**Fall 2019 – MEJO 634-001: Public Relations Campaigns**Tuesday & Thursday – 11:00am - 12:15pm|CA 142

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**COURSE OVERVIEW**

This course is the capstone for students in the Public Relations track for our MJ-School and is designed to help integrate what you’ve already learned about public relations in other classes. You will apply those skills in the development of campaigns for real-world clients. I’ve owned/operated a public and community relations company (4ourFans, Inc.) for the past 18 years and executed numerous national campaigns for professional athletes. I will instruct you using a combination of my experience, the ROPE Method and numerous examples of successful campaigns.

**You will work in groups for the entirety of the course and compete against your classmates for the contract of the class client.** This will require being a team-player and using research/theory to develop coherent, measurable client objectives that are supported by effective strategies/tactics. By the end of the semester, you will:

(1) Understand and be able to execute the public relations campaign planning process both as an individual and hard-working group member  
(2) Learn the keys to effective client relationship management  
(2) Understand how to design and carry out appropriate client research  
(3) Use research results, critical thinking, team input and creative problem solving techniques to develop your campaign  
(4) Develop a realistic campaign budget, timeline and evaluation plan  
(5) Produce polished campaign materials that meet your client’s needs and exceed their expectations  
(6) Hone your presentation and public speaking skills  
  
This is an advanced and exciting process and I look forward to helping you master it!

**Past Class Clients**  
My past class clients have included the Jordan Brand, Nashville Predators, Tar Heel and NBA legend - Antawn Jamison, Fox Sports South, former Tar Heel and NBA player – Danny Green, the Kenan-Flagler’s Business School’s Undergraduate Program, UNC Elshelman School of Pharmacy, the Ronald McDonald House of Chapel Hill, Camp Corral, Tar Heel legend and women’s pro tennis player – Jamie Loeb, TROSA, Piedmont Health, Saving Grace Animal Shelter, Bullies2theRescue, Our Children’s Place and more.  
  
**REQUIRED TEXTBOOK, ETC, etc**.  
Planning and Managing Public Relations Campaigns, A Strategic Approach by Anne Gregory (4th Edition). Additional readings will come from several different sources and will be available on Sakai.

**Sakai/Email**

Other than this syllabus, important information can be found on Sakai and will also be emailed to you. Updates will be frequent, so check back often and your email for important course information. You are responsible for any course changes that may be made on Sakai or via email, including changes to the syllabus or assignments. Your grades are posted in Sakai only so that you can stay updated on your progress; overall grades on Sakai are rough approximations of your overall grade in the course.

**COURSE POLICIES**

**Attendance Policy**

Attendance at lectures is **essential**. Just as professionals in the real-world go to work each day, you as students in our professional school are expected to come to class on time and be prepared to work. Attendance will be taken at the beginning of every class. You are allowed three absences for any reason with no penalty (including religious holidays, which the university allows two excused absences for). Missing four classes will result in your final grade being lowered one full letter grade (10 points) and another letter grade for each absence after that. After being late three times, a student’s final grade will be lowered one-half of a letter grade (5 points). If you are late to class, there is no guarantee that you will be marked as present.

All of my lecture materials will be available on our Sakai site, but those materials will not include all of the information that is discussed during the lectures. Therefore, if you miss class it is your responsibility to meet with your classmates and gather the information on what you missed. Missed in-class assessments and activities cannot be made up unless you were absent due to a medical or family emergency.

**Technology Policy**  
You are permitted to use laptops for note-taking and other work as assigned in class. However, to minimize distractions to your classmates and to me, please minimize use of your laptop for non-class purposes. When guest speakers are visiting or your classmates are presenting, **LAPTOPS MUST BE CLOSED AND PHONES MUST NOT BE USED**. You may use a pen and paper to take notes. *I will ask guest speakers and classmates to call you out if they see you violating the policy. Violations will result in points being deducted from your participation grade. The first offense will result in half of your semester’s participation points being lost. The second will result in losing your entire participation grade for the semester.*

**The “Quality Control” Policy**

You are media practitioners, and as such I expect that you will write and present yourself with great professionalism because that is what you have been trained and educated to do. Therefore, your course assignments and presentations will be scrutinized for their vernacular and presentation. Assignment submissions must be grammatically correct and free from spelling errors.

**Assignment and Grades Policies**

Again, this course **REQUIRES** you to work in groups throughout the semester. You’ll identify meeting times outside of class and determine your own agency rules and individual expectations. I am always available to provide advice on effective groupwork practices and will hold everyone accountable for their participation in the course as a whole. In general, as in the professional world, groups are expected to self-govern and resolve conflict, and the best way to do this is by being proactive, preventative, and communicative.   
  
Additionally, **grading will be subjective to my expectations and standards.** I will treat you like I would if you were working for my own company because ultimately, your work reflects my reputation as a professor and my relationship with our class clients.

***Submission Requirements:*** Every assignment you submit to me **MUST** be typed, double-spaced with 1-inch margins, using 12 pt. font and submitted as a Word Doc. PDF submissions will **NOT** be graded. Acceptable citation styles for this course are APA or MLA – if at any point in your work you use information from other sources you must cite it both in the text and with a properly formatted reference list. Not following these specific instructions will result in a loss of points on the assignment.

**Tests and in-class assignments:** Unless you have a legitimate, documented excuse, there will be no make-ups for in-class assignments or tests and no extra time given if arriving to class late. A make-up assignment or test must be done within the week following the original date and it is your responsibility to set up an appointment with me.

***Grade Questions/Challenges:*** ​If you have concerns about a grade, please inform me via email. I ask that you wait 24 hours after receiving your grade. Please outline your concerns and provide evidence to support your claim. You have two weeks to challenge a grade after it has been posted on Sakai (this does not apply to grades posted during finals). NOTE: I do not discuss grades over email. So, after you contact me about a grade I will set-up a time to meet with me in person so we can discuss the grade. I do this to protect your grade information.

**Extra Credit Policy:** It’s unlikely you will receive any extra credit opportunities in this course. In the rare and unlikely event that they occur, they will be class wide, so please don’t ask for individual extra credit assignments.

**Graduate Students**  
Graduate students enrolled in this course will be held to a higher standard and required to complete at least one additional assignment. **Each graduate student must set up a meeting with me to discuss the assignment.** Grading for graduate students will be done according to the HPLF grading scale (High Pass, Pass, Low Pass, Fail).

**Classroom Collegiality & Diversity Policy**The University is committed to fostering a diverse and inclusive academic community and prohibiting discrimination and harassment. Please review the University policy statements on diversity and inclusivity, and prohibited harassment and discrimination, both in *The Undergraduate Bulletin 2014-2015* at <http://www.unc.edu/ugradbulletin/>. Please know that I am fully committed to fostering and enforcing these policies.

**UNC-CH Honor Code**

The principles of academic honesty, integrity, and responsible citizenship govern the performance of all academic work and student conduct at the University as they have during the long life of this institution. Your acceptance of enrollment in the University presupposes a commitment to the principles embodied in the Code of Student Conduct and a respect for this most significant Carolina tradition. Your reward is in the practice of these principles.

Your participation in this course comes with the expectation that your work will be completed in full observance of the Honor Code. Academic dishonesty in any form is unacceptable, because any breach in academic integrity, however small, strikes destructively at the University's life and work.

Each student will be expected to review the materials on plagiarism from the UNC Library: http://guides.lib.unc.edu/c.php?g=9028&p=45251. Make sure to review all the information contained in all the tabs on the website. It is an honor code violation to plagiarize materials, which includes (but is not limited to), taking direct quotations from other documents without properly citing it. (For example, it is plagiarism if you include a direct quotation and include the reference, but do not include quotation marks. Anything taken verbatim must include quotation marks—and you should use direct quotations sparingly).

If you have any questions about your responsibility or the responsibility of faculty members under the Honor Code, please consult with someone in either the Office of the Student Attorney General (919-966-4084) or the Office of the Dean of Students (919-966-4042).

**Accreditation**

The School of Media and Journalism’s accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here: <http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all of these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on:

* Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
* Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
* Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
* Think critically, creatively and independently;
* Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
* Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
* Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
* Apply basic numerical and statistical concepts;
* Apply tools and technologies appropriate for the communications professions in which they work.

**Accommodations for People with Disabilities or Certain Medical Conditions**

UNC-CH supports all reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability, or a pregnancy complication resulting in difficulties with accessing learning opportunities.

All accommodations are coordinated through the UNC Office of Accessibility Resources & Services (ARS), http://accessibility.unc.edu; phone 919-962-8300, email accessibility@unc.edu. Students must document/register their need for accommodations with ARS before accommodations can be implemented.”  
  
**ASSIGNMENTS (grading rubrics will be provided)**

**Class Participation – (10% of total grade)**   
Our overall class quality will depend on the active participation of all students. **EACH GROUP** will be responsible for leading a class discussion on a current PR event, case, campaign, issue related to the client or something interesting they found in the required readings. Your grade will be determined by the quality of the material, actual presentation (in the form of a Prezi or PowerPoint) and ability to stimulate discussion by questions posed to classmates. **Each group must submit 5 questions from their presentation to be included on the midterm exam before the following class.** At least 3 of the questions must be in the form of multiple choice and you have the option of the other 2 being T/F **(must provide questions, answer options and indicate the correct answer).** The questions must also be written in complete sentences and free from grammatical/spelling errors.***You will lose 10% of your participation grade if your group’s questions don’t adhere to the above guidelines or are too easy, poorly written, etc.***

Students who are not presenting must submit a paragraph summarizing three takeaways from each presentation **before the following class.** These must be written in paragraph form and submitted via Sakai. Five percent of your class participation grade will be determined by your group’s presentation and the other five percent will come from your paragraphs submitted (on time). I will **NOT** remind you to do these and will **NOT** accept paragraphs submitted after the start of the next class – **NO EXCEPTIONS.**

**Again, all laptops and cellphones must be closed during these presentations to show respect for your classmates. You may take notes with a pen and paper.**

**Research Report – (15% of total grade)**  
Your research report will be one of the most critical parts of creating your campaign. It will help you better understand your client, their stakeholders and environment in which they operate. It will also be the guiding light to help your group create the client’s campaign. It will be extremely important for each group member to contribute equally to ensure the report is detailed and comprehensive.

(Each group will be responsible for providing the client with a **1-page summary** of the research report. Specific guidelines will be provided in class.)   
  
**Midterm Exam - (30% of total grade)**  
The multiple-choice midterm exam will be a test of everything learned about campaigns and client relationship management to that point.

**Peer Evaluation – (5% of total grade)**At the end of the semester, you will turn in an evaluation of your group members’ contributions to your assignments. I expect everyone to contribute equally. Should a problem arise with a group member, I expect you to try to solve the problem within the group. If the problem continues, I should be notified in writing. Written documentation of a student’s lack of participation will be factored into a student’s grade. *I will also be evaluating the quality and quantity of your work.* I reserve the right to base your grade on how much I feel you are contributing to the group, regardless of group grades. Your peer evaluation will count for 5% of your final grade, so please take your responsibility as a contributing group member seriously.

**Final campaign and presentation – (25% of total grade)**  
You will present your final campaign proposal at the end of the semester as a full-out “pitch” to our client. **Your campaign must directly relate to your client’s objectives, be easy to execute, be feasible and guided by your research.** It will be a slick, rehearsed and professional presentation for me, your client and possibly other judges. I will instruct and direct you through the process, but it will be up to each group to seek me out for extra guidance.

**Client’s Grade – (15% of total grade)**  
The class client will be responsible for 15% of your total semester grade. The client will determine this grade by your interactions and communication with them throughout the semester and the quality of your final campaign presentation/materials.

**TOTAL SEMESTER GRADING BREAKDOWN**  
Class Participation – **10%**  
Research Reports – **15%**  
Midterm – **30%**  
Peer Evaluations – **5%**  
Final Campaign - **25%**Client’s Grade – **15%  
Total = 100%**

**GRADING DETAILS**  
Grading guidelines Dec be found here: http://www.unc.edu/ugradbulletin/procedures1.html#grading.

Grades follow a typical pattern: A = 94-100, A- = 90-93, B+ = 87-89, B = 84-86, B- = 80-83, C+ = 77-79, C = 73-76, C- = 70-72, D+ = 67-69, D = 63-66 and F = below 63.

**COURSE SCHEDULE (Subject to change)**  
**August**20 - PR Review; textbook intro; assignments breakdown; class client intro – **read chapters 1-2**  
22 - Intro to PR campaigns basics; class groups are announced – **read chapter 3**  
  
27 - Team building exercises: taking headshots and creating bios – **read chapter 4**  
29 – Understanding the role of research in planning campaigns

**September**  
3 - Client background research; ***Park Librarian Visit***   
5 - Understanding client relationship management; Preparing for first client visit  
  
10 – **FIRST CLIENT VISIT**  
12 - Unpacking client visit; Preparing for research reports  
17 - Group 1 presents  
19 - Group 2 presents  
  
24 - Group 3 presents; **read Chapter 5**  
26 - Group 4 presents; **read Chapter 6**

**October**1 - Group 5 presents; **read Chapter 7**  
3 - ***Research Report (15%) due*; read Chapter 8**  
  
8 - Group 6 presents; **read Chapter 9**  
10 - Midterm Review  
  
15 - ***Midterm (30%)***17 - ***FALL BREAK***  
  
22 - Understanding how research results make or break a campaign and dictate programing  
24 - Setting campaign objectives; ***(possible guest speaker)***  
  
29 - Winning campaign titles and strategies; structuring your campaign’s programming  
31 - Creating realistic campaign budgets and timescales

**November**5 - **Client Check-in (in person or via Facetime)**  
7 - Best campaign examples; understanding the importance of evaluating your campaign12 - Continuing to plan; understanding how to separate your group from the competition  
14 - Making the killer campaign presentation; practicing your presentation; ***(possible guest speaker)***  
  
19 - Making final campaign tweaks  
21 - Getting campaign materials ready  
  
26 – Final campaign presentation practice  
28 - **THANKSGIVING**  
  
**December**  
3 – ***Final Campaign Presentations (25%); Peer Evaluations (5%) due***  
**FINAL EXAM SESSION** – Winning campaign will be announced – **Thursday, December 12th at Noon**