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**Class Meets:** Tuesdays/Thursdays: 12:00 p.m. - 1:50 p.m. – DR 205

**Text:** *Developing the Public Relations Campaign: A Team-Based Approach, Third Edition.* Bobbitt & Sullivan. Boston: Pearson, 2014.  
(ISBN 9780205066728)

**Primary Objective:** Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course.

**Catalog Description:** Integration of theory, research and communication techniques for implementing and evaluating public relations and/or advertising campaigns. Focus on creative strategies and media planning, target analysis and buying/production tactics.

Students will research, prepare and present an integrated communication plan to a client.

**Prerequisites:**

MCOM 280/381 [3381], 284/383 [3383], 382/483 [4383] and an IRB-acceptable certificate indicating completion of online training on *Protection of Human Subjects*. I do not anticipate we will need IRB approval for our client project.

Each student must have a copy of a university certificate indicating that he/she has completed the above three courses. Anyone without this certificate will be asked to take the course at a later time.

**Process:** In Campaigns you will be organized into groups that will set up the equivalent of competing, professional public relations agencies. Your agency will develop, prepare and present a plan for a specific client who will work with the class. The plan will be based on both current research of the client's needs and the skills you have developed during your academic program in public relations/advertising.

Toward the end of the term, as part of your reading, you will analyze some professional cases, which should help you plan and articulate your campaign. These cases - IN class - will be practice and will be graded. You will be assigned a group for this.

**Client:** We are still determining the client for Fall, so they are not listed here. We will discuss on the first class day.

**Course Needs:** In order to complete this course, you will need (1) a working SHSU computer account, (2) a working SHSU e-mail address, and (3) USB drive or cloud storage. In addition, each group will need a binder, a folder and material to create prototypes.

**ACE #1 - FYI:** Because our activities are service-oriented, this course has been designated an ACE (Academic Community Engagement) course. The ACE program is designed to encourage students to support community organizations by using skills developed in their classes. In our case, because we work to support as well as understand our client, our activities qualify. FYI, Requirements are listed below.

We are recognized because we not only focus on developing academic skills during the semester, we actively use our skills with our client(s). Our client may be an organization within the university or an entity outside of the university. As you will see as we move through the course, you are exploring a variety of ways to help this client. As already noted, you will work in teams and at the end of the course will present your recommendations to the client. These suggestions include a short section on how you would evaluate your own work outcomes should the client elect to use, or hire, your team.

**Competencies:** As a result of completing this course, you should be able to:

1. Critically analyze and evaluate public relations or advertising situations -- either a case history or a current campaign -- using one of the ROPE or RACE methods and/or the three PIE steps of case analysis presented by your author (p. 17+):

Planning: preparation by gathering information: identifying organizational response opportunities, analyzing/developing communication messages, selecting/identifying communication tactics;

Implementation: executing a response; and evaluation: measuring how well the program was done

2. Develop additional skills and competencies needed by public relations or advertising professionals and utilize these skills and competencies in the practice of public relations for a campaign [plus ACE requirements in #3 & 4 below]

3. ACE #4-a: experience: understand and apply research methods used to design and evaluate public relations or advertising campaigns

4. ACE #4-b: experience: analyze and select appropriate media, including new or social media, for communication strategies

5. ACE #4-c: experience: prepare and present a comprehensive client analysis and program, including a proposed evaluation format, for a specific public relations or advertising campaign or issue

ACE (#3): An outline at the end of the syllabus explains how points are awarded in this course. ACE activities are part of these points but are not isolated.

NOTE: (ACE #2) By meeting the competencies listed above, you also meet generic ACE requirements for this course. The entire course focuses on your client's needs and identifying suggestions to meet these needs. Therefore, the ACE hours you complete will

parallel the hours that you put into the client's problem. In other words, everything we do in the class that directly affects the client project -- approximately 85 percent of our time -- parallels the ACE requirements.

In addition to in-class work, you will spend (a) one class period (approximately 1.30 hours) in a client interview to become more familiar with the details, (b) one class period rehearsing, and (c) your final exam period presenting your suggestions to the client. These meetings also parallel ACE needs.

Your knowledge and progress in the class (meaning your grade) will be assessed primarily through your campaign preparation and ONE mid-term team presentation. You will also have (1) scheduled quizzes over the assigned readings before discussion and (2) the separate, formal case noted above. NOTE: The separate case presentation for practice will be among members outside your group. The textbook readings assigned are scheduled to match your campaign progress. Because you must complete the readings before you can apply the material to your campaign, no makeup quizzes will be given. If you know you will miss a quiz, make arrangements to take it early. Typically quizzes will be administered on Fridays.

**IMPORTANT:** No make-up tests or assignments will be permitted except for unforeseen, documented excuses approved by the instructor. A doctor's appointment at class time is not an acceptable excuse if your absence is not required for the entire day. Quizzes are over material that has been discussed in class; therefore no make-up quizzes are given. If you need to make up a quiz, make arrangements early/before quiz day. Assignments and quizzes will be administered early for excused absences only. Even when excused, you are responsible for any and all assignments made in class. Missing an announcement is not considered an excuse to make up an assignment.

Because you are professionals, all assignments must be typed, double-spaced on one side of the paper.

**NOTE: No handwritten assignments will be accepted.** Informational material should include a cover page ([APA Style](#)).

**Late Assignments – No late assignments will be accepted.**

**ATTENDANCE** -- see Attendance Policy (below): You are expected to be present, to have completed the readings and to contribute during class discussion. You are responsible for any and all assignments made in class. Missing an announcement is not considered an excuse to make up an assignment.

Students who anticipate extensive absences because of university-sanctioned activities will be assisted in making up work but might wish to consider taking the course at a less congested time in their programs. To summarize:

1. Make-up quizzes: Repeating: You can expect a quiz to cover the readings assigned. No make up quizzes will be given. For a university-sanctioned absence, you may take a quiz early. All quiz grades will be posted on.

2. Late assignments are not accepted, unless a class extension is given.
3. Cell phones, including the text function, must be turned off during class. You may take notes on and are expected to work on a computer unless -- based on the instructor's evaluation -- the computer becomes a distraction during class. You will be given a verbal warning the first time. On the second offense, you will be asked to leave class and marked as absent.

University policy (#100728) indicates that any student who answers a call during class or leaves the class to answer a call may be expelled from the classroom. Three or more offenses may result in failure of the course.

4. You may not use the classroom/lab computer monitors during lecture, class discussion or presentations without permission. Nor may you use the computers for other work or classes.
5. You may not read other material/newspapers/magazines and/or work on material for other classes during this class. [Policies/procedures from #4 apply.]

Grades will be based on a percentage basis (90% = "A"; 80% = "B"; 70% = "C", etc.).

**Points will be assigned as follows:**

Campaign: Written Materials: Final Presentation	40%
Participation (attendance, weekly assignments, Quick Fire Challenges)	20%
Final Presentation (written, presentation and client presentation)	<u>40%</u>
<b>Total</b>	<b>100%</b>

- \*Your resume is due the first day of class or immediately after. It will be graded.

If additional points are assigned during the term, they will be added to the existing total, but grades will still be assigned on the base of 100% - in other words, extra credits are simply added to your point bank. **Do not anticipate extra points in this class.** **Assignments not submitted by due date will be marked with a zero and will not be allowed for make up.**

**Academic Dishonesty:** Cheating in any form is academic dishonesty that can result in an "F" for the assignment and possibly the course, and the university's policy is clear. However, two particular forms of academic dishonesty need to be identified here.

**Plagiarism:** Plagiarized papers will not be accepted. Plagiarism occurs when one person claims credit for another person's work. It is a form of intellectual dishonesty that is treated with great severity by professionals and by the university. Students are encouraged to review the university's policy on plagiarism. NOTE: the university subscribes to TURNITIN and I use this program – IMP: \*\*The concern for plagiarism is

especially important in this class because your client may use your work.

You should be certain you understand the meaning of plagiarism: (1) A paper using quotes without quotation marks and attribution is plagiarized. But plagiarism is more than unrecognized quotes. (2) a: Conclusions that are not yours, b: information that is not common knowledge, and c: specific facts must be attributed. Tell who said it and cite or footnote it, even if this information is not a direct quote. Follow this rule: Your reader must be able to know what is original and what you have learned from existing sources.

Although quoted material is not plagiarized, a paper made up of a series of quotations is not a paper written by you. You should use quotes sparingly and for specific reasons, such as providing evidence to support a point. Not understanding the material is not an acceptable reason for using a quotation.

**IMPORTANT:** You must also learn how/be able to cite an author or work used/quoted by a second author. Other issues:

Double Dipping: Double dipping is a form of academic dishonesty that is a misuse of your OWN work and occurs when one paper or assignment is presented to fulfill requirements for another course. This does NOT mean you cannot do additional work on a topic that interests you, but you must be certain you are developing new and original material for each class assignment. Check with your instructor to be certain.

[FYI: TURNITIN keeps a record of the papers it analyzes].

**IMPORTANT INFORMATION:** Students are allowed no more than five Q-drops during their academic career at Sam Houston State University. Classes that are dropped prior to the Q-drop date will not count toward the limit. Students who have used their limit of five Q-drops will need to petition their respective dean to drop a class. If the dean refuses to grant permission to drop the class, the student will be required to remain in the class.

The Q-drop limit took effect with the start of the fall 2004 semester. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-drop limit. Neither will Q-drops from other universities.

**NOTE:** A Q-drop is a drop made after the last day for tuition refunds (12th class day for fall/spring; 4th class day for summer) but before the date for which a drop would result in a grade of 'F' - as published in the Academic Calendar.

## **READING ASSIGNMENTS**

Reading assignments are scheduled for the DATE specified. These dates are the earliest you can expect to be responsible for the material. Changes may be made in the reading schedule if specific needs arise. You need to plan on spending time on this project outside of class, and your team should set up some sort of electronic communication base. You can use Blackboard for common interaction if you wish. Some groups use

Facebook, etc.

As much as possible, each week will focus on one type of topic. You need to read and be ready for class. You are expected to purchase the assigned textbook and bring it to class. Your chapters include cases to discuss; unless announced, your quizzes will include only the cases covered in class.

**NOTE:** if your group is not ready to present on Final Presentation, you will not be permitted to present to the client and will lose the oral-presentation points. Because this is a rehearsal, I realize the presentation is not the final version, but it should be professionally presented.

**Exam Week: Final Examination - no written formal examination. Campaign Presentations to your client will be scheduled during exam time as much as possible** - we may have to accommodate the client's schedule. Although we can usually work in all the teams, because of the class size, we may have to schedule a short amount of additional time for presentations --please try to be flexible.

You will present during your exam period.

**NOTE:** Any team members who do not attend the team presentation will not receive any of the points earned for the presentation. A copy of all final materials, including PowerPoint (printout OK), must be turned in for grading after the presentation. Bring one copy for me. Be sure to have a good, clean copy for your client. You will evaluate your partners for their contribution to the presentation.

### **ATTENDANCE POLICY: Dr. O'Neal**

You are expected to attend class, to have completed the readings, and to participate in class discussions. 100 points are built into the course for class attendance or "participation." Each student is permitted two (2) unexcused absences -- the equivalent of one week of class in the regular term. Each additional, unexcused absence will result in ten (10) points deducted from the 100-point participation grade. If you come to class after the roll has been taken, you will be counted absent. If you choose to leave class after the roll has been taken or after a quiz, a second roll will be taken before the class ends. You must be on both rolls to be counted present.

Unless you added the class late, your attendance is counted from the first day of class.

### **UNIVERSITY POLICIES REGARDING ACADEMIC CLASSES**

The university has policies that apply to all students within the classroom. A brief summary of each of these policies is below. Detailed information may be found at <http://www.shsu.edu/syllabus/>

1. Academic Dishonesty: Students are expected to maintain honesty and integrity in the academic experiences, both in and out of the classroom. [Also see my statement on academic dishonesty in this syllabus.] The University subscribes to

– and I use -- Turnitin, the worldwide standard in online plagiarism prevention.

**2. STUDENTS WITH DISABILITIES POLICY:**

It is the policy of Sam Houston State University that individuals otherwise qualified shall not be excluded, solely by reason of their disability, from participation in any academic program of the university. Further, they shall not be denied the benefits of these programs nor shall they be subjected to discrimination. Students with disabilities that might affect their academic performance should register with the Office of Services for Students with Disabilities located in the Lee Drain Annex (telephone 936-294-3512, TDD 936-294-3786, and e-mail [disability@shsu.edu](mailto:disability@shsu.edu)). They should then make arrangements with their individual instructors so that appropriate strategies can be considered and helpful procedures can be developed to ensure that participation and achievement opportunities are not impaired.

SHSU adheres to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations for students with disabilities. If you have a disability that may affect adversely your work in this class, then I encourage you to register with the SHSU Services for Students with Disabilities and to talk with me about how I can best help you. All disclosures of disabilities will be kept strictly confidential. NOTE: No accommodation can be made until you register with the Services for Students with Disabilities. For a complete listing of the university policy, see:

[shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf](http://shsu.edu/dept/academic-affairs/documents/aps/students/811006.pdf)

3. Observance of Religious Holy Days: Students are allowed to miss class and other required activities including examinations, for the observance of a religious holy day, including travel for that purpose. Students remain responsible for all work.

4. Visitors in the Classroom: Only registered students may attend class. Exceptions can be made on a case- by-case basis by the professor. In all cases, visitors must not present a disruption to the class by their attendance. Students wishing to audit a class must apply to do so through the Registrar's Office.

5. Classroom Decorum [Classroom Rules of Conduct]: Students are expected to assist in maintaining a classroom environment that is conducive to learning. Students are to treat faculty and students with respect. Students are to turn off all cell phones while in the classroom. Under no circumstances are cell phones or any electronic devices to be used or seen during times of examination. Also see earlier statement on cell phones.

**MCM 4390, Spring 2013: Outline: Public Relations Written Campaign Report to Client**, (see below for breakdown). Your Final Oral Presentation is worth 150 points. For both the written and the oral presentations.

Public Relations Case Analysis for Client: \_\_\_\_\_ (client name here)

The outline below is a template. It outlines material that must be included in your public relations campaign proposal. You must include all parts and you may not change or delete any headings. Your oral presentation should also follow this format. You will probably want at least one slide for each heading below, more for creative material – your ideas. For scheduling, initial points and deadlines for each topic are in your syllabus.

Your final written report is due by the end of class as noted above.

**I. SET UP (100 points total): [NOTE: preliminary: Cover Page due TBD and Set Up due for other two parts]**

\_\_\_\_\_ Cover page must include - in the following order (20 points):

- a) Campaign theme or title/client's organizational name
- b) Public relations firm name, logo, slogan and contact information
- c) Names (and titles) of public relations firm members

\_\_\_\_\_ Executive Summary (60 points)

\_\_\_\_\_ Table of Contents - with page numbers keyed to sections below (20 points) [see ex: II, below]

**II. BACKGROUND RESEARCH (100 points total): [NOTE: Interim #1: A-C; Interim #2: D-G; due TBD]**

\_\_\_\_\_ Formative/Situational Analysis - Use consistent style to write this section; it is a formal report. Be sure to key your Table of Contents to the sections below (A-G) and in III, IV, & V.

- A. Client/Organization History & Background
- B. Situation: Issue History & Background
- C. Service/Product/Issue Evaluation
- D. Competitive Evaluation
- E. Competitors' & Clients' Previous Communication Plans & Behavior
- F. Additional Relevant Secondary Research
- G. References



**III. PRIMARY RESEARCH & OBJECTIVES (100 points total):**

Public Relations Recommendations [include explanation] [NOTE: Interim #3 and Interim #4]

- A. Target Publics or Constituents [research results here]
- B. Goals and Communication Objectives [research results here]

**IV. PLANNING (100 points total):**

- A. Public Relations Tactics
- B. Communication Execution Recommendations
- C. Schedule [format: a calendar is good for this]
- D. Budget [need to get costs for each activity]
- E. Media Contact Database

**V. EVALUATION (100 points total):** [NOTE: Interim #5]

\_\_\_\_\_ Evaluation Proposal

**Instructor reserves the right to modify syllabus as necessary.**

**Please check Blackboard for official due dates, changes, announcements and modifications to assignments.**