**Spring 2020 – MEJO 634-003: Public Relations Campaigns**Tuesday & Thursday – 3:30pm - 4:45pm|CA 283

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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, former Tar Heel and NBA player – Danny Green, the Kenan-Flagler’s Business School’s Undergraduate Program, UNC Eshelman School of Pharmacy, the Ronald McDonald House of Chapel Hill, the Jordan Institute for Families, 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***No right or privilege exists that permits a student to be absent from any class meetings, except for these* [*University Approved Absences*](https://attendance.unc.edu/)*:*

*1.Authorized University activities*

*2.Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service* and/or the *Equal Opportunity and Compliance Office (EOC)*

*3.Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, Gender Violence Service Coordinators, and/or the Equal Opportunity and Compliance Office (EOC).*

Attendance will be taken at the beginning of every class. Missing class will result in your final grade being lowered one-half of a letter grade. If you are late to class, there is no guarantee that you will be marked as present. If you miss a 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 University Approved Absence.

**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. 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).

**HONOR CODE**  
The Honor Code (<https://catalog.unc.edu/policies-procedures/honor-code/>) forms a bond of trust among students, faculty, and administrators. The University of North Carolina at Chapel Hill operates under a system of self-governance, as students are responsible for governing themselves. As such, our University is transformed into a powerful community of inquiry and learning. The Honor Code embodies the ideals of academic honesty, integrity, and responsible citizenship, and governs the performance of all academic work a student conducts at the University. Acceptance of an offer of admission to Carolina presupposes a commitment to the principles embodied in our century-old tradition of honor and integrity.

**SEEKING HELP**  
If you need individual assistance, it is your responsibility to meet with the instructor. If you are serious about wanting to improve your performance in the course, the time to seek help is as soon as you are aware of the problem – whether the problem is difficulty with course material, a disability, or an illness.

**DIVERSITY**  
The University’s policy on Prohibiting Harassment and Discrimination is outlined on the Equal Opportunity and Compliance Office’s webpage (<https://eoc.unc.edu/our-policies/ppdhrm/>). UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran’s status, sexual orientation, gender identity, or gender expression.

**SPECIAL ACCOMMODATIONS**  
If you require special accommodations to attend or participate in this course, please let the instructor know as soon as possible. If you need information about disabilities visit the Accessibility Resources & Services site at <https://ars.unc.edu/>.

**ACCREDITATION**  
The Hussman School of Journalism and Media’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://hussman.unc.edu/accreditation>. 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.   
  
**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 6 questions from their presentation to be included on the midterm exam before the following class.** Half of the questions

must be multiple choice and the other half must be True/False **(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. I will **NOT** remind you to do these and will **NOT** accept paragraphs submitted after the start of the next class – **NO EXCEPTIONS.** **All laptops and cellphones must be closed during these presentations to show respect for your classmates. You may take notes for your takeaways with a pen and paper.** Your overall class participation grade will be determined by your group’s presentation, your takeaways from other group presentations and your participation level in discussions/with guest speakers.

**Research Report – (20% 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.  
  
**Midterm Exam - (25% of total grade)**  
The midterm exam will be a test of everything learned from the book, my lectures, guest speakers and in-class group presentations 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 – (30% 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 – (10% of total grade)**  
The class client will be responsible for 10% 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 – **20%**  
Midterm – **25%**  
Peer Evaluations – **5%**  
Final Campaign - **30%**Client’s Grade – **10%  
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)**  
**January**9 - PR Review; textbook intro; assignments breakdown; class client intro – ***read Chapters 1-2***

14 - Intro to PR campaigns basics (lecture on Chapters 1-2); class groups are announced (create group names) – ***read Chapter 3***  
16 – Starting the process (lecture on Chapter 3); Explain In-class Group Presentations; Team building exercises: taking headshots and creating bios – ***read Chapter 4***

21 –Understanding the role of research in planning campaigns (lecture on Chapter 4); Preparing for research reports  
23 - ***Park Librarian Visit***  
  
28 - Preparing for first client visit; Understanding client relationship management  
30 – **FIRST CLIENT VISIT**

**February**  
4 – Unpacking client visit, and Group 1 presents6 - Group 2 presents

11 - Group 3 presents  
13 - Group 4 presents

18 - Group 5 presents20 - Group 6 presents; ***read Chapter 5***

25 - Lecture on Chapter 5; ***read Chapter 6***  
27 – Lecture on Chapter 6**; *read Chapter 7;***

**March**  
3 – Lecture on Chapter 7**; *read Chapters 8-9; Research Report (15%) due***  
5 – Lecture on Chapters 8-9

**SPRING BREAK**  
17 – Midterm review  
19 – ***Midterm (30%)***  
  
24 - Group work on Objectives/Aims/Strategies/Tactics; Understanding how research results make or break a campaign and dictate programming; Winning campaign titles and strategies  
26 – **Client Check-in (in person or via Facetime)**  
31 - Creating realistic campaign budgets and timescales;and understanding the importance of evaluating your campaign; Best campaign examples  
**April**  
2 - Groups hold individual planning/brainstorming sessions  
7 – Group consultations in my office (Groups 1-4)  
9 - Groups consultations in my office (5-6)  
  
14 – Making the killer campaign presentation; understanding how to separate your group from the competition/Making final campaign tweaks; Getting campaign materials ready; ***(possible guest speaker)***  
16 - Final campaign presentation practice; ***(possible guest speaker)***  
  
21 – ***Final Campaign Presentations (25%); Peer Evaluations (5%) due***  
23 – Initial Final campaign feedback  
**FINAL EXAM SESSION** – Course Review: ***Tuesday, April 28th at 4:00***