

MCOM 4365 – PR Campaigns
T/Th 12:30 p.m. – 1:50 p.m.
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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, 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 –

Individual grade (peer evaluation, participation, individual assignments)	40%
Group grade (group assignments, oral presentation, written plan)	60%

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

Assignments Overview

1. 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.
2. 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

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, depending on the number of students, will have an account executive, research director, creative director, communication director, and data specialist. Each position has certain primary responsibilities, but all team members are required to work toward the completion of each section of the campaign book.

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 be required to complete the campaign plan individually and will receive a 0% for team evaluations.

Class Policies and Expectations

1. Classroom Policies and Expectations

- A. Work hard - 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.
- B. Participate – you must be an active part of the course to succeed. You will also

have to give effort outside of class.

- C. 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.
- 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, checking social media, view/work on material for another course, or simply browse the internet during class times.
 - 1. If you must take a phone call, please leave the classroom before you answer the phone. If you must respond to a message, do it quickly and discreetly. Abuse of this will result in you losing this privilege.
 - 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.

2. Attendance Policy

- A. Attendance in this course is crucial to student success and students are expected to attend class each time it meets.
 - 1. All days scheduled to meet with the instructor are required and recorded in your participation grade. Group's will individually set their attendance policy for group meetings, but it must be a group decision and each student must agree to follow it. Not following a group's attendance policy can result in being fired from the team. Both classroom and group attendance policies exclude excused absences.
 - 2. **Excused absences include:**
 - a) Illness supported by a doctor's note.
 - b) Death in family
 - c) Documentable emergencies (i.e., car trouble / invoice from mechanic)
 - d) Religious event that the student has given notice for.
 - e) School sponsored event that the student has given notice for.
 - f) Other situations will be handled on a case-by-case basis.
 - 3. **What is not considered an excused absence:**
 - a) Work
 - b) Trip out of the area
 - c) Oversleeping
 - d) Appointments that are made after the start of the semester and are not

for life/health-threatening reasons.

- e) Running errands for yourself or someone else
- f) Completing work for or participating in another on-campus organization
- g) Forgetting that you had class
- h) Anything else that isn't a documentable emergency.

3. 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. This class differs from my other classes – No late work will be permitted at any time. It is crucial we adhere to the submission schedule.
- 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. All assignments will be checked by plagiarism and AI detection software.
- I. 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:

- i. Self-plagiarism - the use of papers or other materials previously submitted elsewhere. I expect you to submit work created specifically for this class during this semester.
- ii. AI generated content – the purpose of my assignments is for you to explore your understanding of the material on a deeper level, not have a computer explore it for you.

1. UT Tyler AI Statement

A. UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools’ ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler’s Honor Code. Faculty and students must not use protected information, data, or copyrighted materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler’s Academic Integrity Policy.

- 1. Students can use AI platforms to help prepare for assignments and projects (i.e., brainstorming) and to revise and edit their work (i.e., identify flaws in reasoning, spot confusing or underdeveloped paragraphs, or correct citations).
- 2. Students may not use AI to generate/create work for submission. All work submitted must come from the student. Any work generated by AI will receive a zero.
- 3. While AI can be a good starting point for research, the AI platform utilized does not count as an academic source because it can be incorreced or incomplete. It will not be accepted as a source for citing information.

Course Schedule

Date	Agenda	Due today
Week One		
Tu 1/14	<u>Course introduction:</u> Syllabus & schedule <u>Teams:</u> Position review & announce teams	
Th 1/16	<u>Topic:</u> Campaign & book process <u>Assign:</u> <u>Team:</u> Business name, meeting attendance and contribution policy due by Thursday, 1/23 <u>Team:</u> Research report #1 due on Thursday, 1/23 at the start of class	

Week Two		
Tu 1/21	<u>Group meetings</u>	
Th 1/23	<p><u>Team:</u> Research report #1 <u>Topic:</u> Review – Intro statement & situation analysis, organize for client meeting</p> <p><u>Assign:</u> <u>Team:</u> Questions for client due on Thursday, 1/30 <u>Team:</u> Intro statement & situation analysis due on Thursday, 2/6</p>	<p><u>Team:</u> Business name, meeting attendance and contribution policy</p> <p><u>Team:</u> Research report #1 at the start of class</p>
Week Three		
Tu 1/28	<u>Group meetings</u>	
Th 1/30	<p><u>Client meeting</u></p> <p><u>Assign:</u> <u>Team:</u> Research report #2 due on Thursday, 2/6 at the start of class</p>	<p><u>Team:</u> Questions for client at the start of class</p>
Week Four		
Tu 2/4	<u>Group meetings</u>	
Th 2/6	<p><u>Team:</u> Research report #2 <u>Topic:</u> Review – Goals and publics</p> <p><u>Assign:</u> <u>Team:</u> Research report #3 due Thursday, 2/20 at the start of class</p>	<p><u>Team:</u> Research report #2 at the start of class</p> <p><u>Team:</u> Intro statement & situation analysis</p>
Week Five		
Tu 2/11	<p><u>Feedback session:</u></p> <ul style="list-style-type: none"> • Group 1 (Allyson): 12:30 – 12:50 • Group 2 (Garrett): 1:00 – 1:20 • Group 3 (Aidan): 1:30 – 1:50 <p><u>Assign:</u> <u>Team:</u> Revisions and goal & focus publics due Thursday, 2/20</p>	

Th 2/13	<u>Group meetings</u>	
Week Six		
Tu 2/18	<u>Group meetings</u>	
Th 2/20	<u>Team:</u> Research report #3 <u>Topic:</u> Review – Objectives, strategies, activities, and tools	<u>Team:</u> Research report #3 at the start of class <u>Team:</u> Revisions and goal & focus publics
Week Seven		
Tu 2/25	<u>Feedback session:</u> <ul style="list-style-type: none"> • Group 2 (Garrett): 12:30 – 12:50 • Group 3 (Aidan): 1:00 – 1:20 • Group 1 (Allyson): 1:30 – 1:50 <u>Assign:</u> <u>Team:</u> Revisions and objectives, strategies, activities, and plan outline due Thursday, 3/6 <u>Individual:</u> Tools 1 & 2 due Thursday, 3/6	
Th 2/27	<u>Group meetings</u>	
Week Eight		
Tu 3/4	<u>Group meetings</u>	
Th 3/6	<u>Topic:</u> Review – Budget, timeline, and evaluation <u>Assign:</u> <u>Individual:</u> Peer assessment #1 due Thursday, 3/13 <u>Individual:</u> Tools 3 & 4 due Thursday, 3/27	<u>Team:</u> Revisions and objectives, strategies, activities, and plan outline <u>Individual:</u> Tools 1 & 2
Week Nine		

Tu 3/11	<u>Feedback session:</u> <ul style="list-style-type: none"> • Group 3 (Aidan): 12:30 – 12:50 • Group 1 (Allyson): 1:00 – 1:20 • Group 2 (Garrett): 1:30 – 1:50 <u>Assign:</u> <u>Team:</u> Plans book draft #1 due Thursday, 3/27 <u>Individual:</u> Tools 1 & 2 revisions due Thursday, 4/3	
Th 3/13	<u>Group meetings</u>	<u>Individual:</u> Peer assessment #1
Week Ten – Spring Break		
Spring Break - Tu 3/18 & Th 3/20 – No class meetings		
Week Eleven		
Tu 3/25	<u>Group meetings</u>	
Th 3/27	<u>Group meetings</u>	<u>Team:</u> Plans book draft #1 <u>Individual:</u> Tools 3 & 4
Week Twelve		
Tu 4/1	<u>Topic:</u> Plan presentations <u>Assign:</u> <u>Team:</u> Plans book draft #2 due Thursday, 4/10 <u>Individual:</u> Tools 3 & 4 revisions due Thursday, 4/10	
Th 4/3	<u>Group meetings</u>	<u>Individual:</u> Tools 1 & 2 revisions
Week Thirteen		
Tu 4/8	<u>Group meetings</u>	
Th 4/10	<u>Group meetings</u>	<u>Team:</u> Plans book draft #2

		<u>Individual:</u> Tools 3 & 4 revisions
Week Fourteen		
T 4/15	<u>Feedback session:</u> <ul style="list-style-type: none"> • Group 1 (Allyson): 12:30 – 12:50 • Group 2 (Garrett): 1:00 – 1:20 • Group 3 (Aidan): 1:30 – 1:50 <u>Assign:</u> <u>Team:</u> Final plans book uploaded to Canvas by 5/1, two printed copies submitted at final meeting <u>Individual:</u> Peer assessment #2 due Thursday, 5/1	
Th 4/17	Mock presentations	
Week Fifteen		
Tu 4/22	Mock presentations	
Th 4/24	Mock presentations	
Week Sixteen		
Th 5/1	Final client presentations	<u>Team:</u> Final plans book uploaded to Canvas, two printed copies submitted at final meeting <u>Individual:</u> Peer assessment #2