

mco 390-01

Spring 2022
 WF 10.50
 Hybrid
 CC237
 Salem
 State
 University

public relations campaigns



Course description.

This course helps students expand and apply their understanding of the PR campaign development, management and evaluation process. Working in teams, students will collaborate with a community client to develop a PR campaign that best addresses a communication issue facing their client. Students will examine public relations theories, case studies, best practices and contemporary strategies and converge them with knowledge gained from previous courses as they research client situations, organizations and key publics; develop campaign goals, objectives and strategies; implement their campaign; and use contemporary methodological strategies to evaluate its effectiveness.

Required text.

Luttrell, R.M., & Capizzo, L.W. (2018). *Public Relations Campaigns: An Integrated Approach*. Thousand Oaks, CA: Sage.

Policies.

Communication

You can expect that I will respond to emails promptly, but please allow a 48-hour response time for all communication.

Late Assignments

I will deduct up to 5% per day

for all late assignments. Any work that is not made up within 20 days of the original due date will not be accepted. No late assignments will be accepted after the last day of class.

Attendance

Students with more than 4 absences will receive a failing grade for the course. University-excused absences (e.g., COVID-19 quarantine) must be confirmed with the appropriate university offices. If you miss a class, in-class exercises may not be made up.

contact info

Dr. Cindy S. Vincent, Ph.D.
cindy.vincent@salemstate.edu
 Office Hours
 Wednesdays & Fridays
 9 – 10:30am & by appt.

grading

Class Exercises	10%
Discussions	10%
Research Report & Presentation	15%
Campaign Report & Presentation	30%
Campaign Materials	10%
Reflection Paper	5%



Grading

I will not discuss grades in the classroom. All discussions will take place at least 24 hours after the grade is received. Each student is responsible for

completing all course requirements and for keeping up with all that goes on in the course. Final grades will be determined by all course assignments and extra credit.

Course assignments.

Term Project

Over the course of the semester, you will work with a “client” in teams to research and plan a public relations campaign.

As part of this project you will create the following:

Research Report & Presentation

You will conduct primary and secondary research about your topic, target audience, and communication strategies and present your research to the client. LO1, LO5

Campaign Plan & Presentation

The PR Plan will be a step-by-step plan for how the campaign would be implemented. LO2, LO5

Campaign Materials

Each team will create PR materials in support of their proposed campaign. LO3, LO5

Reflection Paper

At the end of the semester, you will write a short reflection paper on what you learned working with a client this semester. LO1, LO2, LO5

Discussions

Plan to complete assignments prior to online participation and build on the reading/course discussions. LO1, LO2, LO3, LO4

Class Exercises

Class exercises will build on the readings/course discussions that should be completed prior to online participation. LO1, LO2, LO3, LO4, LO5

Extra Credit

Every student has the opportunity to earn 10 extra credit points for: 1) being prepared for class, 2) being on time every class and staying the full duration of the class period, and 3) attending every class. You must meet all criteria.

There is no Final Exam.

Course goals.

G1. Build from previous PR and communication courses and ask students to converge and apply the PR skills and knowledge they have accumulated thus far in the creation of their PR campaign.

G2. Thoroughly explain the public relations campaign process introduced in MCO249, to include development, management and evaluation.

G3. Engage students in applying course content through collaboration with real-world clients around communication issues.

G3. Assist students in developing skills in strategic public relations management based on an analysis of current and historical case studies.

Learning objectives.

LO1. Understand the role and importance of research in campaigns by producing a research report that thoroughly examines their client's situation, organization and key publics.

LO2. Understand the role and importance of planning campaigns by producing a public relations plan that identifies the campaign goals, objectives, strategies and tactics.

LO3. Work in a team and with a client to develop a public relations campaign that meets an identified communication need.

LO4. Use contemporary methodological strategies to evaluate the effectiveness of their campaign.

LO5. Demonstrate an ability to manage team and client dynamics and expectations.

The fine print.

Academic Dishonesty Policy

Any act of academic dishonesty attempted by a Salem State University student is unacceptable and will not be tolerated. For more information, visit: <https://goo.gl/vGxy7V>

Reasonable Accommodation

Salem State University is committed to providing equal access to the educational experience for all students in compliance with Section 504 of The Rehabilitation Act and The Americans with Disabilities Act and to providing all reasonable academic accommodations, aids and adjustments. Any student who has a documented disability requiring an accommodation, aid or adjustment should speak with the instructor immediately. Students with Disabilities who have not previously done so should provide documentation to and schedule an appointment with Disability Services and obtain appropriate services.

University Declared Critical Emergency

In the event of a University declared critical emergency, Salem State University reserves the right to alter this course plan. Students should refer to www.salemstate.edu for further information and updates. The course attendance policy stays in effect until there is a university declared critical emergency. In the event of an emergency, please refer to the alternative educational plans for this course located on Canvas. Students should review the plans and gather all required materials before an emergency is declared.

Title IX & Sexual Assault

The university recognizes that sexual misconduct and power-based violence (sexual assault, domestic violence, dating violence, stalking) is a very traumatic crime and as such it will endeavor to work with survivors to reduce fears and concerns regarding their personal safety. Any individual who believes they may have experienced sexual harassment, or any type of sexual aggression may receive important information and assistance regarding the university's policies and responsive processes. In addition, upon request, the student conduct office will make resources available regarding who can discuss the process and what it means. For a list of university resources, visit: <https://bit.ly/3lO0Oam>

COVID-19 Pandemic

Students must comply with the Covid-19 Health and Safety Protocols for the 2021-2022 Academic Year. This includes wearing masks in class and on campus in public spaces, practicing physical distancing where possible, including in class, engaging in a daily symptom check, notifying Counseling and Health Services at 978-542-6413 if they have any symptoms associated with COVID-19, and not coming to campus or to an in-person class if they have any of the symptoms related to COVID-19, until cleared by the Student Life Wellness Area. Students who have documented disabilities that may prevent them from complying with these policies are required to contact the Disability Services office.

Spring 2022 Tentative* Course Schedule

**This schedule is subject to change*

Date	Topic	Readings & Assignments Due
Week 1		
1/19	Syllabus, course overview, introductions	
	Introduction to integrated campaigns	Chapter 1 (Luttrell & Capizzo)
Week 2		
1/26	Campaign fundamentals	Chapter 2 (Luttrell & Capizzo)
	Understanding PESO	Chapter 3 (Luttrell & Capizzo)
Week 3		
2/2	Client Visit	
	Diagnosis and developmental research	Chapter 4 (Luttrell & Capizzo)
	Researching the client	
Week 4		
2/9	Client debrief	Chapter 5 (Austin & Pinkleton)
	Developing the research proposal	
	Identifying target audiences	Chapter 4 (Austin & Pinkleton)
Week 5		
2/16	PR research methodologies	Chapter 9/10 (Austin & Pinkleton)
		Research Proposal Outline
	Campaign case studies	Chapter 11 (Luttrell & Capizzo)
Week 6		
2/23	Research Workshop I	
	Finalizing research materials	
	Workday for data collection	
Week 7		
3/2	Research Workshop II	
	Analysis and write-up	
	Campaign goals	Chapter 5 (Luttrell & Capizzo)
Week 8		
3/9	Research Presentations	Research Report & Presentation
	Campaign objectives	Chapter 6 (Luttrell & Capizzo)
Week 9		

—SPRING BREAK—

Week 10		
3/23	Campaign strategies	Chapter 7 (Luttrell & Capizzo)
	Campaign tactics	Chapter 8 (Luttrell & Capizzo)
Week 11		
3/30	Campaign implementation	Chapter 9 (Luttrell & Capizzo)
	Key messaging	Chapter 3 (Stereberg)
Week 12		
4/6	Writing Workshop PR & social media writing	Chapter 4, 7, 10, or 11 (Stereberg)
	Reporting and evaluation	Chapter 10 (Luttrell & Capizzo)
Week 13		
4/13	Campaign timelines and budgets	Chapter 2 (Marconi)
	Avoiding Pitfalls: Learning from “failed” campaigns	Progress Report
Week 14		
4/20	Final Workshop	
	Workday	
Week 15		
4/27	Client Presentations	Campaign Presentation
Week 16		
5/4		Campaign Proposal

****See the course Canvas page for daily assignment deadlines and readings.****