

UNIVERSITY OF ARKANSAS AT PINE BLUFF

NEW COURSE REQUEST FORM

(Please use a separate form for each course. Submit the original form to the chair of the Academic Affairs and Educational Policies Committee. Submit one copy of the request to EACH member of the Academic Affairs and Educational Policies Committee).

1. School: Arts and Science Department: English, Theatre and Mass Communications

2. Code: MCOM Course Number: 4318 Title: PR Cases & Campaigns

3. Course description exactly as it is to appear in the catalog: (LIMIT DESCRIPTION TO 100 WORDS OR LESS).

Study of the issues and challenges of the public relations practice through a critical examination of historical and active cases that cover a broad spectrum of situations. Students will develop from case analysis an understanding of public relations theories and techniques of effective campaigns in a variety of situations. Students create a comprehensive public relations campaign for a given client by applying a campaign process model that integrates research, planning, implementation, and evaluation.

Prerequisites: MCOM 3320, Introduction to Public Relations; MCOM 3355, Public Relations Techniques; MCOM 3356, Writing for Public Relations.

4. Course Objectives:

- ❖ To analyze the efficacy of public relations campaigns.
- ❖ To analyze public relations case studies using the four stages of the public relations process: research, planning, implementation, and evaluation.
- ❖ To describe real life public relations problems through the study and development of in-depth case studies.
- ❖ To demonstrate effective communication skills through writing and analysis of PR cases.
- ❖ Apply persuasive communication theories in the analysis of public opinion to effectively and ethically influence targeted publics' attitudes and behavior.
- ❖ Develop a comprehensive public relations campaign proposal for an actual client using the Strategic Communications Planning Matrix.
- ❖ Conduct secondary research and evaluate primary research alternatives as part of the campaign planning process.
- ❖ Synthesize secondary and primary research findings to write background information, situation analysis and core problem/opportunity statement.

5. Recommended textbook(s) or text materials:

Swann, P. (2014). *Cases in Public Relations Management: The Rise of Social Media and Activism* (2nd ed.). Routledge, New York.

Smith, R. D. (2013). *Strategic planning for public relations* (4th ed.). New York: Routledge.

Wilson, L. J., & Ogden, J. D. (2008). *Strategic Communications Planning: For Effective Public Relations and Marketing* (5th ed.). Dubuque, IA: Kendall/Hunt.

6. Prerequisites (if any): MCOM 3320, MCOM 3355, MCOM 3356.
7. Course Duplication: Is this course similar in content to present offerings in other departments of the University? If yes, explain. No.
8. Justification: Make the justification specific in terms of the need, clientele to be served, the contribution the course makes to a specific degree program, how those needs have been met in the past, and courses to be dropped or replaced by the course requested.
(LIMIT STATEMENT TO 250 WORDS OR LESS).

We propose this new course to serve as the capstone course for PR majors. In the past, PR cases and campaign strategies were taught in Public Relations (MCOM 3320), which is an introductory course. We believe that by offering this advanced course, we not only help students showcase their mastery of PR skills learned in other classes but also prepare them for their professionals.

The aim of this course is to help students master the basic elements of strategic communication campaign through case analysis and direct experience as a campaign practitioner. The course teaches students the process of campaign development, management, and evaluation using the principles and strategies of public relations and agency management. Recreating real-world settings, students will learn how to plan and implement a PR campaign for a given client for both profit and non-profit organization. This course meets the ACEJMC's accreditation standard.

9. Justification for course numbering (freshman, sophomore, junior, senior):
10. Prospective instructor: _____ Dr. Nokon Heo _____
11. When will the course first be offered? _____ Fall, 2017 _____
12. How often will the course be offered? _____ During the Spring Semester _____
13. Submitted by: _____ Dr. Nokon Heo _____ November 16, 2016 _____
Date
14. Approved by: _____ *Douglas Robillard* _____ 3/8/17 _____
Department Curriculum Committee (Chair) Date
15. Approved by: _____ *Paul H. Lane* _____ 3/8/17 _____
Department Chair Date

16. Approved by: Andrew Stewart 3/9/17
Dean of School Date

17. Approved by: _____
Teacher Education Committee (Chair) Date

18. Approved by: Verma K. Jain 3/13/17
Academic Affairs and Educational Policies Committee (Chair) Date

19. Approved by: Jacquelyn W. McCray 4-3-17
Vice Chancellor for Academic Affairs Date

20. Approved by: _____
Faculty/Staff Senate President Date

21. Approved by: _____
Chancellor Date

COURSE SYLLABUS
University of Arkansas at Pine Bluff
School of Arts and Sciences
Department of Mass Communications

Course Prefix and Number: PR 4318
Course Title: **Public Relations Cases and Campaign**
Credit: 3
Instructor: Nokon Heo
Office Location: Room 239, Dawson-Hicks
Office Hours: 10-11 & 3-4, M-F
Telephone: 870-575-8802
E-Mail: heon@uapb.edu

COURSE DESCRIPTION:

Study of the issues and challenges of the public relations practice through a critical examination of historical and active cases that cover a broad spectrum of situations. Students will develop from case analysis an understanding of public relations theories and techniques of effective campaigns in a variety of situations.

COURSE PREREQUISITES:

MCOM 3320, 3355, 3356

TEXTS, READINGS, AND INSTRUCTIONAL RESOURCES:

Swann, P. (2014). *Cases in Public Relations Management: The Rise of Social Media and Activism* (2nd ed.). Routledge, New York.

Wilson, L. J., & Ogden, J. D. (2008). *Strategic Communications Planning: for Effective Public relations and Marketing* (5th ed.). Dubuque, IA: Kendall/Hunt.

COURSE OBJECTIVES/LEARNER OUTCOMES:

Upon completion of this course, the candidate will be able to:

- ❖ Develop a comprehensive public relations campaign proposal for an actual client using the Strategic Communications Planning Matrix.
- ❖ Analyze public relations case studies using the four stages of the public relations process: research, planning, implementation, and evaluation.
- ❖ Define public relations as a strategic function in terms of relationship management.
- ❖ Apply persuasive communication theories in the analysis of public opinion to effectively.
- ❖ and ethically influence targeted publics' attitudes and behavior.
- ❖ Conduct secondary research and evaluate primary research alternatives as part of

- the campaign planning process.
- ❖ Synthesize secondary and primary research findings to write background information, situation.
 - ❖ analysis and core problem/opportunity statement.
 - ❖ Create campaign goals and audience-specific objectives and messages based on
 - ❖ research results and implications.
 - ❖ Select appropriate mass media, digital media, and direct strategies and tactics to accomplish stated goals and objectives.
 - ❖ Employ specific calendaring and budgeting tools including a Gantt chart and communications confirmation table to assist in the campaign implementation process.
 - ❖ Choose appropriate evaluation methods to measure effectiveness in terms of campaign objectives.
 - ❖ Deliver a professional campaign presentation to the client using Microsoft® PowerPoint.

Course Outline:

Week	Content	Readings
1	Introduction to Course/PR Trust and the relationship-building approach to communication Campaign Proposal Assignment Overview	WO Ch. 1
2	The Case Method Case facilitation/Analysis overview Example Case 1-Breaking the silence—making the call (media relations)	PS Chapter 3
3	Public Information and persuasive communication National rankings fever (media relations) Milestone 1—Skills assessment report	WO Ch. 2
4	Communication Research Methods Exam 1	WO Ch. 3
5	Communicating in the face of tragedy (media relations) Using research for effective communicating planning Milestone 2—Preliminary interview report	WO Ch. 4
6	The 4Cs of a great picture (media relations) Getting goals and objectives	WO Ch. 5
7	Hidden camera captures chicken abuse (Crisis communication) Key public and the message design Milestone 3—Secondary research report	WO Ch. 6

8	Key publics and message design Blogger video and internet postings (Crisis Communication) Designing strategies and tactics to send messages Milestone 4—Primary research plan	WO Ch. 7
9	Calendaring and budgeting Implementation and communications management Exam 2	WO Ch. 8 & 9
10	Effective communications measurement and evaluation Kansas, as big as you think (Consumer relations) It's the real thing (Community relations)	
11	Night train to Nashville (Community relations) Executive summaries and business presentations Milestone 5—Campaign tactics and logistics report	WO Ch. 11
12	City utility or cash cow (ethics and the public interest) Milestone 6—Proposed evaluation plan	
13	Milestone 7—Campaign proposal due	Ch. 10
14	Milestone 8—Formal presentations	
15	Milestone 9—Individual log and final reflection due	
16	Final Exam As Scheduled	

ASSIGNMENTS:

❖ *Case facilitation/analysis*

You will work individually or with an assigned partner to analyze a case study during the semester. You will prepare questions to facilitate an in-class discussion, including supporting theories and concepts related to the case. You are responsible for submitting an analysis of the case following the method prescribed the instructor.

❖ *Case Participation*

Thoughtful participation in case discussions is a vital aspect of developing your understanding of public relations campaigns. Thus, the quality of your verbal contributions during each case discussion will be evaluated.

❖ *Campaign Proposal*

The semester-long project in this course involves working with a team of your choice to develop a public relations plan for an actual client. This assignment will involve both a written report and an oral presentation. A separate packet will be provided to further explain this assignment.

❖ **Exams**

There will be two exams, the first covering the first 5 chapters and the second covering the remaining 6 chapters. The format will vary with multiple choices and short answers.

❖ **Attendance**

This class a discussion-based course. Students are expected to come to class on time, being prepared to be actively engaged in cases with their classmates. In addition to in-class participation, students will be assessed on their attendance, evidence or completed pre-class readings, case reviews, and in-class engagement.

GRADING:

Grading is based on the course assessments outlined above. All students will receive a mid-term grade for the course; however, students should note that the grade he or she receives on his or her grade report is only an *indication* of his or her progress in the course at that time and in no way reflects what his or her final grade will be. The mid-term grade carries *no* weight in the determination of the final grade and may be higher *or* lower than the final grade depending on the number of assignments that have been actually received *and* evaluated by the instructor at the time mid-term grades are due. In addition, students will be informed of the grade he or she makes on each individual writing assignment, quizzes, and tests after a 14-day span of the deadline or the assignment, test, and quiz date.

Grades will be assigned for the following:

Case Analysis	20%
Participation/Attendance	10%
Exams	30%
Campaign Proposal	<u>40%</u>
	100%

GRADING SCALE:

Final letter grades will be determined by the total points scored from the above items and will be assigned based on the following criteria:

<u>Percent</u>	<u>Letter Grade</u>
90-100	A (Excellent)
80-89	B (Good)
70-79	C (Fair)
60-69	D (Poor)
59 or lower	F (Failure)
	UF (Unofficial Withdrawal/Failure)
	I (Incomplete with prior approval)

FINAL EXAMINATION

THE FINAL EXAMINATION WILL BE ADMINISTERED ACCORDING TO THE FINAL EXAMINATION SCHEDULE. NO EXCEPTIONS WILL BE MADE,)

WEB SITES AND ADDITIONAL RESOURCES:

Please utilize the Viralene J. Coleman Computerized Writing Center. It is located in Corbin Hall, Room 105. The telephone number is 870-575-8696.

UAPB Writing Center: www.uapbwriting.org

UAPB Writing Center Email: writingcenter@uapb.edu

John Brown Watson Memorial Library

870-575-8415

INSTRUCTIONAL SKILLS:

- | | |
|---|--|
| <input type="checkbox"/> Lecture | <input type="checkbox"/> Discovery Learning |
| <input type="checkbox"/> Discussion/Questioning | <input type="checkbox"/> Small Group Activities |
| <input type="checkbox"/> Cooperative Learning | <input type="checkbox"/> Demonstration/Modeling/Model |
| <input type="checkbox"/> Role Playing | <input type="checkbox"/> Technology/Media Presentation |
| <input type="checkbox"/> Problem Solving | <input type="checkbox"/> Team Teaching |
| <input type="checkbox"/> Individualized Instruction | <input type="checkbox"/> Other(s) |

BIBLIOGRAPHY:

Wilson, L. J., & Ogden, J. D. (2008). *Strategic communications planning: For effective public relations and marketing* (5th ed.). Dubuque, IA: Kendall/Hunt.

Hallahan, K. (2011) *Organizing a Communications Campaign*. Retrieved from <http://lamar.colostate.edu/~pr/OrganizerAtaGlance083111.pdf>

Kelly, K. S. (2001). Stewardship: The fifth step in the public relations process. In R. L. Heath (Ed.), *Handbook of public relations* (pp. 279-289). Thousand Oaks, CA: Sage.

Lindenmann, W. K. (2006). *Public relations research for planning and evaluation*. Gainesville, FL: Institute for Public Relations Research.

Rawlins, B. L. (2006). *Prioritizing stakeholders for public relations*. Gainesville, FL: Institute for Public Relations.

Tucker, K., Derelian, D., & Rouner, D. (1997a). *An issue-driven approach to public relations planning*. In *Public relations writing: An issue-driven behavioral approach* (3rd ed.) (pp. 9-38). Upper Saddle River, NJ: Prentice Hall.

Tucker, K., Derelian, D., & Rouner, D. (1997b). *Applying behavioral principles in public relations writing*. In *Public relations writing: An issue-driven behavioral approach* (3rd ed.) (pp. 39-64). Upper Saddle River, NJ: Prentice Hall.

STUDENTS WITH DISABILITIES:

It is the policy of the University of Arkansas at Pine Bluff to accommodate students with disabilities, pursuant to federal and state law. Any disabled student who needs accommodation, for example, in seating placement or in arrangements for examinations, should inform the instructor at the beginning of the course. The Chair of the department offering this course is also available to assist with accommodations. Disabled students are also encouraged to contact Mr. Michael Bumpers in the Office of Disabled Student Services, which is located in the Caldwell Hall, Room 202, or by telephone at 575-8293.

CLASS ATTENDANCE STATEMENT:

1. Attendance is the responsibility of the student. Students are expected to regularly attend all classes in which they are enrolled.
2. Instructors will provide each student with the attendance requirements in writing, either in the course syllabus or in a separate handout, and verbally explain them to students the first day of class.
3. The student is responsible for informing instructors in advance when an absence will occur. If this is not possible, it is the responsibility of the student to contact the instructor as soon as possible.
4. For school-sanctioned events such as field trips, band, choir, athletics and similar events, the coordinator of the event should send a letter to the Vice Chancellor of Academic Affairs seeking approval for the respective students to be absent from classes for the event. The letter should identify the type of event for which excused absences are being requested and include a listing of all student participants.

Following approval, the list and the letter of request with the Vice-Chancellor's approval should be presented by all student participants to their respective instructors. The Coordinator of the event will submit a copy of the approved letter and the list of student participants to the Dean of Students' Office where it will be kept on record.

5. The Dean of Students will notify instructors when a student is absent three days or longer due to an illness or other issue. This courtesy memo does not alter the instructor's attendance policies, excuse the student from policy #3 above, nor does it constitute an excused absence. Rather, it is documentation of the absence.
6. Class participation may be used, at the instructor's discretion, as a factor in determining a student's final grade for the course.

CENSUS PERIOD:

Students who do not attend class at least one time during the first 11 days of the fall and spring semesters, or the first 5 days of a summer session, will be administratively dropped from the course for non-attendance.

TECHNOLOGY INTEGRATION:

Students are required to have the Group Me app. We communicate via Group Me for class assignments, events, etc. Each student enrolled in this class must have an e-mail account opened through the university or the student may use personal e-mail accounts. One class period will be set aside for instructions on how to use the Internet. Technology has become a vast resource for teachers and education professionals. You will learn how to access and

retrieve information from the Internet as an additional resource for achieving the goals and objectives of this course. In addition, students will employ techniques and strategies of various media production of classroom materials including PowerPoint.

DIVERSITY INTEGRATION:

The Department of English, Theatre and Mass Communications prepares students to use the English language effectively and efficiently and to interpret and appreciate the human condition through the study of composition and literature. In addition, the department expects its majors to engage in research that will contribute to the body of knowledge about the use of the English language and the critical interpretation of literary texts.

Course Assignments

Campaign case-study presentation (30 pts)

Students will select a campaign from the last decade to present to the class. This presentation should describe the campaign and give take away points in under nine minutes. See full assignment directions online.

OTHER POLICIES:

Academic Dishonesty:

Please make sure you read the UAPB policies on academic misconduct published in the UAPB Student Handbook. All your work must be your own, unless peer collaboration is authorized. Presenting as one's own words, ideas, or expression of another in any form is cheating through plagiarism, and will not be tolerated. If you use any words ideas that are not your own, you must cite all relevant sources using an appropriate format. If you use any Internet sources, you must cite the author and website used. Ignorance of the policies is never considered an excuse for academic misconduct. Possible penalties can include failure in this course, revocation of funding, and/or even expulsion from the university. Examples of academic misconduct include, but are not limited to:

- 1) Violation of course rules as specified in this course syllabus or other information provided by the instructor.
- 2) Providing and using unauthorized assistance on individual assignments.
- 3) Providing or receiving information during examinations, i.e., cheating.
- 4) Plagiarism, including the use of information from any sources that are not credited.
- 5) Altering the earned grades or credits.
- 6) Failing to report incidents of academic misconduct.

In short, don't cheat on exams, plagiarize, falsify data, submit the same work for two different classes or copy the work of another student.

Tentative Nature of this Syllabus:

The syllabus represents a contract in the course works. In some circumstances, events that occur over the semester may require me to modify the course and thereby the syllabus. For example, policies, deadlines, topics to be covered, etc. In the event I need to do so, I will announce the modifications in class. Students are responsible for any changes to this syllabus.

Office Hours and Individual Meetings:

Please feel free to contact or see me any time you have problems, questions, concerns or difficulties relating to the course material, assignments, or exams. I will be happy to work with you either during my office hours or at mutually convenient time.

Cell Phone Policy:

There is nothing more distracting than a cell phone ring during lectures, quizzes, and exams. Therefore, all students are advised to silence their cell phones during the entire class period. Receiving and making calls or text messages during the class period is an overt act of selfishness. **Your instructor reserves the right to dismiss from the class any student who repeatedly ignores this policy. Your cell phone must be stowed in an out of sight location (inconspicuous place) and is not allowed to be on the desktop.**