

**MCOM 4365 – Public Relations Campaigns**  
**T/Th 9:30 – 10:50**  
**Instructor: Anita Brown**  
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**Office: CAS 223**  
**Office Hours: MWF 11:30 a.m. – 12:30 p.m., and by appointment**

**Course Description:** This course focuses on planning, budgeting, and managing public relations and advertising campaigns in five primary areas: government, non-profit, corporate, political, and product. Prerequisites: MCOM 2306, MCOM 2313, MCOM 2340 or MCOM 2375, MCOM 3395, and MCOM 4363 (all must be passed with a grade of “C” or higher).

**Student Learning Outcomes:** By the end of this course, students will be able to:

1. Develop effective PR campaign plans with clear objectives.
2. Conduct research to inform campaign strategies and understand target audiences.
3. Create engaging content for various platforms aligned with campaign goals.
4. Utilize media relations techniques to secure coverage of the campaign.
5. Manage social media and other media communication strategically for campaign visibility and engagement.
6. Develop realistic budgets for effective resource allocation.
7. Establish metrics to measure and evaluate campaign success.
8. Navigate ethical considerations in public relations.
9. Present and pitch campaign ideas effectively.
10. Collaborate within teams for successful campaign creation.

### Course Requirements

1. Readings as assigned (provided on Canvas)
2. Microsoft Office or other word processing software that allows exporting to .DOC/.DOCX (many word processors will export to this Microsoft Word format).
3. Two bound versions of your final plans book – this requires students to pay for printing and binding the books at a professional print shop.
4. A non-returnable flash drive – this is so you can provide the client with all of the tools found in the campaign book for them to use as needed.

### Evaluation and Grade Calculation

Group	Percent
Individual grade (peer evaluation, participation, course assignments)	40%
Group grade (group assignments, oral presentation, written plan)	60%
	Total = 100%

Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

### Assignments Overview

You must also be present for all final presentations, or you will lose points from your final project grade.

- A. **Individual grade SLO 1, 2, 3, 4, 5, 6, 7, 8, 9, & 10** - Assignments include peer evaluations, course participation, individual research, and tools/copy assignments created for the final campaign plan.
- B. **Group grade SLO 1, 2, 3, 4, 5, 6, 7, 8, 9, & 10** – Assignments include oral reports given in class, draft versions of required sections of the campaign plan, a final campaign plan book, and a presentation given to the client.

### Teams

- A. The professor will divide the class into campaign teams of 3 - 6 members, which will function as independent public relations agencies. The professor is president and team supervisor of each group and will evaluate your work, work habits, and professional demeanor. Each team will have an account executive, research director, creative director, and communication director. Each position has certain primary responsibilities, but all team members are required to work toward the completion of each section of the campaign book.

1. **Job Descriptions:**

- a. Account Executive

- i. Coordinates with client and primary target publics
- ii. Uses leadership skills to coordinate teamwork and resolve issues/problems among team members.
- iii. Consults with team and reviews team research and, using this information, determines the team's goals and objectives and the strategies and tactics to reach these goals.
- iv. Consults with professor as needed to make sure the team conducts its work within the guidelines set for the campaign project.

- b. Research Director:

- i. Determines the basic research needs for the project.
- ii. Oversees completion of research.
- iii. Develops and guides secondary research on source materials.

- iv. Supervises the team’s research activities. Consults professor as needed.
- c. Creative Director –
  - i. Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/slogans, and overall approach for tactics.
  - ii. Plans, prepares, and coordinates production of materials.
  - iii. May assign jobs to other team members for assistance to complete print/graphics and multimedia tools.
- d. Production/Communication Director:
  - i. Responsible for design of final plans book and all communication tools within or accompanying the book.
  - ii. Oversees all material for oral presentation to client and judges.
  - iii. Works closely with Creative Director on media planning to ensure coherency in themes.
  - iv. Responsible for timeline, budget, and evaluation – either by completing themselves or delegating to team members.
  - v. Determines printer/production requirements for each print piece and communicates these requirements to team members.
  - vi. Consults with professor as needed.

**Firing Team Members:** This is the culmination course for mass communication majors with an emphasis in public relations/advertising. You will incorporate all of the skills and knowledge you have gained from this course and all of the other journalism courses you have taken as part of this major. All students are expected to give their best efforts to this class. If a team member is not contributing his or her fair share to the project, the Account Executive and other team members should contact the professor immediately. The team member may be fired from the agency at any point during the semester. The fired team member will receive 0% for course evaluation grades and will most likely be asked to repeat the course.

## **Policies**

### **1. Classroom Policies and Expectations**

- A. Work hard & participate - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute and give effort outside of class to complete assignments.
- B. Treat each other with respect and display common classroom courtesies.
  - 1. You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may

not agree with. If you are not treating individuals with respect or are causing a distraction, you will be asked to leave the classroom.

- C. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples, and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.
- D. The use of cellphones, tablets, or other device use during class times is not allowed unless the need is specified by me (i.e. during an activity). You are not permitted to use cellphones for note taking, check social media, view/work on material for another course, or simply browse the internet during class times.
  - 1. I understand emergencies and the need to take a call or text. If this must happen, be discreet, do not disturb others, do not let it get in the way of your learning, and DO NOT abuse this.
  - 2. If the only device you have to take notes on is your phone, I will provide you with a notebook to take notes during class.
- E. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
- F. Communicate - If you have a problem with anything throughout the semester... getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor... talk to me about it. I cannot help you or fix the problem if I am unaware of it.
- G. For classes that meet in CAS 101/102/106 - Food and drinks are not allowed in the classroom or studio. Food and drink can be left at the lab tech station or at the tables in the back room. Students are expected to clean up after themselves. If trash becomes an issue, food and drinks will have to remain completely outside in the hallway.

## **2. Attendance Policy**

- A. Attendance is not formally recorded, and there is no specific grade assigned for attendance. However, consistent attendance is essential for your success and engagement with the course material. Active participation in class discussions, activities, and lectures will significantly contribute to your understanding of the subject matter.
- B. While there won't be a direct impact on your grade based on attendance, it's important to note that the content covered in each session is integral to your overall comprehension of the course. Missing classes will result in a knowledge gap that could affect your performance in assignments and assessment.
- C. Please make a commitment to attend all scheduled class sessions. If you encounter unavoidable circumstances that may hinder your attendance, it is your

responsibility to communicate with me in advance. This allows us to explore possible accommodations or discuss any missed content.

### **Assignment Policies**

- A. Assignments have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
  - a. For many assignments, not all, the submission folder will stay open for one week after the due date. Any assignments turned in after the due date will receive a point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.
- B. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
- C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- E. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC or .DOCX (Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- F. Assignments will be discussed in class, students will be given a course schedule, Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, and each due date will be listed in the course modules. There are SEVERAL ways to determine what is coming up due in class. It is your responsibility to be aware of what is coming up due and to stay on top of your assignments.
- G. It is your responsibility to ensure that your assignments are being submitted correctly to Canvas by the due date and time. If an assignment appears to be not submitted beyond the assignment closing, it will receive a zero. If you do not regularly check your grades or check Canvas for technical errors, there is little that can be done at the end of the semester. If you do experience technical difficulties submitting assignments, you must email me before the assignment closes.
- H. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a "0" for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.

- a. In addition to UT Tyler’s Student Conduct and Discipline policy, plagiarism/cheating includes work copied from sources without proper attribution/citing, AI-generated content, and papers or other materials previously submitted in my classes or other professor’s classes.

**Course Schedule**

Date	Agenda	Due today
<b>Week One</b>		
T 1/16	<u>Course introduction:</u> Syllabus, schedule, position & team descriptions/overview	
Th 1/18	<u>Discuss:</u> Teams & client  <b>Assign:</b> <u>Team:</u> Research report #1 due on Thursday, 1/25	
<b>Week Two</b>		
T 1/23	<u>Lecture:</u> Campaign & book process	
Th 1/25	<u>Team:</u> Research report #1 <u>Lecture/review:</u> Intro statement & situation analysis  <b>Assign:</b> <u>Team:</u> Questions for client due on Thursday, 2/1 <u>Team:</u> Intro statement & situation analysis due on Thursday, 2/8	<u>Team:</u> Research report #1
<b>Week Three</b>		
T 1/30	<u>Group meetings</u>	
Th 2/1	<u>Client Meeting</u>  <b>Assign:</b> <u>Team:</u> Research report #2 due on Thursday, 2/8	<u>Team:</u> Questions for client

Week Four		
T 2/6	<u>Group meetings</u>	
Th 2/8	<u>Team:</u> Research report #2 <u>Lecture/review:</u> Goals and publics  <b>Assign:</b> <u>Team:</u> Research report #3 due Thursday, 2/22	<u>Team:</u> Intro statement & situation analysis <u>Team:</u> Research report #2
Week Five		
T 2/13	<u>Feedback session:</u> <ul style="list-style-type: none"> <li>• Blue team 9:30 – 9:50</li> <li>• Purple team 10:00 – 10:20</li> <li>• Red team 10:30 – 10:50</li> </ul> <b>Assign:</b> <u>Team:</u> Revisions and goal & publics due Thursday, 2/22	
Th 2/15	<u>Group meetings</u>	
Week Six		
T 2/20	<u>Group meetings</u>	
Th 2/22	<u>Team:</u> Research report #3 <u>Lecture/review:</u> Objectives, strategies, activities, and tools	<u>Team:</u> Research report #3 <u>Team:</u> Revisions and goal & publics
Week Seven		

T 2/27	<u>Feedback session:</u> <ul style="list-style-type: none"> <li>• Purple team 9:30 – 9:50</li> <li>• Red team 10:00 – 10:20</li> <li>• Blue team 10:30 – 10:50</li> </ul> <b>Assign:</b> <u>Team:</u> Revisions and objectives, strategies, activities, and plan outline due Thursday, 3/7 <u>Individual:</u> Tools 1 & 2 due Thursday, 3/7	
Th 2/29	<u>Group meetings</u>	
<b>Week Eight</b>		
T 3/5	<u>Group meetings</u>	
Th 3/7	<u>Lecture/review:</u> Budget, timeline, and evaluation <b>Assign:</b> <u>Peer assessment #1</u> due Thursday, 3/21 <u>Individual:</u> Tools 3 & 4 due Thursday, 3/28	<u>Team:</u> Revisions and objectives, strategies, activities, and plan outline <u>Individual:</u> Tools 1 & 2
<b>Week Nine</b>		
<b>Spring Break – No class meetings Monday, 3/11 – Friday, 3/15</b>		
<b>Week Ten</b>		
T 3/19	<u>Feedback session:</u> <ul style="list-style-type: none"> <li>• Red team 9:30 – 9:50</li> <li>• Blue team 10:00 – 10:20</li> <li>• Purple team 10:30 – 10:50</li> </ul> <b>Assign:</b> <u>Team:</u> Plans book draft #1 due Thursday, 3/28 <u>Individual:</u> Tools 1 & 2 revisions due Thursday, 4/4	
Th 3/21	<u>Group meetings</u>	<u>Peer assessment #1</u>
<b>Week Eleven</b>		



T 3/26	<u>Group meetings</u>	
Th 3/28	<u>Group meetings</u>	<u>Team:</u> Plans book draft #1 <u>Individual:</u> Tools 3 & 4
<b>Week Twelve</b>		
T 4/2	<u>Lecture/review:</u> Plan presentations  <b>Assign:</b> <u>Team:</u> Plans book draft #2 due Thursday, 4/11 <u>Individual:</u> Tools 3 & 4 revisions due Thursday, 4/11	
Th 4/4	<u>Group meetings</u>	<u>Individual:</u> Tools 1 & 2 revisions
<b>Week Thirteen</b>		
T 4/9	<u>Feedback session:</u> <ul style="list-style-type: none"> <li>• Purple team 9:30 – 9:50</li> <li>• Red team 10:00 – 10:20</li> <li>• Blue team 10:30 – 10:50</li> </ul> <b>Assign:</b> <u>Team:</u> Final plans book – due on Canvas on Tuesday, 4/23 (teams will bring printed copies on day of client meeting) <u>Peer assessment #2</u> due Thursday, 4/25	
Th 4/11	<u>Group meetings</u>	<u>Team:</u> Plans book draft #2 <u>Individual:</u> Tools 3 & 4 revisions
<b>Week Fourteen</b>		
T 4/16	<u>Mock presentations</u>	
Th 4/18	<u>Mock presentations</u>	
<b>Week Fifteen</b>		
T 4/23	<u>Mock presentations</u>	<u>Team:</u> Final plans book – submitted on Canvas, teams will bring printed copies on day of client meeting
Th 4/25	<u>Final group meetings, mock presentations, or final presentation – Pending schedule of client</u>	<u>Peer assessment #2</u>

Week Sixteen – Finals Week		
T 4/30	<u>No class meeting</u>	
Th 5/2	Final presentations – Pending schedule of client	