

University of Memphis

## University of Memphis Digital Commons

---

Journalism and Strategic Media Syllabi

Journalism and Strategic Media

---

2020

### PBRL 4440: Public Relations Campaign (Syllabus)

Teri Del Rosso

*The University of Memphis*, t.l.d@memphis.edu

Follow this and additional works at: <https://digitalcommons.memphis.edu/journalism-strategic-media-syllabi>



Part of the [Journalism Studies Commons](#)

---

#### Recommended Citation

Del Rosso, Teri, "PBRL 4440: Public Relations Campaign (Syllabus)" (2020). *Journalism and Strategic Media Syllabi*. 1343.

<https://digitalcommons.memphis.edu/journalism-strategic-media-syllabi/1343>

This Syllabus is brought to you for free and open access by the Journalism and Strategic Media at University of Memphis Digital Commons. It has been accepted for inclusion in Journalism and Strategic Media Syllabi by an authorized administrator of University of Memphis Digital Commons. For more information, please contact [khggerty@memphis.edu](mailto:khggerty@memphis.edu).

## PR Campaigns

PBRL 4440-001

Spring 2020

Meeman Journalism Building, Room 112

### Dr. Teri Del Rosso

**Office:** 326 Meeman Journalism Building

**Office Hours:** Mondays 4-5 p.m. and Tuesdays 2:30-4. Other hours by appointment.

**Mobile number:** 315.552.8359

**Email:** [t.l.d@memphis.edu](mailto:t.l.d@memphis.edu)

**Instagram:** @dr\_powerblazer

**Twitter:** [@tldelrosso](https://twitter.com/tldelrosso)

## COURSE REQUIREMENTS

### Catalog description

Application of theory, research data, and problem-solving techniques in the development of a comprehensive public relations plan book.

### Prerequisites

JRSM 3900, PBRL 4410

### Textbooks, Software and Required Materials

*Strategic Communications Planning for Effective Public Relations, Social Media, and Marketing 7<sup>th</sup> edition*).  
Wilson, L., and Ogden, J. Kendall/Hunt Publishing Co.

Other readings will be assigned and posted to eCourseware.

### Classroom format

This class will include lecture, discussion, in-class activities, and group assignments. Students will write and submit assignments to eCourseware, 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 many (if not all) of your assignments. Please let me know if you need information on computers available for use on campus.

I see this learning environment as one in which I can guide you—a budding public relations professional—through the coursework without holding your hand. Because this class is the last step in your required sequence, with Survey, Writing, and Research firmly under your belt, I feel that provides me—your professor—the opportunity to empower you to make smart decisions when 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. It's important to ask questions when you're lost, and pay attention so you don't get lost on purpose. 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 of good reasons below.

### Accessing the course website

1. Go to the University of Memphis eLearn home page: <http://elearn.memphis.edu>
2. Log in using your University of Memphis username and password.
3. In the Spring 2020 course list available to you, click on the link for PBRL 4440-001 to enter your course and read the instructions on the welcoming page

### Course Requirements

Class attendance is mandatory in the Department of Journalism and Strategic Media. You may be assigned a failing grade for the semester for non-attendance or habitual late arrival. You may not be permitted to make up any missing work unless it is for an absence due to illness or other catastrophic emergency such as death in the family.

We will decide a class attendance policy on day one.

### Students with disabilities and accommodations

If you will need accommodations 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. 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. More student resources posted to eCourseware.

### COURSE ASSIGNMENTS AND GRADING:

Please access eCourseware for detailed guidelines on each assignment. Deadlines are also listed in the class schedule. All work should be turned in as a Word document via Dropbox in eCourseware unless otherwise noted (submitting as a Word document helps me provide feedback with track changes, which is easier for me!). All work is due at 11:59 p.m. CT on the assigned Sunday, unless otherwise noted.

### Grading Scale

Assignment categories and points or percentage weights.

A+= 100-97, A= 96-93, A-=92-90  
B+= 89-87, B= 86-83, B-=82-80  
C+= 79-77, C= 76-73, C-=72-70

D+= 69-67, D= 66-63, D-=62-60  
F = 59 and below

### 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

### Citation policy

For this class, we'll use [AP style](#) and [APA style](#).

### Late policy

<24 hours late: -10%

24-48 hours late: -20%

>48 hours: Feedback only

### Emailed assignment policy

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

### Your deliverables

#### Individual Assignments (60% of final grade)

Organization Background in Final Plan book	10 points
Goal, Objectives, Strategies, & Tactics in Final Plan book	10 points
Tactics in Final Plan Book (2 @ 5 points each)	10 points
Plan components and peer edits (see below)	10 points
Final portfolio	5 points
Group contract + Peer evaluation	5 points
Weekly memos (2 @ 5 points each)	10 points

#### Team Assignments (40% of final grade)

Full Draft campaign plan book	10 points
Final Plan Book	20 points
Project proposal presentation	10 points

#### \*Plan components

*Each team member will be responsible for signing up for one of the plan components (listed below). In addition to working individually on one of the components, you will work as a peer editor for one additional components.*

*For example, Robbie might work on the executive summary and his teammate SunAh will edit it. Robbie will then edit Justin's SWOT analysis. Peer edits are due one week after the assignment. Those are pass/fail.*

Executive summary	Due: 4/19 (peer edit due 4/26)
SWOT analysis	Due: 2/9 (peer edit due 2/16)
Social media analysis	Due: 2/16 (peer edit due 2/23)
Research	Due: 3/8 (peer edit due 3/15)
Publics	Due: 3/1 (peer edit due 3/8)
Evaluation	Due: 4/12 (peer edit due 4/19)
Concluding thoughts	Due: 4/19 (peer edit due 4/26)
Memos (you'll do two a semester)	Due: Weeks 1-14

## Teams

### Artists:

Anna  
Chandler  
Paige  
Ashia  
Brianna  
Esther  
Neesha

### Community:

Xiomara  
Coye'  
Angela  
Jackson  
Gaby  
Jerrod  
Caroline Hawkins

### Donor:

Lydia  
Marvin  
Kerrie  
Alyssa  
Chelcee  
Claire  
Caroline Howard

## COURSE SCHEDULE

This is a basic schedule for topics and major assignments over the course of the semester. Although every effort will be made to stick with this schedule, please understand that changes to the schedule may occur. All changes will be announced as soon as possible. All assignments are due on Sunday at 11:59 p.m. C.T. unless otherwise noted.

### *Week 1, January 20: Figuring out our (ethical, professional) lives*

Readings:

- CH 15 Ethics and Professionalism
- Supplementary readings posted to eCourseware

Assignments: (1/26)

- Group contract due
- Memo #1

### *Week 2, January 27: Persuasion, Theory & Principles of Campaigns*

Readings:

- CH1 The Relationship-Building Approach to Communications
- CH2 Public Information & Persuasive Communication
- Supplementary readings posted to eCourseware

Assignments: (2/2)

- Memo #2
- Organizational background (individual assignment)

### *Week 3, February 3: Using Research for Effective Campaign Planning | The Campaign Plan Book*

Readings:

- CH3 Communications Research Methods
- CH 4 Strategically Applying Research and Social Insights
- Supplementary readings posted to eCourseware

Assignments: (2/9)

- Memo #3
- SWOT analysis

### *Week 4, February 10: Setting Goals & Objectives*

Readings:

- CH5 Setting Goals and Objectives
- Supplementary readings posted to eCourseware

Assignments: (2/16)

- Memo #4
- Social media analysis

### *Week 5, February 17: Understanding Campaign Audiences & Publics*

Readings:

- CH7 Key Publics
- Supplementary readings posted to eCourseware

Assignments: (2/23)

- Memo #5
- Goals, objectives, strategies, and tactics

#### *Week 6, February 24: Strategies & Tactics*

Readings:

- CH8 Messages, Strategies & Tactics
- CH9 Using Social Media for Message Delivery
- Supplementary readings posted to eCourseware

Assignments: (3/1)

- Memo #6
- Publics

#### *Week 7, March 2: Implementation and Communication Management*

Readings:

- CH10 Calendaring and Budgeting
- CH11 Implementation and Communications Management
- Supplementary readings posted to eCourseware

Assignments: (3/8)

- Memo #7
- Update the research

#### *Week 8, March 9: Spring Break*

Readings:

- No readings! Consent, sunscreen, naps, and hydrate!

Assignments:

- No assignments! Work on your project presentation

#### *Week 9, March 16: Creativity in Campaigns*

Readings:

- CH6 Creativity and Big Ideas
- Supplementary readings posted to eCourseware

Assignments: (3/22)

- Memo #8

#### *Week 10, March 23: Project pitch presentation*

Readings:

- CH10 Cultivating and Pitching New Business
- CH 14 Presentations
- Supplementary readings posted to eCourseware

Assignments:

- Project pitch presentation practice (M) (3/23)
- Project pitch presentation with client (W) (3/25)
- Memo #9 (3/29)

#### *Week 11, March 30: Evaluations*

Readings

- CH 12 Communications Measurement and Evaluation
- Supplementary readings posted to eCourseware

Assignments: (4/5)

- Tactics
- Memo #10

#### *Week 12, April 6: Social Marketing Campaigns*

Readings:

- Supplementary readings posted to eCourseware

Assignments: (4/12)

- Evaluation
- Memo #11

#### *Week 13, April 13: Work Week*

Time to work on group projects and get questions answered

Readings:

- Supplementary readings posted to eCourseware

Assignments: (4/19)

- Concluding thoughts
- Executive summary
- Memo #12

#### *Week 14, April 20: Work Week*

Time to work on group projects and get questions answered

Readings:

- Supplementary readings posted to eCourseware

Assignments: (4/26)

- **DUE – Draft Plan Book:** This is a completed draft. All components should be included. This will be graded with a “draft” eye, but everything should be there and complete.
- Memo #13

#### *Week 15, April 27: Wrapping Up*

Time to work on group projects and get questions answered

Readings:

- Supplementary readings posted to eCourseware

Assignments: (5/3)

- Portfolio
- Memo #14

Finals week, May 1-8: Final Campaign Plan Book Due | Wrapping Up

Assignments:

- **DUE – Final Campaign Plan Book on Wednesday, May 6 at 3 p.m.**
- Self/Peer evaluations on Thursday, May 7 at 11:59 p.m.
- Both of these assignments are exempt from the late policy



## ASSESSMENT AND OUTCOMES

### Five Pillars in PBRL 4440

- *Critical Thinking:* Students must demonstrate an understanding of the four-step process in public relations by planning a complete campaign.
- *Media Literacy:* Students are exposed to the vocabulary and tools of the public relations industry. Students conduct research to solve a client's communication problem and apply the gathered information beneficial for strategic campaign planning.
- *Multimedia:* Students prepare a multimedia campaign. Students present the campaign to the client and a panel of public relations professionals.
- *Professionalism:* Students learn the professional standards and strategies of planning a strategic campaign.
- *Writing:* Students write and design a campaign plan book.

### Professional values and competencies for PBRL 4440

- Demonstrate an understanding of gender, race, ethnicity, sexual orientation, and as appropriate, other forms of diversity in domestic society in relation to mass communications
- Demonstrate an understanding of the diversity of people and cultures and of the significance and impact of mass communications in a global society
- Understand concepts and apply theories in the use and presentation of images and information
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity
- Think critically, creatively and independently
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness
- Apply basic numerical and statistical concepts
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world

### How professional values and competencies will be met

#### *Cognitive objectives to be mastered (ability to explain, analyze, understand, think critically)*

- Conceptualize the structure of a public relations campaign
- Differentiate campaigns from other activities
- Describe different approaches to campaigns used by current practitioners
- Describe how social science/communication theory can be applied in support of organizational standards
- Understand the role they play in achieving success or failure in group and deadline-sensitive projects

*Performance standards to be met (demonstrable skills, abilities, techniques, applied competencies)*

- Apply social science and communication theory to solve problems
- Apply the public relations process-research, planning, implementation and evaluation-to solve problems for a client
- Plan and budget a public relations campaign
- Work as a member of a public relations team or work group
- Use group processes to produce decision options

## How assessment of student learning will be met

### *Awareness*

- Learn about the important role of translating research into the planning of a strategic public relations campaign.

### *Understanding*

- Understand how to plan a complete public relations campaign target toward specific publics for the purpose of solving a client's communication problem.

### *Application*

- Create public relations plan book, using primary and secondary research data, that offers a strategic communication plan for solving the client's communication problem and offers measures of evaluation; present public relations campaign to client and panel of public relations professionals.

## 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.