

## JMC 417 Public Relations Campaigns

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T-Th 1:30-3:20/4:30-6:20  
Office hours:  
T-Th 11:30 a.m.-1:00 p.m.  
or by appointment

### ***Course objectives***

The world of public relations is changing. One-way, media-driven communication is rarely the most effective means of conveying information, shaping attitudes and influencing behavior among stakeholders. Today's PR practitioner engages in an array of ongoing conversations, and prepares campaigns based on in-depth understanding of the cultural, social, technological, and local dimensions of those conversations. Doing so may require various combinations of controlled and uncontrolled media, social media, formal presentations, events and initiatives, and other means.

This course introduces students to the many ways in which they can identify and participate in these conversations, while providing an opportunity to synthesize and apply the theories, principles and techniques of public relations they have learned in previous courses. They will explore many of these areas in greater depth through readings, lectures, and class discussions as well as the team project. This body of knowledge includes (but is not limited to) research methods, communication theories, strategic planning techniques, budgeting, organizational systems, management styles, campaign components, types of campaigns, technology, ethics, diverse channels of communication and stakeholder relations.

Students in this course will:

- Review and learn theories and concepts applicable to public relations
- Analyze and discuss public relations case studies
- Keep up to date with issues, trends, and events in the public relations field through a variety of channels
- Analyze and discuss the aforementioned current issues, trends, and events, both in class and through a communal blog maintained by students in both sections of the course
- Learn and practice effective presentation skills
- Work in teams on client projects, which will require students to
  - Develop an in-depth understanding of the client's needs
  - Research and prepare a comprehensive campaign proposal to address the client's goals and/or problems
  - Design and develop media products as needed for the above
  - Determine the appropriate measurement tools to evaluate the success of their proposed strategies and tactics
  - Formally present the proposal and media products to the client, fellow students, and other interested members of the community

## **Course requirements**

### *Required texts*

Wilson, L.J. and J.D. Ogden (2006). *Strategic Communications Planning*. 5<sup>th</sup> ed. Dubuque, Iowa: Kendall/Hunt Publishing Co. (WO)

Swann, P. (2008). *Cases in Public Relations Management*. New York: McGraw-Hill. (Swann)

Godin, S. (2008). *Tribes: We need **you** to lead us*. New York: Portfolio. (*Tribes*)

We will be using the above editions of these books in class. You are responsible for all content covered in the course; use a different (older) edition at your own risk.

### *Additional readings*

From time to time you will also be required to read articles, case studies, and other materials for more in-depth understanding or to offer alternative perspectives. These additional readings will be posted on Blackboard or distributed in class.

### *Outside reading*

Monitoring the media environment for developing issues, threats and opportunities is an important function of public relations. You are therefore expected to keep up with current news and entertainment events as well as promotional content through a variety of sources (newspapers, magazines, radio, television, podcasts, blogs, trade publications, scholarly journals, and others). Class discussions will frequently draw upon these sources.

### *Assignments and exams*

**Class Blog** The Campaigns class is responsible for maintaining the official blog for the Public Relations program here at the Cronkite School. This blog covers trends and issues in the profession.

**Case Studies** Over the course of the semester, students will read a series of case studies, discuss them in class, and prepare assessments of each. For cases noted in the syllabus or announced in advance by the instructor, students will be expected to have read the relevant material prior to the class session. Other cases will be presented and discussed only in class. More details will be provided on the specific assignment sheet. Case studies will be graded individually.

**Team Project** Depending on class size, students will be divided into teams of between 3 and 5 members. **Teams will work together throughout the semester** as a “boutique” public relations firm, responsible for researching and developing an in-depth campaign or program proposal for a client. The client and your instructor will provide guidelines and rubrics for these proposals, and your final

product will be evaluated just like any other professional PR pitch. **Note that teams will be decided by the instructor, who will also assign clients to teams.** More details will be provided on the specific assignment sheet. Projects will be graded on a team basis.

**Project Presentation**

Teams will be required to formally present their projects to the clients during a special session. Local PR professionals and other interested members of the community may attend these presentations in addition to client representatives and fellow students. More details will be provided on the specific assignment sheet. Presentations will be graded on a team basis.

**In-Class Assignments, Quizzes, etc.**

From time to time there will be assignments to be completed during the class period, either individually or in pairs or groups. These may be presentations, written assignments, quizzes, or other forms of in-class work.

**Final Exam**

The final exam for this class will be a combination of multiple-choice and short answer questions, drawing upon material covered in assigned readings, class lectures, the textbooks, assignments, and in-class discussion.

*Point distribution*

Team project .....	40%
Of which: Deliverables .....	25%
Oral presentation .....	15%
Blog .....	15%
Case studies (5 x 5%) .....	25%
In-class assignments and quizzes .....	5%
Final Exam .....	15%
<b>TOTAL.....</b>	<b>100%</b>

*Grading standards*

Grades will be calculated and assessed according to the criteria stated below. A “C” reflects adequate performance, meeting the minimum terms of assignment but without exhibiting the degree of technical proficiency and/or critical thinking expected at this stage of your academic career. Good work that satisfies college-level expectations for an assignment earns in the “B” range. An “A” grade is reserved for obviously exceptional work. Your performance will determine your final grade in this course.

Grade	Percentage Score	Description
A	95-100%	<b>Exemplary</b>
A-	90-94%	<i>Excellent</i>
B+	87-89%	<i>Very Good</i>
B	84-86%	<b>Good</b>
B-	80-83%	<i>Satisfactory</i>
C+	77-79%	<i>Satisfactory</i>
C	73-76%	<b>Adequate</b>
C-	70-72%	<i>Marginally Adequate</i>
D+	67-69%	<i>Minimally Adequate</i>
D	63-66%	<b>Pass</b>
D-	60-62%	<i>Minimal Pass</i>
F		<b>Fail</b>

### General policies and procedures

**Prerequisite** JMC 415

Unless explicitly stated otherwise, all submitted work must be typed and submitted in hard copy. Factors taken into account in grading written assignments include accuracy, spelling, grammar, punctuation, composition, and appropriate use of Associated Press (AP) style guidelines. Electronic documents will not be accepted unless specifically stated in advance.

**Style**

**Deadlines**

This course is run largely as a professional seminar/workshop, and students will be held to professional standards for their submitted work and classroom behavior. Public relations is a deadline-driven field, and thus all deadlines are non-negotiable to accurately reflect the realities of professional practice. Late work will not be accepted under any circumstances, and students will not be permitted to make up missed work. No extra credit will be offered.

### Communication

**E-mail**

Please include “JMC417” and your section number in the subject line of any emails (E.g., “JMC417-1”). You will be expected to use your ASU email for all correspondence. In keeping with the nature of the course, please keep communication professional.

### Blackboard

This class relies significantly on Blackboard as a tool for instruction and communication. Check it regularly (at [my.asu.edu](http://my.asu.edu)) for course information, class announcements, updates, additional assigned readings, etc.

### *Classroom demeanor*

#### Attendance and Participation

You are expected to attend and actively participate in every class meeting, and to work actively with your team—including regular meetings outside of class. You will not be permitted to make up in-class work, and the final exam is based to a significant extent on material covered in lectures and class discussions. Also remember that peer evaluations can significantly affect your grade. Treat this class just as you would any professional commitment.

#### Etiquette

Behave professionally at all times: arrive punctually; refrain from eating in class; turn off cell phones and any other electronic devices before class. Treat your instructor, team members and other classmates with professional courtesy. Cell phone conversations, text messaging, or personal use of social media will not be tolerated while class is in session. Our classroom is equipped with two printers that you may use freely. However, please restrict printer use to the period just before and after class, or during open lab time. Do not print, retrieve printed materials, or move around the classroom during lectures, class discussions, or presentations.

#### Special Needs

If you are a student with special needs, such as those covered under the Americans With Disabilities Act, please contact me early in the semester, and get in touch with the Disability Resource Center immediately. They can establish your eligibility for special accommodations such as note-taking or alternative testing conditions. Contact them by calling (602) 496-4321 or visit <http://campus.asu.edu/downtown/DRC>.

### *Academic integrity, plagiarism, and client confidentiality*

Academic dishonesty in any form will not be tolerated in the Walter Cronkite School of Journalism and Mass Communication.

The crux of our democracy is the ability of citizens to obtain honest, truthful and balanced information, and the credibility and integrity of the individual journalist and communications professional are crucial in that effort.

As the mission of the Cronkite School is to prepare students to become journalists and communication professionals, that credibility and integrity will be fostered within the educational environment of the school. To that end, a **zero tolerance policy** toward academic dishonesty will be enforced within every course and educational activity offered or sanctioned by the school.

Any allegations of academic dishonesty will automatically be referred to the Standards Committee of the school for review and recommendation to the dean of the school. **If any student is found by the committee to have engaged in academic dishonesty in any form – including but not limited to cheating, plagiarizing and fabricating – that student shall receive a grade of XE for the class and will be dismissed from the Walter Cronkite School of Journalism and Mass Communication. Reinstatement will not be considered. There will be no exceptions.**

Please consult the Cronkite School's definitions and policy of plagiarism, available online at <http://cronkite.asu.edu/about/plagiarism.php>. Make sure you understand it, as you will be required to abide by its terms for your work in this class.

You will also be required to read and electronically sign the Cronkite School Academic Integrity pledge. This assignment will be posted to the class Blackboard site, and must be completed by the date indicated in the syllabus. Although it is worth zero points, you will not be permitted to continue in the course without signing this pledge, per Cronkite School rules.

Although your public relations clients wish to better communicate with and inform their current and potential stakeholders about their organization and its activities, in the course of working together you may also become privy to confidential information. This information should be considered when developing your campaign, if appropriate, but **must not be disclosed to unauthorized persons**. This is especially true when working with publicly traded companies or those in regulated industries, but you will be required in all instances to behave ethically and responsibly in your interactions with clients and to respect their right to confidentiality. Please refer to the PRSA Code of Ethics at [http://www.prsa.org/aboutUs/ethics/preamble\\_en.html](http://www.prsa.org/aboutUs/ethics/preamble_en.html) for a general statement of the ethical principles you will be expected to observe.

## Schedule of classes and assignments (subject to change)

*This schedule represents a good faith effort to describe our strategic plan for the semester. I may alter the order or content of topics, activities and assignments as necessary or appropriate. You are responsible for keeping track of what goes on in class. Please do not ask me to call or email you with content you may have missed. Consult your team members first; I will be glad to offer any further clarification needed. Selected course material will be available on the Blackboard site.*

Week	Date	Reading	Class topics	Notes
1	Jan 20	WO 12 / Swann pp. 49-58 / <i>Tribes</i> , pp. 1-20 / Supplemental readings online	Course overview What is PR? PR & Ethics: Oxymoron or inseparable?	Matching questionnaire
	Jan 22			
2	Jan 27	WO 1, 2 / Swann 2, 3 / Supplemental readings online	Strategic and relational communication Persuasion & public communication Case study method Blogging	Team assignments Academic integrity pledge due (Jan. 27)
	Jan 29			
3	Feb 3	WO 3, 10 / <i>Tribes</i> , pp. 21-41	Communication theories & research 1	Case study 1
	Feb 5	– NO CLASS –		
4	Feb 10	WO 4, Swann 5 <i>Tribes</i> , pp. 42-59	Communication theories & research 2	Research plan due
	Feb 12			
5	Feb 17	WO 5 / Supplemental readings online	Setting goals/objectives Effective presentations Storyboarding	Case study 2
	Feb 19			
6	Feb 24	WO 6 / Swann 7 <i>Tribes</i> , pp. 60-78	Publics and messages Product & issue campaigns SEO	Goals & Objectives due
	Feb 26			
7	Mar 3	WO 7 / Swann 9 / <i>Tribes</i> , pp. 79-91	Message strategies and tactics Community relations New & social media	Case study 3 Secondary research due
	Mar 5			
8	Mar 10	SPRING BREAK – NO CLASS		
	Mar 12			

9	Mar 17	WO 8,9 / Swann 10 / <i>Tribes</i> , pp. 91-108	Calendaring & budgeting Internal communication	Programming due – In-class presentation 1
	Mar 19			
10	Mar 24	Swann 12, 13 / Supplemental readings online / <i>Tribes</i> , pp. 109-120	Investor & Financial relations International campaigns	Case study 4 Budget & Calendar due
	Mar 26			
11	Mar 31	WO 10 / Swann 11 / Supplemental readings online / <i>Tribes</i> , pp. 121-147	Campaign assessment Lobbies and public affairs	Primary research due
	Apr 2			
12	Apr 7	WO 11 / Swann 6 Supplemental readings online	Executive summaries Taking a wrong turn: Crises & unsuccessful PR	Case study 5 Evaluation due
	Apr 9			
13	Apr 14	Supplemental readings online / Swann 14	PR in context: Marketing, Advertising & PR	Full proposal draft due In class presentation 2
	Apr 16			
14	Apr 21	GUEST PANELS		
	Apr 23			
15	Apr 28		Practice team presentations	Peer evaluations Exam review
	Apr 30			
16	May 5		Final team presentations	Client evaluations Course evaluations
	May 12			