UNIVERSITY *of* West Georgia.

Main Campus · Other · Mass Communications

Public Relations Campaigns

COMM-4444

Spring 2021   Section 01D   3 Credits   01/09/2021 to 05/11/2021   Modified 01/09/2021

🖥 Description

This public relations capstone course applies knowledge and skills learned in previous public relations courses in the planning, execution, and evaluation of a client campaign. Provides students the opportunity to gain a positive client evaluation and a quality product to use in their portfolios.

Requisites

Prerequisites:
COMM 4414 and COMM 4451 and COMM 3313 and COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C
Corequisites:

👤 Contact Information

🕐 Meeting Times

Our course is 51-94% Online (P). We will meet most online with a few in-person dates. The tentative course schedule in CourseDen will outline in-person dates. Our designated time and room is MW 2-3:15 p.m. in HUM130.

📙 Materials

Strategic Planning For Public Relations

Author: Ronald Smith
Publisher: Strategic Planning For Public Relations
Edition: 6
ISBN: 0367903849

The textbook is required and it is encouraged that you obtain it ASAP to be successful in the course. Delays in obtaining the textbook will impact your grade because we start immediately with learning material.

📊 Outcomes

Success in this course will be demonstrated by the following outcomes:
• Understanding and implementation of the strategic communication planning process
are evaluated based on completion of a written campaign plan. (SLO5)
• Analytical and critical-thinking skills will be assessed through completion of a campaign
plan that includes a situation analysis and the identification of the client's problem or
opportunity to be addressed in the plan. (SLO7)
• Research understanding will be evaluated on the basis of a written research proposal
and the completion of the proposed primary and secondary research. (SLO8)
• Interpersonal and small-group communication skills are assessed through peer
evaluations.

• Mastery of writing and the preparation of PR materials will be assessed through drafts of the plan prepared throughout the semester and the preparation of camera-ready collateral materials included with the campaign plan.
• Presentation skills are evaluated based on oral presentation of the campaign plan to the client.

✔ Evaluation

Criteria Breakdown

Grade	Range	Notes
A	90-100	
B	80-89	
C	70-79	
D	60-69	
F	0-59	

☰ Assignments

Team Charter: 10%

Each team needs to create an "operating system" and "rules of conduct." This document will govern your team's working relationship and will include information about how you will handle difficulties encountered by your group, **including your plan for firing a member**. This assignment should not be taken lightly. You will have to live by this charter throughout the semester. If a problem arises, I will refer you back to the charter for how to resolve an issue. Therefore, it is imperative for the team to develop a comprehensive document. Your group will also make a short presentation about your team charter to the class. All team members are expected to present their team charter to the class.

Client and Situational Analysis: 5% each

These projects identify the situation calling for a public relations campaign and the target publics. It will be the basis of your campaign strategies and tactics. This document should be **full of information**. It should also answer any and all questions provided by the instructor. Any handout given about these assignments should be taken seriously and not thought of as suggestions.

Peer Evaluations: 10%

Each team member will be able to evaluate the percentage of time and effort of each other member put forth for each step of the campaign process. ALL PEER EVALUATIONS WILL REMAIN CONFIDENTIAL. If you do not turn in your peer evaluations by the due date you will receive a grade of 0 for your peer evaluation grade; If you are found to lie about missed meetings on your group log, each group member will receive a 0 for that grade.

Project Log: 5%

Each group will keep a log of each meeting, whether the meeting takes place in person, over e-mail or over the phone. The log should also detail what happened at the meeting, who was in attendance, and what assignments were made. Both documents are due when you present to your client. Project logs will be graded each time you turn them in for accuracy and thoroughness. If you are found to lie about missed meetings on your group log, each group member will receive a 0 for that grade.

Rough Draft: optional but HIGHLY encouraged

Each team may turn in a rough draft of the campaign proposal. Materials do not have to be fully complete. I will give you feedback on what you turn in. This feedback will be about the content. I will not be marking typos, spelling errors, grammar, AP Style, etc. I advise you to take advantage of this offer. I will accept rough materials until XXX. After this date I will not review rough drafts.

Written Proposal: 15%

Each team will be evaluated on the merit of its campaign proposal; All campaign books are due on XXX uploaded to CourseDen.

Client Presentation: 20%

Each team is required to prepare a 30-minute presentation. Clients will be present during the presentations. Each member of the team **must** actively present a portion of the report to receive full credit. Team members will be individually evaluated on how well they did on their portion of the presentation, so all must participate equally. The idea of the presentation is to "pitch" your ideas to the client. Be sure to have the appropriate visuals and information to do such. Major points will be deducted for groups NOT meeting the 30-minute presentation requirement.

Exams: 20%

There will be two exams during the semester that cover textbook information and other course materials.

Participation/Assignments: 10%

You will receive readings throughout the semester for which you will be responsible. Periodically, you will have in-class group work, or individual work, on the required readings as well as on in-class lectures. There may also be in-class group work, or individual work, that correlates with the assigned readings. If you miss group work you will NOT be able to make up the work unless you have a valid documentable excuse that you file with the student advocate. If you have a valid excuse, my policy is that your next group work will count double.

📅 Schedule

Tentative Course Schedule on CourseDen.

✳ Course Policies and Resources

Academic Dishonesty

While the Common Language Course Syllabi details the UWG Honor Code, I want to make it clear that plagiarism and academic dishonesty are absolutely not tolerated in this classroom. It is so much easier, and better for you, to do your own work. Don't jeopardize your academic or professional career with dishonest behaviors. You are important; you have important things to say, so say them yourself using your voice.

In this particular course, you are working on a project for an actual client. To submit plagiarized work to a client would be highly unethical. As such, if your campaign includes plagiarism you will fail the course.

All instances of plagiarism will be reported to the university.

Additionally, for this semester, all PR concentration students will be required to attend a session on plagiarism. Details are forthcoming.

Classroom Etiquette

Exercising personal freedom is an appealing part of college life. In order to create an atmosphere where individual expression and social interchange are both respected, please observe the following: (1) address each other with respect; (2) contribute to discussions, don't dominate them; (3) stay focused on the topic being discussed.

Extra Credit

This is fully at my discretion. I may offer opportunities for campus events, as well as other assignments. Students should remain focused on completing their coursework and not dependent on extra credit.

Firing Members

If a group member is fired from a group there is no option to complete the campaign alone. The result will be an F in the course.

Late Work

I do **not** accept late work. If you anticipate missing a deadline, submit the assignment to me before it is due (uploaded/posted to Course Den). Any assignment turned in after its deadline will receive a zero. **Extenuating circumstances should be documented with the University's student/health advocate. For more information, visit Medical and Academic Advocacy (https://www.westga.edu/student-services/health/medical-academic-advocacy.php).** The advocate is there to help you across courses, not just this course.

The very nature of this course demands that we stick to a firm schedule. Readings and assignments must be completed on the day they are assigned on the course schedule. Be sure to read the book and take notes while reading; lectures are intended to complement (not duplicate) that information, so completing readings before class is very important.

◎ College/School Policies

Mission

Fair, just, and productive societies require the free flow of news, information, and ideas from communicators of knowledge, skill, and integrity who reflect the diversity of the people they serve. Therefore, the Department of Mass Communications strives to provide high quality academic and experiential learning opportunities to prepare students for successful integration into the global community as industry professionals, leaders, and thinkers in the fields of convergence journalism, digital media and telecommunication, film and video production, and public relations.

Vision

The Department of Mass Communications is committed to empowering students to communicate clearly, act responsibly, think critically, and understand context(s) to enhance their personal, civic, academic, and professional lives, facilitating active participation in an evolving and increasingly diverse society.

Strategic Priorities

Invested Teaching

To inspire and equip students to discover their personal, intellectual, and professional potential through personalized teaching, academic coaching, and career mentoring.

Experiential Learning

To offer students early and on-going multiple and diverse hands-on learning to develop and enhance personal, intellectual, and professional growth.

Connectedness

To serve as the hub that connects and cultivates partnerships among key stakeholders to enhance personal, intellectual, and professional growth. Key stakeholders include administrators, faculty, staff, students, alumni, industry, community, and friends.

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed

list of the ACEJMC professional values and competencies, see the UWG Undergraduate Catalog (https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or ACEJMC - Standard 2. Curriculum and Instruction (http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS

6 X 6 MASS COMM SUCCESS (https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG) (click to view image)	1. Freedom of Speech & Press 2. History 3. Diversity 4. Global Impact 5. Theory 6. Ethics 7. Think Critically & Creatively 8. Research & Evaluate 9. Write Effectively 10. Self-Evaluate 11. Apply Numbers & Statistics 12. Apply Technology

Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

🏛 Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact Accessibility Services (https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The Center for Academic Success (http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The University Writing Center (https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the UWG Online (https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the Online/Off-Campus Student Guide (http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the UWG Cares (http://www.westga.edu/UWGCares/) site. Online counseling (https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the Student Handbook (https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: https://www.westga.edu/police/campus-carry.php (https://www.westga.edu/police/campus-carry.php)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the Counseling Center. Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in Health Services. To report a concern anonymously, please go to UWGcares.

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the E.L.L. resource page for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the Student FAQ webpage (https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php).

≣ Additional Items