PREL 4316 - “PR Campaigns” - Sec. 002

**Instructor:** Dr. Shelley Wigley

**Class Hours:** T & R, 12:30 – 1:50 p.m.

**Classroom:** FAB 327

**Office:** FAB416

**Office Hours:** T, 9:30-11 a.m.; R, 9:30-11 a.m.; & by appointment

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# Required:

# PREL 4316 - PR Campaigns Course Packet available for download from Blackboard.

**Recommended:**

(1996) *Public Relations Campaign Strategies, 2nd ed*.by Robert Kendall.

Additional readings available via Blackboard.

**Overview:**

This is an intense, time-consuming course with high professional and academic standards. This should be one of the most demanding courses you have taken while at the University of Texas at Arlington. However, amid the rigor and high standards, I also hope that you will enjoy the class. Have fun with the assignments and enjoy the opportunity to put everything you’ve learned into practice. This class allows you to gain actual hands-on experience with a real-world client, and at the end, you will have something to show potential employers. **ATTENTION:** This is not a course for slackers!! You **will be** held accountable for the work you produce (or fail to produce). **NOTE:** Please don't ever hesitate to ask for assistance or explanation of class materials or assignments. It is my desire that every student excel in this course! In addition, this course is structured as a **service learning course**, which means that course learning objectives will be fulfilled while making a contribution of service to the community. This engagement allows students to apply academic concepts to a “real-world” setting with an actual client while also promoting civic leadership, social responsibility, teamwork, and critical thinking skills. Opportunities will be provided for students to reflect and think critically about their experiences as they engage with the client and members of the community.

**Prerequisites:**

To enroll in PREL 4316, you must have completed PREL 3339 and PREL 3355.

#### Course Description/Goal:

This course is the capstone course for public relations majors that combines knowledge acquired in previous public relations courses. In this course, students also will have the opportunity to demonstrate their critical thinking and creative abilities. Students will do this through researching and planning a real-world public relations campaign for an actual client. The course is a combination of lecture, discussion, and in- and out-of-class campaign work time.

**Student Learning Outcomes & Objectives:**

This is the capstone course for PR majors. Upon completion of the course, students will:

* Demonstrate higher-order thinking skills through primary and secondary PR research
* Critically analyze and use that research to strategize for a client’s campaign
* Demonstrate creativity in designing a message strategy for the client
* Learn the business skills of negotiating and counseling a client, as well as learn key team-working skills essential to survival in PR
* Complete the course with a real-world campaign that should become an important piece of your professional portfolio.

**Assignments:**

**Individual:**

• Reflections 25%

**Group:**

• Background/Situation Analysis 10%

• Research Assignment 15%

• Campaign Draft 05%

* Campaign Plan 25%

• Campaign Presentation 10%

• Event/Project Execution 10%

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**Total 100%**

**Grading scale: A=100-90 B=89-80 C=79-70 D=69-65 F= 64 or below**

Final course grades will be based on total points earned for the course.

**Costs:** Expenses for transportation, word processing/typing, project supplies and duplicating and other similar expenses are your responsibility.

**Blackboard: Blackboard** is your friend!!! You can check your grades via **Blackboard**. I also will post the required course packet on Blackboard. **You also will submit ALL assignments through Blackboard.**

**Course Work Summary:**

Small groups of approximately 4 students will work together (as assigned) on the situation analysis, research assignment, the final campaign plan, the campaign presentation and the execution of a PR event. Each group (or agency) will serve as the PR adviser for a real-world client (non-profit organization) and will help solve a problem once identified (ex., developing or increasing awareness of a specified event or campaign, increasing volunteers, increasing attendance, etc.). Occasionally, there will be class time set aside for your groups to meet. **PLEASE NOTE: Upon completion of group/agency assignments, each member must turn in an evaluation of the other members’ contributions to the assignment. These peer evaluations may impact a student’s grade on the group assignment!!!**

Because this is a service learning course, written ***reflections*** will be required. These reflections will consist of 6 brief assignments in which you “reflect” on your experiences working as part of a team on a service learning project. These assignments are due on the assigned dates and are expected to highlight students’ analytical abilities and critical thinking skills. The first 5 reflections are worth 10 points each. The final reflection, which should synthesize the entire semester, is worth 50 points. All ***reflections*** must be submitted through Blackboard by the assigned deadlines.

The ***background/situation analysis*** will include an audit of all organizational/event publications and an assessment of the organization’s strengths, weaknesses, opportunities and threats. The analysis also will include information on what’s been done in the past by the client to promote the campaign/event, the history of the organization and an assessment of the client’s needs. The communication background/situation analysis will be graded on its thoroughness, content and writing skills. The ***background/situation analysis*** must be submitted through Blackboard by the deadline.

The ***research assignment*** will consist of original research your group will conduct to help formulate a campaign plan and may include focus groups, surveys, in-depth interviews, etc. Students will be required to submit a formalized write up of the findings along with the raw data. The ***research assignment*** must be submitted through Blackboard by the deadline.

The final ***campaign plan*** must be typed and double-spaced and must follow the guidelines and examples provided in class. The ***campaign plan*** will be graded on accuracy, content and writing skills. You must upload one copy to Blackboard and present one copy on a flash drive to the client by the deadline. The client is expected to attend campaign presentations at the end of the semester. **PLEASE NOTE:** I will follow up with the client regarding your professionalism, dedication, etc., and this may affect your grade on the final campaign plan.

The ***campaign presentation*** will be an in-class presentation of your campaign discoveries and recommendations (AKA ***campaign plan***). This will help you practice your presentation skills and make you more comfortable in front of an audience (which is often part of a PR job). You will have 15-20 minutes to inform your classmates and your client about your work. You should use PowerPoint, poster board, and other materials (visuals) to inform your audience. Be creative!!! There are no boundaries here! Make us say “Wow!” ***\*Your group MUST turn in a final campaign plan and make a campaign presentation to the client in order to receive a final grade in this course!!!***

Each group will organize and ***execute an event or project*** on behalf of the client. Students will be evaluated on how well the event accomplished a desired goal or goals. Each group will be required to submit a brief written summary, critique and analysis of the event. The event or project you implement can be something you propose in your campaign plan (in order to “try it out”), but it does not have to be. The ***event/project written summary*** and supporting materials must be submitted through Blackboard by the deadline. **You can check out projects implemented by students in previous semesters by going to Facebook and searching for “UTA PR Campaigns Class.”**

Course Policies

**OVERALL COURSE EXPECTATIONS**

All students are expected to be in class on time. This is a group-learning environment—I encourage students learning from other students, so please come to class with ideas, comments, etc. In addition, no cell phones, tablets, or other electronic communication devices are to be used during class, except for academic purposes! You should be focused on the material we discuss in class—please show other students this courtesy.

Attendance

You are expected to attend every class and be prepared and ready to participate. One of the goals of

PREL 4316 is to introduce students to working in a professional environment. You will be allowed THREE absences in this course. Upon the FOURTH absence your final grade will be reduced by one full letter grade. Upon the FiFth absence your final grade will be reduced by two full letter grades and so on. There will be no excused or un-excused absences – period! If you are absent (and/or late to class) you are absent!!

**ARRIVING TO CLASS LATE OR LEAVING EARLY**

Attendance will be taken each day at the beginning of class. *I will take attendance within the first 5 minutes of class and if you are not there at that time, you will be counted as absent.* Likewise, if you leave class early without clearing it with me beforehand you will be counted as absent. PLEASE NOTE: Tardiness (particularly when it is habitual) and/or leaving early (when it is habitual) is DISRESPECTFUL and DISRUPTIVE to the entire class. YOU WILL BE PENALIZED!

Classroom Decorum

You are expected and encouraged to participate in class discussions, but please be respectful during class lectures and discussions. General classroom decorum prohibits reading newspapers or socializing during class. Also, turn cell phones, iPods, tablets, and other electronic devices off during class time. The classroom is a setting in which an exchange of ideas and creative thinking should be encouraged and where intellectual growth and development are fostered. The university supports an environment of ethnic, religious and cultural diversity. It neither endorses nor tolerates statements, behavior, tokens or insignias that deride or disparage an individual or group because of race, ethnicity, creed or personal lifestyle. PLEASE NOTE: Failure to follow classroom decorum (excessive talking, texting, etc. during lectures and class discussions) will negatively impact your final grade in the course! Habitual abuse also will result in your dismissal from class.

**LATE WORK POLICY**

All assignments are to be completed and handed in according to set deadlines. **No late work will**

**be accepted! Any assignment turned in later than the deadline will receive a zero.**

**“You’re Fired!!!”**

As stated above, this is not a class for slackers. Do not think you are going to be able to ride the

coattails of other group members! In addition to being evaluated by your peers following group

projects, you may also be “Voted off the Island” and/or “Fired!” from your group. If group

members decide to fire one of their own, they must meet with me to discuss the firing and it

must be approved by me. **PLEASE** **NOTE:** If a group chooses to fire a member, all work

contributed by the fired group member will go with that person and may not be used by the

group. If you are fired, you must do the campaign plan (in its entirety) on your own or be

“hired” by unanimous acceptance into another group. ***Also, you are not allowed to “fire”***

***yourself from one group and join another.***

**Writing proficiency**

Writing proficiency is required in PREL 4316 and must be demonstrated on a professional level. You will write NUMEROUS assignments during the semester. **All work will be graded on both content and writing including grammar, spelling and AP style where applicable.**

**Drop Policy**

Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. It is the responsibility of the student to initiate the drop policy. Students need to go to their “major” department to drop a class. For example, if you are a communication major, and you want to drop a math class, you need to go to the communication department to drop your class. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance**. Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://wweb.uta.edu/ses/fao>).

**Americans with Disabilities Act**  
The University of Texas at Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including the *Americans with Disabilities Act (ADA)*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Any student requiring an accommodation for this course must provide the instructor with official documentation in the form of a letter certified by the staff in the Office for Students with Disabilities, University Hall 102. Only those students who have officially documented a need for an accommodation will have their request honored. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability) or by calling the Office for Students with Disabilities at (817) 272-3364.

**Student Support Services**

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include tutoring, major-based learning centers, developmental education, advising and mentoring, personal counseling, and federally funded programs. For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at [www.uta.edu/resources](http://www.uta.edu/resources).

**Academic Integrity**

All students enrolled in this course are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington’s tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence. I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

Instructors may employ the Honor Code as they see fit in their courses, including (but not limited to) having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents’ Rule* 50101, §2.2, suspected violations of university’s standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student’s suspension or expulsion from the University.

**Electronic communication**

UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. **All students are assigned a MavMail account and are responsible for checking the inbox regularly.** There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Student Feedback Survey**

At the end of each term, students enrolled in classes categorized as lecture, seminar, or laboratory shall be directed to complete a Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student’s feedback enters the SFS database anonymously and is aggregated with that of other students enrolled in the course. UT Arlington’s effort to solicit, gather, tabulate, and publish student feedback is required by state law; students are strongly urged to participate. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week**

A period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Emergency Exit Procedures**

Should we experience an emergency event that requires us to vacate the building, students should exit the room and move toward the nearest exit (the central staircase near the elevator). When exiting the building during an emergency, one should never take an elevator but should use the stairwells. Faculty members and instructional staff will assist students in selecting the safest route for evacuation and will make arrangements to assist handicapped individuals.

**TENTATVIE SCHEDULE**

# Date Topic/Reading/Assignments/Quizzes

## **Week 1** 1/14 Topic: \*Course Introduction

**Assign: \*Group/Agency Members**

**\*Background/situation analysis**

1/ 16 Topic: Meet the Client

**ASSIGN: \*GROUP PROJECT/EVENT**

**Week 2** 1/21 Topic: \*Research

*Reference: \*Chapter 2 (Kendall)*

1/23 Topic: \*Research

*Reference: \*Chapter 3 (Kendall)*

**Due: Journal Reflection-1**

**Week 3** 1/28 Topic: \*Research

*Reference: \*Chapter 3 (Kendall)*

1/30 Topic: \*Research

*Reference: \*Chapter 4 (Kendall)*

**DUE: \*Background/situation analysis**

**ASSIGN: \*research assignment**

**Week 4** 2/04 Topic: \*Objectives

*Reference: \*Chapter 7 (Kendall)*

2/06 Topic: \*Objectives

*Reference: \*Chapter 7 (Kendall)*

**Week 5** 2/11 Topic: \*Strategies & Tactics

*Reference: \*Chapter 10 (Kendall)*

**DUE: \*jOURNAL rEFLECTION-2**

2/13 Topic: \*Strategies & Tactics

*Reference: \*Chapter 10 (Kendall)*

**Week 6** 2/18 Topic: \*Programming/Effective Communication

2/20 Topic: \*Programming/Effective Communication

**Due: \*Research ASSIGNMENT**

**Week 7** 2/25 Topic: \*Programming/Effective Communication

**ASSIGN: \*Campaign Plan**

2/27 Topic: \*Schedule/Budget

*Reference: \*Chapter 12 (Kendall)*

**Week 8** 3/04 Topic: \*Schedule/Budget

*Reference: \*Chapter 12 (Kendall)*

**DUE: \*jOURNAL rEFLECTION-3**

3/06 Topic: \*Evaluation

**ASSIGN: \*CAMPAIGN PRESENTATION**

**Week 9** 3/11 ***Spring Break! No class. Enjoy!!***

3/13 ***Spring Break! No class. Enjoy!!***

**Week 10** 3/18 Topic: \*Evaluation

3/20 Topic: \*Evaluation

**Week 11** 3/25 Topic: \*Evaluation

**DUE: \*JOURNAL REFLECTION-4**

3/27 Topic: \*Agency Meetings

**Week 12** 4/01 Topic: \*Agency Meetings

4/03 Topic: \*Agency Meetings

**Week 13** 4/08 Topic: \*Agency Meetings

4/10 Topic: \*Agency Meetings

**Week 14** 4/15 Topic: \*Agency Meetings

**DUE: \*JOURNAL REFLECTION-5**

4/17 Topic: \*Agency Meetings

**Week 15** 4/22 Topic: \*Agency Meetings

4/24 **DUE: \*PROJECT/EVENT PAPER**

**Week 16** 4/29 Topic: TBA

5/01 Topic: TBA

**FINAl** 5/08 **DUE: \*Final Campaign Plans**

**\*Campaign Presentations**

**\*Final rEFLECTION**

**\*\*ALL DUE BY 11 a.m.**

**\*\*\*Campaign presentations 11 a.m.-1:30 p.m.**

***NOTE TO STUDENTS:*** I RESERVE THE RIGHT TO MAKE CHANGES TO THIS SCHEDULE. YOU WILL BE NOTIFIED BY EMAIL AND IN CLASS OF ANY CHANGES.