

**MCM480**  
**Campaigns and Promotions for Public Relations and Advertising**  
**Three Credits**  
**Spring 2008**

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### **Course Information**

Location: LDB 415

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 lecture, class discussion, group work and case study presentations.

### **Required Textbook and Materials**

Swann, P. (2008). Cases in Public Relations Management. Boston: McGraw Hill.

Throughout the semester, each group will design a public relations campaign for a client. Students will need a working SHSU computer account, a SHSU e-mail address, and an USB. In addition, groups will need a binder, a folder, and material to create prototypes. Students will find out what material they will need to create prototypes when groups make public relations

recommendations. In addition, each student must bring a research certificate to class<sup>1</sup> and make arrangements to conduct primary research.

## Assessment

Student understanding of the material will be assessed by 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. 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 - hard copy with corrections made	100 points
Final Presentation	50 points
Case study group presentation	50 points
Quizzes	Up to 150 points
Class participation	50 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 participate in class.
- You can expect a quiz to cover the reading material assigned or class discussion. Because students need to take quizzes before turning in campaign sections, ***no make-up quizzes*** are given. For a university sanctioned absence, you may take a quiz early.
- ***Beepers, cell phones, bluetooth headsets and iPods may not be brought into class.*** One letter grade will be marked off your final participation grade every time you use your cell phone or bluetooth during class time. Points will be marked off in an electronic device interrupts class in any way.
- Computer monitors ***must be turned off*** during lecture or class discussion. A letter grade ***WILL BE*** marked off your final grade every time you use the computer during lecture, group presentation, or class discussion.
- You ***MAY NOT*** read other material/e-mail/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.

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<sup>1</sup> You should have taken an on-line research related course when you took Principles of Public Relations or Research Methods. If you do not have the research certificate, please go to <http://cme.cancer.gov/clinicaltrials/learning/humanparticipant-protections.asp> to get it.

- Late individual assignments ***WILL NOT*** be accepted.
- To get feedback, groups will be asked to turn in campaign drafts throughout the semester. Group work handed in late will be marked off one letter grade for each day late. Groups are expected to make corrections before submitting their campaigns 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 or are missing sections of the campaign will be able to finish the project. 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 participation grade. *Being late for class or leaving early will 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. Groups will present their campaign during finals week. All students are expected to be in class until all campaigns have been presented. Students who leave early will lose 25 presentation points.

### **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**

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.*

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.

**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 (12<sup>th</sup> class day for fall/spring; 4<sup>th</sup> 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.**

January 17	<b>Introduction</b>
January 22	Read chapter 1 How public relations firms and advertising agencies work
January 24	Read chapter 2 Create public relations firms (write mission statement)
January 29	Read chapter 4 (pp. 40-58) Analyzing the Situation
January 31	Firm Presentations – Each group will have five minutes to introduce their public relations firm to their potential client. Client will come to class.
February 5	Formative research    Read Appendix A 259- 301
February 7	Formative Research <b>Turn in situation analysis by the end of class.</b>
February 12	Analyzing the publics Formative research    Read pages 42 – 61 <b>Quiz 1 – Research and publics (30 points)</b>
February 14	Research – publics Each group will identify what research instrument(s) will be used to conduct primary research.
February 19	Fill out and submit research application – Groups will select a primary investigator. That student will meet with Dr. Reyes during class to fill out this application. Use the following format to save Word documents: <b>principal investigator’s name.classroomapplication.MCM480.doc</b>
February 21 - 26	<b>Conduct primary research</b>
February 28	Publics
March 4	<b>Turn in publics section by the end of class</b>
March 6	Establishing Goals and Objectives <b>Quiz 2 – Identify publics and set objectives (20 points)</b>

<b>March 11</b>	<b>Spring Break</b>
<b>March 13</b>	<b>Spring Break</b>
March 18	Planning <b>Quiz 3 – Tactics 25 points</b>
March 20	Tactics <b>Turn in tactics section by the end of class</b>
March 25	Communication executions
March 27	Communication executions Case study presentation – National Rankings Fever
April 1	<b>Turn in communication executions by the end of class</b> Case study presentation – “Crazy for You” Bear
April 3	Media Contact Database, Budget, and Calendar Case study presentation – Freedom, Flexibility, and Fun! Trade Association Puts Record Gas Prices in Perspective
April 8	<b>Turn in media contact database and calendar by the end of class</b> Case study presentation – Todd Bertuzzi’s Sucker Punch
April 10	<b>Turn in budget by the end of class</b> Case study presentation – Night Train to Nashville
April 15	Evaluative Research <b>Quiz 4 – Evaluation 25 points</b>
April 17	Evaluative Research Case study presentation – Sago Mine Tragedy
April 22	To be announced
April 24	To be announced
April 29	Evaluative Research <b>Turn in evaluation section</b>
May 1	<b>Work on Campaign Presentation</b>
May 6	<b>Work on Campaign Presentation</b>
<b>May 8</b>	<b>Turn in Power Point Presentations by the end of class.</b>

**Dr. Reyes will inform what groups will present their campaigns.**

**Finals week**

**Campaign presentation/Turn in campaign**