

MCM480
Campaigns and Promotions for Public Relations and Advertising
Three Credits
Fall 2007

Dr. Wanda Reyes

Office: Dan Rather Building, Room 116

Office hours: Tuesdays and Thursdays from 2:00 to 3:00 PM and by appointment

Office Telephone: 294-1344

Fax: 294-1888

e-mail: wrv001@shsu.edu

Course Information

Location: LDB 203

Meeting times: Tuesdays and Thursdays from 12:30 PM to 1:50 PM

Course Description

This course integrates theory, research and communication techniques for implementing and evaluating public relations campaigns. Focus on creative strategies and media planning, target analysis and buying tactics. Students will research, prepare and present an integrated communication plan. Prerequisites: MCM 280/381, MCM 284/383, MCM 382/483. Credit 3.

Course Objectives

After completing this course, students should:

1. Have learned to analyze and critically evaluate public relations situations.
2. Have developed specific skills and competencies needed by public relations professionals by putting the public relations process into practice.
3. Understand research methods used to design and evaluate public relations campaigns.
4. Select appropriate media formats to design communication strategies.

To achieve these goals, the class will employ a combination of lectures, class discussions, group work and visual presentations.

Required Textbook

Smith, R.D. (2005). Strategic Planning for Public Relations (2nd Ed.). New Jersey: Lawrence Erlbaum Associates.

Each group will need a binder and some material to create prototypes. You will find out what material you will need when you and your group plan your communication strategies.

Assessment

Student understanding of the material will be assessed by weekly reports, quizzes, campaign drafts, and group presentations. At the end of the semester students will present their campaigns to class. In case we have a real client, the client will select the best campaign and the group will receive an award. With permission of students, our client will implement the campaign. Not being selected by the client **WILL NOT** affect students' grade. It is advisable that students avoid disseminating information about their campaigns throughout the semester so other groups do not use their ideas. Each student is responsible for group work. **Group or individual work handed in late will be marked off one letter grade for each day late. In addition, points will be marked off if students delay group work.** There will be no extra credit assignments. Assignment descriptions and evaluation criteria will be posted on Blackboard.

Grades

Campaign designing process	450 points
Campaign (final hard copy with corrections made and presentation)	150 points
Case study group presentation	100 points
Quizzes	150 points
Class participation and Attendance	200 points (See Attendance Policy)

- Reading assignments are scheduled for the week specified. These dates are the earliest you can expect to be responsible for the material. However, changes may be made in the reading schedule as the need arises. You are expected to read before coming to class and to work on exercises in class.
- You can expect a quiz to cover the reading material assigned. Because quizzes are over material which has not been discussed in class, **no make-up quizzes** are given. For a university sanctioned absence, you may take a quiz early.
- **Beezers, cell phones, bluetooth headsets and iPods may not be brought into class.** If you bring any of these devices, keep it in your bag at all times. Points **WILL BE** marked off your participation grade if you keep a cell phone or bluetooth on the desk or if you are holding it during class time. If an electronic device interrupts class in any way, there will be a pop-quiz.
- Computer monitors *must be turned off* during lecture. A letter grade **WILL BE** marked off your final participation grade every time you use the computer during lecture or class discussion.
- You **MAY NOT** read other material/newspaper/magazines and/or work on material for other classes during class time. Typing, reading or printing material from another class is not allowed. Points **WILL BE** marked off from your participation grade if you fail to follow instructions.
- Late individual assignments **WILL NOT** be accepted unless you bring a documented excuse from the Dean of Students' Office.
- Groups will be asked to turn in campaign drafts throughout the semester, so they can get feedback. Group work handed in late will be marked off one letter grade for each day

late. Groups are expected to make corrections before submitting a hard copy during finals week.

- If someone is not doing group-work, it is group members' responsibility to speak with the instructor as soon as the situation begins. *If no one mentions the situation on time, all group members will be held responsible.*
- Groups are expected to work on their campaigns in the computer lab during class time, as most of the work will be done in the classroom. However, in addition to meeting in the classroom, groups may also need to meet outside class.
- By the end of the semester groups will present their campaigns. Groups that are doing a poor job, are missing sections of the campaign, or have not made corrections will be able to finish the campaign. However, they will not be allowed to present their campaign and will lose presentation points.

Attendance

You are expected to arrive to class on time, to have completed the readings and to contribute during class discussion. After three (3) absences throughout the semester, 15 points (per absence) will be marked off your attendance grade. Students must provide valid documentation approved at the Dean of Students' Office explaining why they missed class. *Being late for class will be considered as being absent. Leaving early will also be considered as being absent.* If you are going to miss class, you *must* let your group members and Dr. Reyes know ahead of time. In addition, you must catch up on the material before returning to class.

Grading Scale

Grades are assigned on the following scale: 90-100% = A; 80-89.99% = B; 70-79.99% = C; 60-69.99% = D; 0-59.99% = F

Religious Observance

Section 51.911(b) of the Texas Education Code requires that an institution of higher education excuse a student from attending classes or other required activities, including examinations, for the observance of a religious holy day, including travel for that purpose. A student whose absence is excused under this subsection may not be penalized for that absence and shall be allowed to take an examination or complete an assignment from which the student is excused within a reasonable time after the absence. "Religious holy day" means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code.

Academic Dishonesty Policy

5.3 Academic Honesty. The University expects all students to engage in all academic pursuits in a manner that is above reproach. Students are expected to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. Any student found guilty of dishonesty in any phase of academic work will get no credit. In addition, an incident report form will be filled out at the Dean of Students' office.

5.31 The University and its official representatives, acting in accordance with Subsection 5.32, may initiate disciplinary proceedings against a student accused of any form of academic dishonesty including, but not limited to, cheating and plagiarism. For more information on this topic, please go to <http://www.shsu.edu/administrative/faculty/sectionb.html#dishonesty>

Plagiarism: Plagiarized papers will not be accepted. Plagiarism occurs when one person claims credit for another person's work. Students will use the American Psychological Association style to write individual and group papers.

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 in different courses.

Q-Drop policy

A Q-Drop is a drop made after the last date for tuition refunds (12th class day for fall/spring; 4th class day for the summer) but before the date for which a drop would result in the grade of 'F' as published in the Academic Calendar. Students will be 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 a class, students will be required to remain in the class. Any drops accumulated prior to the fall 2004 semester will not be included in the five Q-Drop limit, nor will Q-Drops from other universities.

Americans with Disabilities Act

Students with disabilities covered by the Americans with disabilities Act should go to the Counseling Center and Services for Students with Disabilities (SSD) in a timely manner to obtain the documentation required. Students are responsible for initiating the process of documenting the need for an accommodation under the ADA act.

Visitors in the Classroom

Unannounced visitors to class must present a current, official SHSU identification card to be permitted into the classroom. They must not present a disruption to the class by their attendance. If the visitor is not a registered student, it is at the instructor's discretion whether or not the visitor will be allowed to remain in the classroom.

Instructor Evaluations

Towards the end of the semester you will be asked to complete a course/instructor evaluation form.

Tentative Schedule - We may alter the schedule during the semester to accommodate needed changes.

August 21	Introduction	
August 23	How public relations firms and advertising agencies work	
August 28	Create public relations firms (write mission statement)	
August 30	Analyzing the Situation	
September 4	Formative research	Read pages 15 - 40
September 6	Formative research	Read Appendix A 259- 301
September 11	Research	
September 13	Analyzing the publics Formative research	Read pages 42 – 61
September 18	Research- publics	
September 20	Research- publics	
September 25	Research- publics	
September 27	Establishing Goals and Objectives	
October 2	Theories	
October 4	Communication Plan	
October 9	Communication Plan	
October 11	Communication Plan	
October 16	Formulating Action and Response Strategies	Read pages 82 - 115
October 18	Communication Plan	
October 23	Using Effective Communication	Read pages 117 - 153
October 25	Using Effective Communication	Read pages 117 - 153
October 30	Implementing the Strategic Plan	Read pages 217 - 232

November 1	Tactics	
November 6	Tactics	
November 8	Tactics	
November 13	Tactics	
November 15	Tactics	
November 20	Tactics	
November 22	Thanks Giving	
November 27	Evaluative Research	Read pages 235 - 254
November 29	Evaluative Research	Read pages 235 - 254
December 4	Campaign Presentations	
December 6	Campaign Presentations	
Finals week	Turn in final campaign	