

Communication 472: Public Relations Campaigns

Fall 2010, Dr. Amy O'Connor

Tuesday & Thursday 2-3:15, Minard Hall 212

Office Hours: Tuesday & Thursdays 8:30-10:30 am and by appointment.

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Course Description: Social science research as applied to public relations, case study analysis, construction, and implementation of public relations campaigns. Prereq: COMM 370 or 375.

Required Texts: Weintraub Austin, E. & Pinkleton, B.E. (2006). *Strategic Public Relations Management: Planning and Managing Effective Communication Programs.*

Course Goals:

At the end of this semester you will be able to:

1. Conduct primary and secondary research and analyze the data
2. Develop a pr campaign based on the research you conducted
3. Understand the components of a pr campaign (research, planning & execution)
4. Develop campaign objectives, strategies, and tactics
5. Understand the requirements of creating a team-based public relations campaign

General Class Policies

1. Attendance and participation is required for this course. It is assumed, you will attend all classes unless otherwise arranged with the instructor. Arrangements will only be made in the case of a documented illness that would prevent you from attending class for more than 3 class periods. Attendance will be taken and points assigned. You are allowed 3 absences after that your grade will be reduced by ½ letter grade. Each absence after 3 will result in an additional ½ letter grade reduction. In class assignments, quizzes, tests cannot be made up. I do not post my lectures or notes on blackboard.
2. Assignments: Modeling the high professional standards demanded in the workplace, timeliness, accurateness, and originality are required of all assignments submitted in this course. Specifically:
 - a. Please keep a back-up copy of all your assignments—just in case.
 - b. All assignments are due at the beginning of class. **No late assignments will be accepted nor will extensions be given.**
 - c. No revisions are available. I am happy to discuss all assignments with you before they are due.
 - d. Typographical errors will result in grade reductions. Please be sure you familiarize yourself with the grading rubrics for specific assignments regarding typographical errors.
 - e. Make-up exams, incompletes, deferred grades, and late papers are available only in the case of documented emergencies. It is your responsibility to provide documentation and make the necessary arrangements with me within one week of the absence.

Accommodations:

Any student who needs special accommodations for learning or who have special needs are invited to share these concerns or requests with me and contact the Disability Services office as soon as possible.

Veterans and student soldiers with special circumstances or who are activated are encouraged to notify me in advance.

Academic Dishonesty and Plagiarism:

I take this issue very seriously and believe deviation from principles of honesty and integrity are a violation to all our learning experiences. Therefore, you are reminded that all work in this course must be completed in a manner consistent with NDSU University Senate Policy, Section 335: Code of Academic Responsibility and Conduct. Please refer to <http://www.ndsu.nodak.edu/policy/335.htm>

It is my policy that any student choosing to engage in academic dishonesty and/or plagiarism will earn a failing grade in this course.

As we move into the campaign portion of this course, I strongly urge students to make sure the work they produce is original for this class, is their work, and if the work of others is used in the campaign it is properly cited and acknowledged. Failure to do so will result in an F for the course.

Cell phones and computers

Unfortunately, student use of technology in the classroom has become a distraction both for me and other students. Please turn your cell phones off during class. If you have a pressing need to have your phone on please let me know. Otherwise calls and texting are not acceptable behaviors. Computers can be used for notes/group work, however, surfing the web or doing other assignments during class is not tolerated. I will remind you once to please respect your classmate's and my time. After that, you will be asked not to bring the technology to class with you and/or have your participation grade reduced.

Course Assignments and grading:

Quizzes: I believe in periodic checks to make sure you are reading and "getting it" as we go along. For this class, there will be 6 quizzes given in this class. The dates of the quizzes are noted on the course schedule. The quizzes will contain short answer essay questions, multiple choice questions, and application questions. Each quiz is worth 30 points.

Final Exam: There will be a cumulative final exam in this class. You will receive a study guide 4 weeks prior to Finals Week to prepare for the exam.

Campaign: This project is designed to give you hands on experience developing a campaign from start to finish. We will be using a concept similar to the Public Relations Student Society of America's Bateman competitions. You will receive the same amount of information and material that Bateman teams have had in the past. It is your job to create an effective, memorable, and engaging public relations campaign. Your campaign will be judged by me and industry professionals at the end of the semester. More details will follow in class in the next few weeks.

Campaign Checks: As you work on your campaign, there will be periodic check-ins. This is to help you learn how to manage a full campaign and also to allow for constructive feedback throughout the campaign process.

Peer Evaluation: Campaign work is a collaborative process that demands all team members commit themselves to the group and its success. As such, your contributions to the group will be evaluated by all group members, including yourself.

My Grading Philosophy (I borrowed this from Dr. Meister but I agree with it and use it):

"A": is clearly outstanding work that goes well beyond requirements put forth for each assignment. An "A" is NOT "satisfactory" work, or even "better-than-satisfactory" work that is completed on time or grammatically and syntactically correct. An "A" is exceptional work; that is insightful, compelling, and extra-ordinary.

"B": is excellent work that exceeds the requirements put forth for each assignment. A "B" is "better-than-satisfactory" work that is completed on time and clear of grammatical and syntactical errors.

"C": is work that satisfies the basic requirements put forth for each assignment. A "C" is work that is completed on time and generally clear of grammatical and syntactical errors.

"D": is work that does NOT satisfy the basic requirements put forth for each assignment. A "D" is work can be completed on time, but is generally NOT clear of grammatical and syntactical errors. A "D" is a "barely-passing" grade.

"F": is work that does NOT satisfy the basic requirements put forth for each assignments, is generally turned in late (although an "F" may be given to work turned in on time), and is riddled with grammatical and syntactical inconsistencies. An "F" constitutes little effort on the part of the student(s).

Grade Appeals:

If a student wishes to dispute a grade (for an individual assignment, quiz, exam, project, final grade), the student must submit a written, hard-copy statement of the grievance to the instructor. The statement should include copies of pertinent coursework and the course syllabus. The sooner a grade dispute is arbitrated the better. However, disputed grades must be challenged within four weeks of when the grade is received or the course is completed. Under no circumstances will disputed grades be considered once a student has graduated from NDSU.

Within two weeks of submission of the written statement, a discussion of the grade must take place between the student and the instructor. The instructor must respond to the student in writing within two weeks of this discussion, with a copy going the Department of Communication Chair.

If settlement is not achieved, the student may submit his/her written documentation to the Chair who will respond within 2 weeks. If settlement is not achieved, the student may submit his/her written documentation to the Dean of the College of AHSS.

Points available:

Quizzes	180 (6 at 30 points each)
Campaign	300 points
Campaign Checks	100 points (2 at 50 points each)

Final Exam 200 points

Peer Evaluation 50 points

TOTAL POINTS AVAILABLE: 830

TENTATIVE COURSE READING SCHEDULE**

*****Changes to the schedule will be made in-class and are the student's responsibility***

PART 1: FRAMEWORK FOR PLANNING

Week 1 (Aug 23, 25)

Introductions and Ch. 1 summary

Ch. 2 in textbook

Week 2 (August 30 & Sept 1)

Ch. 3 in textbook

Ch. 4 in textbook

Campaign & Committee assignments

QUIZ 1 on Ch. 2, 3, 4

PART 2: GATHERING USEFUL DATA FOR STRATEGIC GUIDANCE

Week 3 (September 6 & 8)

Ch. 5 on Tuesday

Ch. 6 on Thursday

Week 4 (Sept 13 & 15)

Ch. 7 on Tuesday

Library Research Day on Thursday

Week 5 (September 20 & 22)

QUIZ 2 on Tuesday (Ch, 5, 6, 7) and in-class prep for client meeting

Thursday: Interview and meet the client

Week 6 (September 27 & 29)

Ch. 8 on Tuesday

Thursday: Group Work Day

Week 7 (October 4 & 6)

Conduct Focus groups this week.

Week 8 (October 11 & 13)

COMMITTEE CHECK 1 on Tuesday

Ch. 10 on Tuesday

Ch. 11 on Thursday

QUIZ 3: (Ch. 8, 10, 11)

Week 9 (October 18 & 20)

Ch. 14

Ch. 15

Week 10 (October 25 & 27)

Guest Speaker discussing Social Media

QUIZ 4: Ch 14, 15 & Group work day (TH)

Week 11 (November 1 & 3)

Tuesday, Professional Roundtables

Message testing

Week 12 (Nov. 8 & 10)

Ch. 16

QUIZ 5 on Guest Speaker

Week 13 (Nov. 15)

Ch. 16

COMMITTEE CHECK 2 DUE ON TUESDAY

Campaign work week. No class on Thursday

Week 14 (Nov. 22) – Thanksgiving Break on Thursday

Final work day before Thanksgiving break.

Week 15 (November 29)

Campaign Work week & presentation practice

QUIZ 6 on Tuesday (Ch. 16)

COMMITTEE CHECK 3 on Thursday

Week 16 (December 6 & 9)

Client Pitches

Week 17 (December 11)

Final exam week. The final exam for this class is Thursday, Dec. 15 from 3:15-5:15. It will not be given early.