

# January 2014 – PR Writing

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5		7	8 Session #1 Welcome & Syllabus	9	10	11
12 <b>Unit 1: Strategy</b>	13 Session #2 "PR 101"	14	15 Session #3 Working With Clients	16	17	18
19	20 NO CLASS - Holiday	21	22 Session #4 Writing a PR Plan	23	24	25
26	27 Session #5 Research: What's the Buzz?	28 <b>Unit 2: Writing</b>	29 Session #6 <i>Graded #1: "Buzz"</i> <i>due at 11 a.m.</i> Media Alerts	30	31	

## February 2014 – PR Writing

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	<b>3</b> Session #7 Press Releases 1 (Ch. 11)	4	<b>5</b> Session #8 Press Releases 2	6	7	8
9	<b>10</b> Session #9 Press Releases 3	11	<b>12</b> Session #10 <i>Graded #2:</i> <i>Release due @11</i> Feature Releases	13	14	15
16	<b>17</b> Session #11 <i>Portfolio #1: PR</i> <i>Plan due @ 11</i> PSAs (Ch. 13)	18	<b>19</b> Session #12 Op-Eds (Ch. 12)	20	21	22
23	<b>24</b> Session #13 <i>Graded #3: Op-</i> <i>Ed due @ 11</i> Fact Sheets	25	<b>26</b> Session #14 TBD	27	28	

## March 2014 – PR Writing

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	<b>3</b> Session #15 Midterm	<b>4</b>	<b>5</b> NO CLASS - Head start on spring break	<b>6</b>	<b>7</b> Spring Break Begins 5 p.m.	8
9 Spring Break	<b>10</b> Spring Break	<b>11</b> Spring Break	<b>12</b> Spring Break	<b>13</b> Spring Break	<b>14</b> Spring Break	15 Spring Break
16 Spring Break	<b>17</b> Session #16 Speeches 1 (Ch. 14)	<b>18</b>	<b>19</b> Session #17 Speeches 2	<b>20</b>	<b>21</b>	22
23 <b>Unit 3: Media Relations &amp; Crisis</b>	<b>24</b> Session #18 Media Relations: Pitching (Chapters 6-8)	<b>25</b>	<b>26</b> Session #19 <i>Portfolio #2: Press Release due @ 11</i> Prepping Clients for Interviews	<b>27</b>	<b>28</b>	29
30	<b>31</b> Session #20 Crisis Comms					

## April 2014 – PR Writing

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		<b>1</b>	<b>2</b> Session #21 Crisis Simulator	<b>3</b>	<b>4</b>	5
6 <b>Unit 4: Marketing Yourself</b>	<b>7</b> Session #22 Your Elevator Pitch	<b>8</b>	<b>9</b> Session #23 Your Cover Letter	<b>10</b>	<b>11</b>	12
13	<b>14</b> Session #24 <i>Team Presentations</i>	<b>15</b>	<b>16</b> Session #25 <i>Team Presentations</i>	<b>17</b>	<b>18</b> UNC Holiday	19
20 Easter Sunday	<b>21</b> Session #26 TBD	<b>22</b>	<b>23</b> Session #27 Last Day of Class <i>Portfolios Due</i> PR Pro Bowl	<b>24</b>	<b>25</b>	26
27	<b>28</b>	<b>29</b>	<b>30</b>			

## May 2014 – PR Writing

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1	2	3
4	5	6 Session #28 Final Exam - Noon	7	8	9	10
11 Mother's Day	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26 Memorial Day	27	28	29	30	31