

MC 4005: Public Relations Campaigns

Fall 2007

Tuesday 8:10 a.m. to noon

Meeting Location: 216 Hodges

Manship School of Mass Communication – Louisiana State University

Dr. Lisa Lundy

Assistant Professor, Public Relations Area Head

Office: 245 Hodges Hall

Phone: 578-2216

E-mail: llundy@lsu.edu

Office Hours:

TBA

COURSE DESCRIPTION:

This capstone course in the public relations major provides you the opportunity to incorporate everything you have learned to date by working individually and in teams to develop materials and a campaign proposal for a real community client, the Greater Baton Rouge Food Bank. The rationale for partnering with the Food Bank is for you to apply what you're learning about public relations to meet community needs. In doing so, you will be gaining practical experience and fostering your initiative for independent learning, while providing ideas and assistance to our community.

SERVICE-LEARNING:

MC 4005 is a service-learning course, which is defined as "a course-based, credit bearing educational experience in which students (a) participate in an organized service activity that meets identified community needs and (b) reflect on the service activity in such a way as to gain further understanding of course content, a broader appreciation of the discipline, and an enhanced sense of civic responsibility" (Bringle & Hatcher, 1995).

SERVICE-LEARNING PARTNER:

Greater Baton Rouge Food Bank - <http://www.brfoodbank.org/>

Contact Information:

Lucie Lafont

Public Relations/Special Events Coordinator

(225) 359-9940 ext. 212

lucie@brfoodbank.org

ACADEMIC GOALS:

- Reinforce learning from previous journalism, public relations, advertising, marketing, speech, research and other related courses.
- Demonstrate skills in conducting research that helps in strategic planning for a client.
- Demonstrate skills in meeting with public relations clients and colleagues in boardroom-style conferences.
- Demonstrate skills in making oral presentations on each component of the public relations campaign.
- Demonstrate skills in using presentation software.
- Demonstrate writing skills in producing a comprehensive public relations plan.

CIVIC GOALS:

- To demonstrate an understanding of social issues in our community through reflective essays, class discussion, and presentation.
- To demonstrate an understanding of civic responsibility through reflective essays, class discussion, and presentation.

PREREQUISITE:

MC 3018, 4001 and 4004

REQUIRED MATERIALS:

Smith, R. *Strategic Planning for Public Relations*. Second Edition.

One ream (500 sheets) of 8.5" by 11" 20 lb. white copy paper delivered to room 116 in the Journalism Building

GRADES BASED ON:

		Due
Participation (Quizzes/Reflection/Site visit)	10%	
Reflection	10%	
Research Report/Situation Analysis	30%	October 5
Final Plans Book	30%	December 7
Final Oral Presentation	15%	December 7
Professional Portfolio	5%	November 16

Grading Scale*:

A = 90 to 100 points B = 80 to 89.99 points C = 70 to 79.99 points
D = 60 to 69.99 points F = below 60 points

*** Please note: Under NO circumstances will grades be rounded up.** An 89.99 is a B. An A in this class means you have demonstrated significant achievement.

PARTICIPATION:

It is vital for you to attend class and to be on time. Your participation will be evaluated by your readiness for class discussion, familiarity with the readings and weekly contribution to your group. You are also expected to bring a news article to class each week that relates to our client or public relations in general.

QUIZZES:

Occasionally, we will have unannounced quizzes on the assigned readings. These will always be given at the beginning of class. If you are late, you will not be allowed to take the quiz.

REFLECTION

Reflection is an important part of the service-learning experience:

Reflection is the "intentional consideration of an experience in light of particular learning objectives." The presumption is that community service does not necessarily, in and of itself, produce learning. Reflection activities provide the bridge between the community service activities and the educational content of the course. Reflection activities direct the student's attention to new interpretations of events and provide a means through which the community service can be studied and interpreted, much as a text is read and studied for deeper understanding (Bringle & Hatcher, 1999)

In this class formal reflection will take place three different ways:

- 1) **Reflective essays:** After each major portion of the project you will be required to submit a 1-2 page essay in which you reflect on your experience including what you have experienced in terms of civic involvement and ethical considerations. Further, you should connect your experiences with the content of the course, analyzing how these fit together. Probing questions will be provided for you to address in each essay.
- 2) **In-class discussion sessions:** These sessions will allow students an opportunity to share experiences with other students and learn from one another.
- 3) **Presentation of experience:** Students will present their ideas and work to the client and Manship faculty/staff at the end of the semester.

SITE VISIT:

Each student will spend a day working at the Food Bank. You will sign up in pairs to work at the Food Bank together. This is an important part of researching your client. This experience will help you understand your client more fully and you will present your reflections from the experience to the class.

RESEARCH REPORT/SITUATION ANALYSIS: Each group will conduct research specific to its campaign. You are required to conduct secondary research and primary research. You will analyze your research and write a Research Report/Situation Analysis. This is due on **October 5**.

- Secondary research – conduct an analysis of existing journal and magazine articles or books related to our client
- Primary research – interviews, focus groups, surveys, etc.

FINAL PLANS BOOK: For your plans book, you will follow the outline provided below. You will turn in 2 bound copies (one for the client and one for me to grade). You will not get these back, so you should make copies for yourself as well. Everything that goes into your plans book should also be provided in electronic form on a CD (turn in two copies of this as well). This plans book will be graded rigorously, so plan time for revision and editing.

FINAL ORAL PRESENTATION: You will give an oral presentation of your campaign on December 7 for the class and the client. Your presentations will last approximately 45 minutes. You will explain your campaign, including the research you conducted and the event you planned and executed. Each group member should play a significant role in the presentation. You are expected to look/speak/dress/act very professionally – as if you are interviewing for a job.

WORKING IN A GROUP:

You will spend a great deal of time this semester working in a group with other students. This is a very important skill in public relations. Each group member should contribute significantly to the final project. You will be evaluated by your peers on your contribution and this will impact your grade. If you have problems with your group, you need to notify the professor as soon as problems arise.

SPECIAL NEEDS:

If you know of any type of disability or barrier to your success in this class, please let me know as soon as possible. You should also provide any related documentation from the Office of Services for Students with Disabilities. I want you to be successful in this class and I will help you in any way I am able.

CLASS POLICIES:

- Please respect your classmates and your instructor by being on-time and prepared for class.
- No food or drink allowed in this classroom.
- Please turn off your cellular phones and other electronic devices before entering the classroom.
- If you miss class, you are responsible for obtaining the information that was discussed in class.
- Please feel free to stop by during office hours or e-mail me. I am happy to correspond with you via e-mail.

GRADE DISCREPANCIES:

If you have a question about a grade you receive on an assignment or exam, you must discuss the grade with me within two weeks of getting the assignment or exam back. After that, grades will not be discussed or modified.

ACADEMIC AND PROFESSIONAL INTEGRITY:

You are expected to do your own work in this class. I will report any instances of cheating or plagiarism to the Dean of Students.

MC 4005 - Public Relations Campaigns – Fall 2007

Date	PR News Presentations	Due/Readings
Aug. 28	Course orientation Meeting with Community Partner	
Sept. 4	Formative Research: Step 1 - Analyzing the Situation	Pages 1-28; 259-301
Sept. 11	Formative Research: Step 2 - Analyzing the Organization	Pages 29-41; 316-322
Sept. 18	Formative Research: Step 3 - Analyzing the Publics	Pages 30-66
Sept. 25	Strategy: Step 4 – Establishing Goals and Objectives	Pages 67-80; 323-326
Sept. 28	Strategy: Step 5 – Formulating Action and Response Strategies	Pages 81-115
Oct. 2	Strategy: Step 6 – Using Effective Communication	Pages 116-153
Oct. 9	Tactics: Step 7 – Choosing Communication Tactics	Pages 154 – 216; 327-331
Oct. 16	Communication Tactics	<i>Research Report/Situation Analysis Due</i>
Oct. 23	Communication Tactics	
Oct. 30	Tactics: Step 8 – Implementing the Strategic Plan	Pages 217 – 232
Nov. 6	Implementing the Strategic Plan	
Nov. 13	Evaluative Research: Evaluating the Strategic Plan	Pages 233 – 257; 332-336
Nov. 20	Evaluating the Strategic Plan	
Nov. 27		
Dec. 4	Presentation to Client	Plans Book Due

*Students are expected to read chapters before the assigned class meeting.
Please note that changes may be made to this document at the discretion of the professor.
If such changes are needed, students will be properly notified.*