

PBRL 470: PUBLIC RELATIONS CAMPAIGNS

School of Advertising and Public Relations
College of Communication and Information
The University of Tennessee
Spring 2016

SECTION: 001

CLASS LOCATION/TIME: HH 418, 2:10-4:55 PM

INSTRUCTOR: Dr. Michael J. Palenchar

OFFICE INFORMATION: 476 Communications Building, 974-9082, mpalench@utk.edu

OFFICE HOURS: Mondays, 9:00-11:00, after class as necessary, or by appointment

TO SCHEDULE AN APPOINTMENT DURING OFFICE HOURS: Email Dr. Palenchar if you require a specific time or just stop by during office hours

TO SCHEDULE AN APPOINTMENT OUTSIDE OF OFFICE HOURS: Email Dr. Palenchar

REQUIRED TEXT:

- Wilson, L. J., & Ogden, J. D. (2008). *Strategic communications planning: For effective public relations and marketing* (5th ed.). Dubuque, IO: Kendall/Hunt.
- Readings and materials will be assigned throughout the course of the semester that will be made available via BlackBoard.
- Students also are expected to monitor the mass media daily for campus, local, national and international news related to our client and the purpose of our campaign.

COURSE DESCRIPTION: PBRL 470 Public Relations Campaigns is the capstone course for students majoring in public relations, and a course in practical application for graduate students. Its purpose is to prepare you for the real world practice of campaign management, and we will work with a real client. This course enables students to synthesize the information you have learned during the public relations program. You are responsible for developing a public relations campaign proposal from inception to completion.

COURSE GOALS: PBRL 470 aims to instill in all students an understanding of:

- The entire public relations process, including conducting primary and secondary research, developing a strategic action plan with complementary, research-based communication tactics, and determining which kinds of evaluation methods are most appropriate for measuring the success and overall performance of the campaign;
- Purposes of public relations and the process through which public relations is practiced strategically, including the ability to explain the relationship among research, planning, implementation and evaluation;
- A sense of professionalism in the practice of public relations by thorough, ethical preparation and meeting deadlines;
- Teamwork, including effective contribution, the importance of team skills in today's work environment, and general criteria of effective teamwork;
- Career opportunities, entry and advancement in public relations;
- And writing, interpersonal communication, and oral communication and presentation skills critical to public relations practitioners.

Ethics: Practitioners and academicians agree that ethics is an important, best practice element of public relations. Ethical areas discussed throughout the course intersect with the following issues: philosophical principles, international issues, concealment versus disclosure, divided loyalties, social responsibility, accountability, professionalism, code of ethics, whistle blowing, confidentiality, ethically dealing with the media, solicitation of new business, research, logical arguments, and multicultural and gender diversity.

CCI Diversity Statement: CCI recognizes and values diversity. Exposing students to diverse people, ideas and cultures increases opportunities for intellectual inquiry, encourages critical thinking, and enhances communication and information competence. When all viewpoints are heard, thoughtfully considered, and respectfully responded to, everyone benefits. Diversity and fairness unite us with the wider professional and global community.

Disability Accommodation Statement: “Any student who feels he or she may need an accommodation based on the impact of a disability should contact the Office of Disability Services (ODS) at 865-974-6087 in 2227 Dunford Hall to document their eligibility for services. ODS will work with students and faculty to coordinate reasonable accommodations for students with documented disabilities.”

University Civility Statement: Civility is genuine respect and regard for others: politeness, consideration, tact, good manners, graciousness, cordiality, affability, amiability and courteousness. Civility enhances academic freedom and integrity, and is a prerequisite to the free exchange of ideas and knowledge in the learning community. Our community consists of students, faculty, staff, alumni, and campus visitors. Community members affect each other’s being and have a shared interest in creating and sustaining an environment where all community members and their points of view are valued and respected. Affirming the value of each member of the university community, the campus asks that all its members adhere to the principles of civility and community adopted by the campus: <http://civility.utk.edu/>.

Academic Integrity: “An essential feature of Tennessee, Knoxville is a commitment to maintaining an atmosphere of intellectual integrity and academic honesty. As a student of the university, I pledge that I will neither knowingly give nor receive any inappropriate assistance in academic work, thus affirming my own personal commitment to honor and integrity.”

ACADEMIC DISHONESTY: This course adheres to the university’s Academic Standards of Conduct and Honor Statement, as presented in the student handbook *Hilltopics*. All students are expected to be honorable and to observe standards of conduct appropriate to a community of students and scholars. All work in this course should be the **original work of the student**. Students who violate University rules on scholastic dishonesty are subject to disciplinary penalties, including the possibility of failure in the course, dismissal from the program and dismissal from the University. Since dishonesty harms the individual, all students, and the integrity of the University, policies on scholastic dishonesty will be strictly enforced. Scholastic dishonesty includes **plagiarism**, which according to Webster is: “to take (ideas, writings, etc.) from (another) and pass them off as one’s own.” Therefore, handing in work that contains material written by someone else, whether it is a current or former student, or a secondary source and presenting it as your own efforts is a clear example of plagiarism.

POLICIES:

- This course adheres to the university’s policy regarding the use and release of student records that are governed by Public Law 93-380, the Family Educational Rights and Privacy Act and the Tennessee Public Records Act, which charges the university and its employees with protecting the confidentiality of the educational records of its prospective, current and former students.

- Students are required to ensure their proper registration for the course, and must meet prerequisite and corequisite requirements for this course.
- Students are expected to attend all classes, arrive on time and participate in class discussion. Out of consideration for others, do not be late or leave the room once class has started. If you need to leave early, let your instructor know before class begins that you will be leaving before class is dismissed.
- Based on previous experience, students who neglected their homework and/or missed class performed poorly in the course. Assigned readings should be completed prior to class, and students should be prepared to discuss the assigned material. Any material discussed in class and/or covered in the assigned readings may be included in examinations.
- In general, students will not be allowed to make up missed exams. Exceptions to this policy will be limited to documented exceptional circumstances (i.e., travel authorized by the university, documented emergencies). Important dates have been announced in advance in the syllabus so that students can schedule other activities around these deadlines. Exceptions will be rare and at the discretion of the instructor. Make-up exams are essay and short answers.
- Any late assignments accepted will be graded lower than work turned in on time.
- No extra credit will be given for additional work.
- Syllabus is subject to change, as instructor deems appropriate and necessary. The listed readings represent a minimum requirement, and the instructor reserves the right to add readings.
- Please turn off all handheld devices, including mobile and smart phones.
- **Points will be deducted for spelling, punctuation and grammatical errors, as well as failing to follow assignment directions and requirements, and/or meeting time deadlines.**
- All discussions will be ruled by mutual respect for people and their opinions. Effective public relations practice is dependent on gathering and understanding diverse viewpoints. Furthermore, professionalism requires an appreciation for the multicultural society and global economy in which students plan to work.

BASIS FOR COURSE GRADE:

Client Intelligence White Paper	5%
Peer Evaluations	10%
Public Relations Campaign Ethics & Diversity Project	10%
Drafts (elements of campaign and pitch)	15%
Campaign Pitch	20%
Campaign Plan Book	40%

GRADE SCALE: (A = 93+; A- = 90-92; B+ = 87-89; B = 83-86; B- = 80-82; C+ = 77-79; C = 73-76; C- = 70-72; D = 60-69; F = 59-)

Your grade for the course will be determined in part by peer evaluations, which will be conducted, early in the semester, midway through the semester and after the final presentations.

Conduct yourself professionally while working for our client outside of class. Immediately identify yourself as a University of Tennessee student working on a communications campaign in any telephone call or research gathering or interview situation.

***All assignments submitted electronically
to my email/ Dropbox unless otherwise noted.***

WEEK 1: January 25: Course Introduction & Situation Analysis

- Course introduction
- Group communication (ethical and practical considerations)
- Situation Analysis – A Checklist for Communications and Marketing Research
- **Due Sunday, Jan 31, Noon: First Draft of Client Intelligence White Paper (each individual section emailed to Dr. Palenchar)**

WEEK 2: February 1: Public Relations Agencies & Situation Analysis

- Campaign Teams Finalized
- Agency Name, Logo & Mission Statement
- Situation Analysis (secondary and primary)
- *Feb 1: ADVPR Scholarship Deadline*

WEEK 3: February 8: Client Meeting, Primary Research, SWOT

- Client meeting (be prepared with specific questions)
- Decision on primary research instrument
- Situation Analysis (secondary and primary)
- **Due: Draft of Agency Name, Logo, Mission Statement, Staff Bios, Agency Picture**
- **Due: Final Draft of Client Intelligence White Paper (each individual section emailed to Dr. Palenchar)**

WEEK 4: February 15: Situation Analysis, SWOT & Problem Statement

- SWOT Analysis and Situation Analysis (secondary and primary)
- Problem/Challenge Statement Workshop
- **Due: Peer Evaluation #1 (hard copy in class)**
- **Due: First Draft of Situational Analysis including SWOT (based on secondary data)**
- *Friday, Feb. 19: CCI Experience Dinner*

WEEK 5: February 22: Elements of a Campaign Book, Goals & Objectives, Ethics Workshop

- Elements of a Public Relations Campaign
- Misc. Elements of Campaign (covers, index, references, appendix)
- Public Relations Campaigns Ethics Workshop
- **Due: Primary Research**
- **Due: Draft of Problem/Challenge Statement (based on secondary research)**
- *Wednesday, Feb 24: College Research Symposium*

WEEK 6: February 29: Targeting Audiences & Stakeholders, Communication (Messages)

- Target Audiences & Stakeholders
- Diversity Workshop
- **Due: Second Draft of Situational Analysis including SWOT (based on primary and secondary data) and Problem/Challenge Statement (now also based on primary research)**
- *March 2: Group Advising – Public Relations Majors, 4:45 PM, Auditorium*

WEEK 7: March 7: Communication (Messages), Strategies & Tactics

- Linking Strategies, Tactics & Creatives
- **Due: Draft of Goals and Objectives**
- **Due: Draft of Target Audiences/Stakeholders**
- **Due: Peer Evaluation #2 (hard copy in class)**

Week 8: March 14: Spring Break

WEEK 9: March 21: Budget & Timetable, Executive Summary

- Calendaring and Budgeting
- Implementation and Communication Management
- Executive Summary
- **Due: Public Relations Campaign Ethics & Diversity Project**

WEEK 10 March 28: Evaluation

- Effective Communication Evaluation and Measurement
- Issues Management Evaluation and Measurement
- Business Management Evaluation and Measurement
- **Due: First Draft of Campaign Book**
 - All tactics are not required to be produced but are required to be included in campaign with a few produced to provide enough material for comments
 - Evaluation not required
- Monday, March 28 – Thursday, March 31: UT Social Media Week
- *Wednesday, April 6 – Friday, April 8: PRSA Southeast District Conference in Knoxville*

WEEK 11: April 4: Pitches and Business Presentations

- Presentation Workshop
- How to Develop a Pitch Script

WEEK 12: April 11: Campaign Book & Pitch Materials

- **Due: Second Draft of Campaign Book**
- *Thursday, April 14: Adam Brown Visits PR Classes*

WEEK 13: April 18: Campaign Book & Pitch Materials

- Rehearsals Workshop During Class for Each Agency
- Each agency is required to rehearse with me for 1-2 hours with me this week outside of class
- **Due: Third Draft of Campaign Book**
- **Due: Draft of Pitch**

WEEK 14: April 25: Pitch Rehearsals

- **Due Wednesday, April 27: Campaign Book (electronic)**
- **Due Friday, April 29, 3:00 PM: Campaign Book (printed – two copies) to Dr. Palenchar at his office**
- Rehearsals Workshop During Class for Each Agency
- Each agency is required to rehearse with me for 1-2 hours with me before your campaign pitch to the client
- Your agency should practice other times as well between now and your campaign pitch since your campaign book is completed. You can make reservations for the Scripps Lab at <http://www.cci.utk.edu/scl/calendar/2013-10>

Final Exam: Wednesday, May 4: 2:45 – 4:45 PM

- **Due: Campaign Pitches to Client at Kickstand**
- **Due: Peer Evaluation #3 (hard copy before presentations)**
- Sharing campaign books & class wrap-up discussion and reflection

*Please remember to do the SAIS course evaluation, especially with such a small class.
UT really needs all students of smaller classes to complete the evaluation to get useful statistics
and more nuanced understanding of your evaluation. Thank You!*

**Special Congratulations to Spring/Summer Graduates – Go Out and Lead Thoughtful, Critical, Purposeful
and Successful Lives for Yourself, Your Families, the Organizations You Work For and Society**