

Office: 329 Dan Rather Building, 294-3651
jabridges@shsu.edu

Class Meets: T-TH: 12:30 p.m. to 1:50 p.m., Room MCM 205

Office Hours: M-W 3:30-4:15, T 2:00-3:00, before/after class and by appointment

Text: Swann, Patricia. *Cases in Public Relations Management*. Boston: McGraw Hill, 2008.

Catalog Description: Integration of theory, research and communication techniques for implementing and evaluating public relations and advertising campaigns. Focus on creative strategies and media planning, target analysis and buying tactics. Students will research, prepare and present an integrated communication plan.

Prerequisite: MCM 280/381, 284/383, 382/483 and an NIH [IRB] certificate indicating completion of the online course on Protection of Human Subjects training.

In Campaigns and Promotions you will be organized into groups that will set up the equivalent of competing, professional public relations agencies, and you 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 and will develop here by analyzing existing professional cases. As will be explained in Chapter 3, you will analyze these professional cases that have been resolved earlier to understand the focus and tactics used and to make suggestions about tactics that could have been used.

Client: We have tentatively scheduled the university Career Center as our client this term. Its two major functions: The Career Center presents training to students looking for work as well as serving as a clearing house for jobs. It sets up interview sites and presents to groups and classes who need to learn the process of job hunting. If something happens, we will locate another client.

In order to complete the course, you will need a working SHSU computer account, a working SHSU e-mail address, and a USB. Each group will need a binder, a folder and material to create prototypes. Each student must have a certificate indicating that he/she has completed the NIH online course on Protection of Human Subjects [IRB]).

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

1. critically analyze and evaluate public relations situations -- either a case history or a current campaign -- using one of the ROPE or RACE methods and/or the four steps of case analysis presented by your author:

- preparation by gathering information,
 - identifying organizational response opportunities,
 - analyzing/developing communication messages, and
 - selecting/identifying communication tactics for a communication plan
2. develop additional skills and competencies needed by public relations professionals and utilize these skills and competencies in the practice of public relations for a campaign
3. understand and apply the research methods used to design and evaluate public relations campaigns
4. analyze and select appropriate media, including new or social media, for communication strategies
5. prepare and present a comprehensive client analysis and program, including proposed evaluation, for a specific public relations campaign or issue

Your knowledge and progress in the class will be assessed primarily through your campaign preparation, but you will also have scheduled quizzes over the assigned readings before discussion and a formal case presentation. Because you must complete the readings before you can apply the material to your campaign, no makeup quizzes will be given.

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. Because quizzes are over material that has not been discussed in class, **no make-up quizzes** are given. Assignments and quizzes may be administered early for excused absences only. You are responsible for any and all assignments made in class. Missing an announcement is not considered an excuse to make up an assignment.

All assignments must be typed, double-spaced on one side of the paper. **No handwritten assignments will be accepted.** Late assignments lose 10 percent per day.

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:** You can expect a quiz to cover the readings assigned. Because quizzes are over material that has not been discussed in class, **no make-up quizzes are given.** For a university-sanctioned absence, you may take a quiz early.

2. **Late assignments** are accepted but lose **10 percent** per day, including weekends.

3. **Beepers and cell phones**, including the **text function**, must be turned off during class. You may take notes on and work on a computer unless -- based on the instructor's evaluation -- the computer becomes a distraction during class.

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. If you choose to violate this policy, you will lose 20 points per incident. Warning tickets will be issued!!!

5. You may not read other material/newspapers/magazines and/or work on material for other classes during this class.

Grades will be based on the percentage of 1200 points (90%+, or 1080+ points, = an "A"; 80% to 89.99%, or 960-1079 points, = a "B"; etc). Points will be assigned as follows:

Campaign: Written Materials: Final Report	450 points
Interim Materials	150 points
Pre-client presentation	50 points
Oral Presentation: Final Report	150 points
Midterm	100 points
Case Study Presentations	100 points
Daily Grades/Quizzes*	96 points (+4)
Class participation**	100 points

*10 quizzes are assigned (12 points each); the highest 8 grades will be counted.

**class participation is based primarily on attendance - see Attendance Policy, below.

Additional points **may** be assigned during the term and will be added to the existing total, but grades will still be assigned on the base of 1200 points - in other words, extra credits are just added to your point bank. Do not anticipate extra points.

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.

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) Conclusions that are not yours, information that is not common knowledge, and specific facts must be attributed: tell who said it and cite or footnote it, even if this information is not a direct quote.

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 to cite an author or work used/quoted by a second author.

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. I will set up WIKIs for each team and you can use that for common interaction if you wish.

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. Quizzes will include only the cases noted below.

WEEK OF:

Aug. 25: Introduction: Syllabus and discussion of client, class procedures, and your PR firm. Read Ch. 1 and bring a resume to class by Aug. 27. Your resume should be targeted to a specific position in your public relations firm: Account Executive, Research Director, Creative Director, Media Director, and Financial Manager. A sixth person would be the Display/Presentation Director. (For AE, e-mail resume to me on Aug. 26, pls.)

Sept. 1: Quiz 1 over Chapter 2 and pp. 6-12 in Chapter 1. Create public relations firms; have a business structure, a logo and a tentative schedule by the end of class on Sept. 3.

For Sept. 1, be prepared to discuss the questions on p. 27 and to apply them to a hypothetical case. A copy of your NIH research certificate must be turned in on Sept. 15. Anyone without a certificate by Sept. 17 will lose 10 points per day until the certificate is turned in.

All team members must be registered on the university IRB site by Sept. 17.

Sept. 8: Quiz 2 over Chapters 3, The Case Method, and 4, Ethics and the Public Interest (through p. 49). Be prepared to discuss one of the short cases on pp. 47-49. Your group will begin Formative Research on our client. Turn in firm information by the end of class on Sept. 10.

Sept. 15: Quiz 3 over Chapter 5, Media Relations (through p. 87) and "Corporate Social Responsibility" (pp.74-77). Case study discussion - schedule will be distributed.

You will need your formative research completed before you meet with our client. By end of class on Sept. 17 have Formative Research ready to hand in (in a formal presentation suitable for showing a client) - Interim Material #1: up to 25 points. Include corrected firm information.

- Sept. 22: We will try to meet with our client this week. Have your team questions ready. Quiz 4 on Chapter 6, Crisis Communication (through p. 118). Begin Situational Analysis.
Submit IRB proposal for Primary Research to me by the end of this week. Late after Sept. 24 (-10 points per day). You cannot begin Primary Research (scheduled October 6) until you receive IRB approval.
- Sept. 29: Quiz 5 on Chapter 9, Community Relations (through p. 210), plus cases on the Baseball Hall of Fame and the Boston Marathon. Case study discussion.
Complete Situational Analysis by beginning of class on Oct. 6 (client-worthy format) - Interim Material #2: up to 25 points.
- Oct. 6: Quiz 6 on Chapter 7, Consumer Relations (through p. 160). Begin Primary Research analyzing your target publics.
- Oct. 13: Quiz 7 on Chapter 10, Employee Relations (through p. 238), plus case on Big Brother. Case study discussion.
Primary Research analyzing publics due at end of class on October 22 (client-worthy format) - Interim Material #3: up to 25 points.
- Oct. 20: Begin Objectives and Tactics for client. Midterm on Oct. 20.
- Oct. 27: Quiz 8 - Chapter 12, International Public Relations (through p. 292) plus Case on Corn Aids in Europe.
Objectives and Tactics [watch format] due Oct. 29 (client-worthy format) - Interim Material #4: up to 50 points. Begin Evaluation.
Oct. 29: Case Study Presentation #1: TBA.
- Nov. 3: Quiz 9 - Chapter 11, Governmental Relations (through p. 256), plus case on Welcome to Your New Job. In class, finish Evaluation (client-worthy format) Interim Material #5: up to 25 points.
Begin Communication Executions; include scheduling and budget and (where appropriate) examples for each suggestion.
Nov. 5: Case Study Presentation #2: TBA.
- Nov. 10: Quiz 10 - Financial Relations (through p. 307) plus case on Wal-Mart.
Continue Communication Executions.
Nov. 12: Case Study Presentation #3: TBA.
- Nov. 17: Continue Communication Executions.
Nov. 19: Case Study Presentation #4: TBA.
- Nov. 24: Begin work on Client Presentation of Campaign.
Thanksgiving: Nov. 26 (No class - ENJOY)

Dec. 1: Continue Client Presentation of Campaign.
Dec. 3: Case Study Presentation #5: TBA

Dec. 8: Finish Client Presentation of Campaign. Pre-client rehearsal of Campaign, including PowerPoint, on Dec. 10: 20 minutes **maximum**. Any team members who do not attend the presentation will not receive any of the points earned for this presentation (client-worthy format, up to 50 points).
Turn in written materials (client-ready format, up to 450 points). Make a separate copy for your client. Evaluate partners on their contribution to the written part of the campaign.

Before you present the report to your client, you may make revisions to the written part. But your grade will be based on the December 8 materials.

Note: if your group is not ready to present on Dec. 8, you will not be permitted to present to the client and will lose the oral-presentation points.

Exam Week (Dec. 15): Final Examination - there will be 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. Your exact exam time is Dec. 15 from 11 a.m. to 1 p.m. Because the class is so large, we may have to schedule additional time for presentations --please try to be flexible.

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 the client and one for me. You will evaluate your partners for their contribution to the presentation.

ATTENDANCE POLICY: Dr. Bridges

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. Therefore, if you were on the original class roll and you were not in class on August 25, you have used one of your "free" absences.

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: 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 visit with the Office of Services for Students with Disabilities located in the Counseling Center.
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. Students may tape record lectures provided they do not disturb other students in the process.