12/1	Makeup day	
12/3	Makeup day	
12/5	Last Day of class	