

COM 377 Public Relations Campaigns
School of Communication
Illinois State University
Fall 2019

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E-mail and text are my preferred modes of communication. If your question needs more than just a short answer, please use e-mail.

Office Hours: Tuesdays, 2-4pm; Thursdays 11am-12:00pm, and **by appointment, just ask!**

Catalog Course Description

Theory and research related to professional experience in strategizing and executing public relations.

Prerequisites: COM 111, 161, 268, 297.

Additional Description

This course is the first of two capstone courses to the public relations major, and students will be challenged to do their very best work and will be held accountable for it. This course blends lecture, in-class discussion, and out-of-class work to extend the principles of public relations and integrated marketing communication. Advanced academic readings, industry publications, and case studies will also reveal how effective public relations tactics, strategies, and campaigns are conceived, developed, implemented and measured. The culmination of the course is a complete public relations campaign plan for a real client that students develop during the semester. Students will compete in agency teams for the client's business.

Course Objectives

I will expect the most perfect (textbook) and compelling (creative) work you and your team can possibly produce. You are now seniors and will soon be released into the wilds of PR and the integrated marketing communication industries. Your colleagues and clients will expect perfection and creativity throughout your career.

More specifically, upon successful completion of this course, you should be able to:

1. Define the basic process in agencies and organizations for developing integrated communication campaigns and designing messages for clients and/or the organization.
2. Apply rules for AP and APA styles accurately.
3. Demonstrate knowledge of relevant campaign design theories and concepts.
4. Effectively understand, design, and articulate the goals, objectives, strategies, and tactics needed for assigned client campaign.
5. Design and conduct research (on behalf of a specific client) appropriate to a public relations campaign.
6. Create a PR campaign plan specifically addressing the goal/desired outcome and target audiences of an external client.
7. Develop and produce public relations strategies and tactics in support of such a campaign.
8. Present the campaign persuasively to the client in a competitive pitch.
9. Know how to perform in a professional setting (including your agency team) and how you will be expected to think and act when given communication challenges.
10. Understand the awesomeness of the PR industry you are about to enter.

a. FYI: I seriously love what I do. I get seriously ticked off when PR is misrepresented or misunderstood (as it often is). Thus, we spend a lot of time at the beginning of the class understanding the field and giving you all the knowledge and skills to defend the field.

Continued Enrollment

Your enrollment in this class constitutes agreement with all aspects of this syllabus and any additions or alterations that may be made to it during the course of the semester. Additions and alterations include announcements I post for the class in ReggieNet or make in class, and additions and alternations include e-mail sent to class members. Such additions and alterations include information about the course, assignments, and so on. These announcements and e-mail are equally important when it comes to evaluating your work, because announcements may contain clarifications or other help that fit within assignments' requirements. It is your job to keep track of what is going on.

Texts & Readings

- *Public Relations Campaign* (2018/2019) by Regina Luttrell and Luke Capizzo. ISBN: 978-1-5063-3251-2. There's a Kindle/e-book edition available on Amazon, fyi, for the same price as renting.
- *The Associated Press stylebook and briefing on media law*, Associated Press (2018 or 2019). Earlier editions will cause you problems, especially with technology-related stuff. There is also a tablet/mobile version available, www.apstylebook.com/mobile/. All work is expected to apply AP Style, just as you will be expected to do when you enter industry. **NOTE:** I expect all in-text citations, references, and format of assignments (exceptions noted on assignments) to be in APA Style. Please see this as reference, some online bib creators are unreliable: The Purdue Online Writing Lab (OWL) <http://owl.english.purdue.edu/owl/>
- Readings available through the course page on ReggieNet. In addition to book chapters (see scheduled), almost every week will have its own readings folder under "Resources and Materials." There will be more industry readings than are listed here in the syllabus, and if it is in the folder for the listed week, it is an assigned/required reading.
- *Ragan's PR Daily and PR Week* is available through the Milner Library website, through the web and Facebook. Please see the ReggieNet document, "Accessing PR Week." *PR Daily* is available at www.prdaily.com

Assignments & Assessments

All assignments are expected to be to the highest level of collegiate writing, written in AP Style with APA style in-text citations and references (thus, the pre-reqs of 268 and 297), except when noted. **I reserve the right to turn back highly flawed work ungraded.** Please see more details, below, in "Class Policies."

- **Current campaign assignment:** Throughout the semester, everyone is responsible for an approximately five- to seven-minute presentation and factsheet on a current public relations industry campaign or event. You may do this in pairs or individually, your choice. We will sign up for presentation days the first week of class.
- **AP and Grammar Quiz:** Online and similar to the writing tests you would complete for an agency writing test.
- **Google Analytics and Social Media Certifications:** We are completing the online training for Google Analytics and a project with Meltwater, the social media management tool.
- **Nonprofit pitch:** This in-class and take-home assignment is campaign team-based where you persuasively pitch to a fictional donor for a donation to a non-profit organization.
- **Quizzes:** Instead of an exam, we will be having weekly and/or bi-weekly reading and content quizzes throughout the semester. They will *usually* be online on Thursday afternoon to be completed within 24 hours. They are to be completed individually. *Missed/forgotten quizzes cannot be made up and you will receive a zero unless you have a documented emergency.*

- ***In-class assignments:*** There will be some in-class assignments during the semester that will require close attention to the assigned readings and the videos linked in ReggieNet.
- ***Participation and attendance:*** Participation is more than just showing up; it is being engaged in class discussions, contributing answers, being a good class citizen, not being on your phone/laptop, etc. Readings are to be completed before class, and I expect informed participation from all students. I realize off-days happen, but please come prepared to class and ready to discuss our readings. Please see attendance and lateness policy, below. *There may be pop quizzes, if I get the impression that readings aren't being done, or if there is a particularly bad attendance day.*
- ***The Campaign:*** The purpose of the campaign is to give you hands-on experience with “the stuff” of public relations covered during the first half of the semester. As a team, you’ll act as an agency, meet with a client, analyze problems and opportunities, and propose a public relations campaign to address the client’s needs. You will prepare your campaign proposal piecemeal, and you may submit your work in progress for “no-stakes” feedback on your content and its quality as you develop the sections. The final product will be the “high-stakes” graded work. Before Thanksgiving, you will also make a pitch to the client in which you will seek its business. The presentation will be backed-up with a campaign plan book that explains your team's campaign and includes materials that the client can immediately put into use. Your presentation and book will also explain how the campaign is to be implemented and evaluated. *The campaign plan book, presentation, and all ideas and material developed for the client will become the property of the client to be used as the client sees fit without remuneration to you and your team. You are encouraged to keep a copy of your team’s final campaign material for yourself to use in your portfolio. I also reserve the right to not allow a team to pitch, if their work is not client-ready.* **NOTE: Team members not contributing to the team’s work may be fired, in consultation with me (and only with my approval), just as you would be in the real world.**
- ***Peer evaluation:*** There will be a peer eval for the Campaign.

Teamwork

Much public relations work takes place in a team environment; consequently, much of the work for this course will be done in self-selected teams. A small amount of in-class time will be provided for team activity and team consultations with me. You will be given a chance to evaluate your teammates on the Silver Anvil assignment, and also the campaign at the end of the course. *Note: This means I will know if you are “that” group member. Don’t be that group member – you will be “fired” by your group.*

Grading

Final grades are assigned on the basis of accumulation of points compared to the total possible points that may be earned for the semester (see the scale below). I do not “curve” grades on any assignment or exam, nor do I “curve” final course grades. I evaluate the end products of your work, not effort. To calculate your grade, keep track of your points and then divide by the number possible.

Assignments	Available Points	Earned Points
Research Assignment (in class)	15	
Quizzes (point total approximate here, may vary)	150	
Objectives Assignment (in class)	25	
Modern PR Assignment	40	
AP Writing Quiz	30	
Nonprofit Pitch	75	
Social media certifications and project	100	
Current Campaign Assignment (presentation)	50	
Current Campaign Assignment (factsheet)	100	

Participation	75	
Campaign Plan Points:		
Client Pitch	100	
Campaign Book	300	
Client Evaluation	50	
Peer Evaluations	100	
TOTAL	1210	
Extra Credit Available:		
Winning Team <i>Bonuses</i> (Non Profit, +5 and Campaign, +15)	20	
Research Pool (see end of syllabus)	10	

Assignment grades will be posted on ReggieNet's gradebook, please keep track of them there. If you disagree with my evaluation of your work, or it is clear that I have misgraded something, please see me during office hours or after class *within one week* after I have returned your work. I will not discuss grades at any other time. I follow conventional rounding-up procedures (see scale below)
**see late policy under Course Policies*

Rounding

I use conventional rounding procedures, e.g. 71.75% would be rounded to a C, and those rounding procedures are actually reflected in the grading scale below. **No exceptions. Don't ask.**

Grading scale

Please note this might be different than your other classes:

A=91.51%-100%	B=81.51%-91.5%	C=71.51%-81.5%	D=60%-71.5%	F=0-60%
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Incompletes

Incompletes will be granted only when a documented emergency prevents you from completing the class, you contacted the Dean of Students Office, *and* you have completed at least approximately two-thirds (66%) of the course.

Accommodations

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 350 Fell Hall, (309) 438-5853, or visit the website at StudentAccess.IllinoisState.edu.

Outside Preparation

Plan on spending between six (6) and nine (9) hours each week outside of class on your work for this course. You will need this time to complete assigned readings, write papers, develop team projects, and study for the exam. This load will be heavier toward the end of the semester, so work ahead if you can.

Course Schedule *(Subject to change)*

Date	Topic & Assignments	Reading/Assignment Due <i>Note: The readings are expected to be completed BEFORE class on the day they are listed. Additional readings will be added as interesting industry publications, news articles, and blogs show up, so please just reference the ReggieNet folder for that week or day.</i>
8/20	Course overview. Review of PR and its role in marketing Assign Intro pitches	Visit ReggieNet site, read syllabus.
8/22	Continued review of PR and essentials skills of PR. Assign Current Campaign Assignment	Industry articles in 8/20 folder, read <i>Current Campaign Assignment</i> file Introductory pitches due Quiz
8/27	PR & Marketing Strategy	Industry readings in folder and videos
8/29	Out-of-class Modern PR assignment (no formal class for Festival ISU, all of you are too darn involved!)	Quiz
9/3	Campaigns and campaign planning	<i>L&C</i> Introduction and Chapter 1 Industry articles on RN
9/5	Models and theories of PR	<i>L&C</i> Introduction and Chapter 1 Quiz Modern PR assignment Due
9/10	Audiences, markets, publics, and stakeholders; Segmentation	Silbiger (2010) Demographics of SM Users; O'Quinn Chapter 6; Segmentation of Millennials.
9/12	Finish up audiences and segmentation, ROSTIR Model	<i>L&C</i> Chapter 2 Quiz
9/17	Research in PR (The R of ROSTIR/ROPE), formative and establishing research questions	<i>L&C</i> Chapter 4 Weber Shandwick (2013); Writing Good RQs
9/19	Research continued: Situation analysis & reputation Objectives content	<i>L&C</i> Chapter 4 & 5 Institute for PR Griffin (2014) Reputation Quiz
9/24	In-class research assignment	Objectives assignment readings (see folder) In-class RQ assignment
9/26	Goals and Objectives: The O of ROSTIR/ROPE.	Chapter 6 Objectives assignment readings (see folder) In-class assignment on objectives (NO Quiz)
10/1	In class Objectives assignment	Start <i>L&C</i> Chapters 7 & 8
10/3	Strategies and Tactics, wrap up Objectives assignment	<i>L&C</i> Chapters 7 & 8 Quiz
10/8	The Campaign – Campaign assigned, groups formed, client discussed. DO NOT MISS THIS CLASS. <i>Subject to change with client availability</i> Assign Section Set #1: Situation Analysis; Problem/Opportunity; Research	Campaign Resources Assign Section Set #1: Situation Analysis; Problem/Opportunity; Research

10/10	Client visit <i>Subject to change with client availability</i>	Research client: Organize questions to ask client with your team – review the slides about this. (NO Quiz)
10/15	Debrief from client visit and The Pitch Assign and start: Nonprofit pitch	Pitch readings on RN
10/17	Media relations/PESO model AP writing and grammar quiz assigned, complete on RN Assign Section Set #2: Objectives, strategies & tactics	L&C Chapter 3
10/22	Campaign work day (Becky at PRSA)	Writing Quiz
10/24	Nonprofit pitches Social media and media relations Meltwater project assigned	Alaqui & Breslow (2016), Valentini (2015) other industry readings in folder Nonprofit pitch due Section Set 1 Due
10/29	Influencer & Social media	Section Set 2 Due Section Set 3 Assigned
10/31	SMACC Visit	Quiz
11/5	Implementation Assign Section Set #4: Timeline & Budget; Assign Section Set #5: Executive Summary & Letter of Transmittal	L&C Chapter 9 Section Set 3 Due
11/7	Measurement & Evaluation	L & C Chapter 10 Meltwater project due Quiz
11/12	Catch up day, final pitch and dress rehearsal planning, logistical stuff, (yes, we have class) Pitch dress rehearsal schedule set	Section Sets 4 & 5 Due
11/14	Campaign work day (Becky at NCA) and virtual check-ins – no formal class	
11/19	Dress Rehearsals (Monday & Wednesday, too)	
11/21	Pitches!	Campaign pitches and books due
11/26	Thanksgiving Break	
11/28	Thanksgiving Break	
12/3	Client feedback session (yes, class)	Peer evaluations due
12/5	TBA	
Week of 12/10	Exam week, nothing due/no meetings	

NOTE: The content of this syllabus is subject to change as the course progresses. You are responsible for noting any such changes, which will be announced in class and/or posted on ReggieNet.

Course Policies

You also are expected to be familiar with [ISU's Code of Student Conduct](#).

Cell Phones, Laptops, Voice Recorders, iPods, MP3 Players, Text Messaging, etc.

I encourage you to bring and use a laptop or tablet but please use it only to help you in your learning this class' content and not surf the Web or do any other nonclass-related stuff. If you find something useful, please share it with the class. Turn off the volume, and no ear phones are allowed. If I see you smiling/laughing at your screen, I know you are watching cat videos on YouTube or someone's TikTok.

Extensive texting and other use of your phone (if I notice, it's extensive) will be noted, warned, and then penalized. Both laptop and phone abuse will incur a *5-point penalty for each occurrence*.

Attendance

I don't take attendance, but I can usually tell when you aren't in class. Since a big part of your grade is participation, and nearly 50% of our content is presented in-class only, attendance is really important. Please let me know if you have an interview or big event for your internship, missing for reasons like that is fine (but missing for normal internship work is not). If an assignment is due, however, you are accountable to the due date and method of submission unless prior arrangements have been made with me.

If you miss class or are late, you are responsible for obtaining all assignments, notes and any other information that is given in class. I will not "reteach" material for you, although I'd be glad to answer specific questions. Don't send me an e-mail asking if anything important was covered. It was. Ask someone for their notes.

Online Communication

I use e-mail and ReggieNet course announcements to communicate directly to you as an individual and as a class (and sometimes text if you have texted me first). Clean out and check your ISU e-mail account frequently for notes or announcements from me, your fellow students, the department, and the college. *Not checking your e-mail or ReggieNet is not grounds for any excuse for not doing or not doing well on any assignment. It's your responsibility to (1) keep your e-mail accounts open and up-to-date and (2) monitor your e-mail and ReggieNet class news frequently.*

Online Course Material

I use ReggieNet extensively to organize the material for this course and make announcements about our class. If you have problems with ReggieNet, let me know *and* call the Help Desk at 309-438-4357.

The ReggieNet site for this class contains additional, required reading material for this course. This material used in connection with the course may be subject to copyright protection. Your viewing of the material posted on ReggieNet does not imply any right to reproduce, to retransmit or to redisplay it other than for your own personal or educational use. Links to other sites are provided for the convenience of the site user (staff or student) or visitor and do not imply any affiliation or endorsement of the other site owner nor a guarantee of the quality or veracity of information contained on the linked site.

Many files are PDFs and should open easily with Adobe Acrobat Reader to view and print them. If you don't have this free software, go to <http://www.adobe.com> to download that software.

Academic Dishonesty

Plagiarism and any other form of academic dishonesty will not be tolerated. Plagiarism (presenting someone else's work as your own or without proper acknowledgment) or any other type of academic

dishonesty will be considered justification for failure for that particular assignment or the entire course, depending on severity..) Although you may discuss with each other any assignment and course material, bounce ideas off each other, and share the university's resources available to you (e.g., media guides), you cannot share actual work you do with others. All work must be that of the student (or students involved in a group assignment) and developed during the current semester for *this* course. Sources must receive credit using APA style. For information regarding academic integrity and procedures for academic misconduct, see ISU's [Code of Student Conduct, Section V.B.1](#). You will be reported for academic misconduct if you engage in it.

TL;DR: DO NOT REPURPOSE (i.e., copy and paste) other's words as your own! Doing so will result in failure of the assignment, and maybe the class, depending on severity. When in doubt, quote per APA style (totally cool as long as there isn't too much of it), reword and cite per APA style, or ask me, I'm always happy to help!

Anytime you use someone else's exact words, without APA quote style, is plagiarism. Really the only reason to use exact words is when the person's words/phrasing have significant impact, or there really is no way to effectively reword. Please see this:

Reminder, in-text citations look like this (Hayes, 2015), not "According to the article written by Hayes..."

Assignment Feedback

I give pretty direct feedback and edits – the goal is to fix problems before they are bigger problems in your campaign or for you professionally. Please don't take criticism personally, I am just trying to help you learn how to be the best PR person/writer.

On longer papers, I will give my focused comments on the first couple pages because after that the errors/problems are repetitive. I may note other things in later pages, but a lack of comments is not necessarily an indication of correctness or effectiveness. I also won't find absolutely everything because I am trying to get work back to you quickly. Of course, if you want more detailed help, visit with me.

Assignment Expectations

You are seniors now, and you'll be in the workforce soon, paid to figure stuff out without a lot of direction. Assignments in the "real world" (I hate that phrase) are rarely clear-cut. The assignments here (except for the exam) are designed with ambiguity built in, which should inspire you to think analytically about what you know and what you're learning and not just regurgitate a concept. So, please ask questions if something doesn't make sense, but feel free to be creative on assignments (meeting the basic requirements, of course).

The writing assignments in this course are meant to (1) apply principles and concepts covered in this course to realistic problems and (2) build upon and challenge you to improve your current skill level—to be more consistent with "real world" demands. All written work is expected to fulfill assignments' contexts, purposes and audiences just as they would if they were to be written to meet actual client needs. If the writing in any assignment does not meet this expectation, I reserve the right to withhold any or all points, and/or turn it back ungraded, depending on the severity of the writing's inappropriateness/ineffectiveness.

Good writing is both strong in content and technically correct in its presentation (i.e., grammar, style, discourse conventions, layout, and printing). All written work must fulfill the content requirements given in the assignments, conform to American Psychological Association (APA) and (where applicable) Associated Press (AP) styles, and be free of grammar, spelling, style and English usage

errors. **Half a point will be deducted from your final score for each APA and AP error. Yes, it is that important.**

Assignments will be posted on ReggieNet and discussed in class. See the course schedule for details about all coursework. Please visit with me if you have any questions about any assignment or if you'd like some feedback about your work in progress.

Late work and missed work

All assignments are due no later than the time stated on the assignment. If in class, that means within the first five minutes of class. Anything received after the due time will be penalized 30% for each 24 hours it is late, starting after submission (so 30% off for an hour late, 60% off for 25 hours late). Many assignments will be collected electronically (via ReggieNet Assignments) and you will be given the specific due-time for those. You can totally turn work in early—especially if you are going to be absent the day something is due.

If a quiz or your presentation date is missed for the current campaign assignment, it cannot be made up/done late without documentation of an emergency.

If an assignment is missed for a reason deemed satisfactory by me, the same or a make-up assignment of observably greater difficulty may be required. Documentation for absences or late arrivals on days when assignments are due will also be required.

For your own protection, you are expected to keep digital copies of all assignments submitted to me. As you work on any computer remember to save your work frequently, always backup your work on another disk or other medium, and always protect your files and computer from viruses. I will not accept work turned in late because you had technology problems – including corrupted files submitted to ReggieNet. Open them again after submission to make sure they are readable. Tech problems wouldn't fly in PR and they won't fly here.

Teams

Teams can “fire” a non-performing or disruptive group member on the campaign. There is a process that must be followed, however, and it will be available in the Campaign Resources folder. I must be told of problems long before you get to that point, however, so I can step in and attempt to mediate.

Extra Credit Opportunities

There may be the occasional extra credit pop quiz in class. These cannot be made up if you are not present unless you have an excused absence.

Research Participation - Extra Credit

There will be a few extra credit opportunities for research participation. The extra credit points will be added to your final grade, and **will not appear in the gradebook immediately upon your completion of the opportunity** – I don't get the lists until after a study ends. There are no guarantees for extra credit, and it is each student's responsibility to be aware of and take advantage of such opportunities. You may receive extra credit for participating in any of the studies posted to the School of Communication's Research Announcement Board. The Research Announcement Board is updated as research studies are opened/closed, and it is your responsibility to access the Board and be aware of available opportunities. The Research Announcement Board can be accessed via:

<https://sites.google.com/site/ilstusocstudies>

In general, each 30 minutes of participation in an extra credit study will earn you .5 Research Credits, which translates into 2.5 points in this class. You may earn a total of 10 points participating in

research (so, that means roughly four online surveys, or two bigger things like in-person focus groups or experiments). Please see the call for participants for the Research Credits associated with each study. Each Research project listed on the Research Announcement Board will indicate the specific number of Research Credits associated with the project. The course instructor will get evidence of participation and the time of participation from the researcher(s) who administer the research studies at the conclusion of the semester; however, it is your responsibility to make sure that the researchers have the necessary evidence of your participation at the time of the study. Before participating in a study, please be sure to have your name, ULID (i.e., the part of your email before @ilstu.edu), instructor name, and course and section number ready, as you will need to provide these to receive credit. Research Credit can only be applied to one course for each study, unless specified otherwise on the Research Announcement Board. A maximum of 10 points can be earned from extra credit opportunities via the Research Announcement Board unless some special exception is given by Dr. Hayes. After the last day of class there will be no more opportunities for extra credit, don't ask ;)

Non-Research Extra Credit Opportunities (Instructor Determined)

There may be some studies for which you are not eligible (e.g., recruiting based on gender or family structure) or in which you do not wish to take part. Reasonable alternatives are available for those not able or wanting to take part in specific studies, to ensure equitable non-research based opportunities. Throughout the semester, the instructor will announce non-research opportunities for extra credit, which may include attending a colloquium, reading a recent article or research paper, or attending an on-campus event and writing a summary of the connection of the event to course content. The instructor will make these opportunities and specific details available as they arise.

Non-Research Extra Credit Opportunities (SoC Alternative)

There may be some studies for which you are not eligible (e.g., recruiting based on gender or family structure) or in which you do not wish to take part. Reasonable alternatives are available for those not able or wanting to take part in specific studies, to ensure equitable non-research based opportunities. For each available study in which you would like to complete an alternate assignment, please contact the instructor, who will assign a journal from which to identify and provide an annotated bibliography to the researcher consistent with the description on the Alternate Opportunities page (<https://sites.google.com/site/ilstusocstudies/home/students/alternates>) of the Board. You must complete and submit the research report to the researcher before the date the study closes--late submissions are not accepted. Alternate opportunities will be scaled by the course instructor to ensure commensurate time commitment and course credit with the research-based opportunity.

Google Analytics

You can earn up to 15 points of extra credit by completing the Google Analytics for Beginners course (it takes about 8 hours to watch the videos, take notes, and then take the exam) anytime before December 6. Email me your certificate.

<https://analytics.google.com/analytics/academy/course/6>

*I reserve the right to make changes to this syllabus after it is posted, but I will always tell you if something major has changed. If is something minor, like an extra reading or something, refer to the folder for that week.