

Journ 61-455-101
Public Relations Campaigns
Spring 2012

Class: 3 to 7:30 p.m. Monday and Wednesday, First Seven Weeks
Instructor: Dr. Julie Henderson, APR, Fellow PRSA
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Office Hours: 1 to 3 p.m., Tuesday and Thursday
By Appointment on Fridays

1. Course Description.

Focuses on the four-step process of research, planning, implementation and evaluation; incorporates creative and media strategies, and legal and ethical constraints. Students work as an agency team(s) to develop and execute a complete plan for an organization, product or service. Students may choose the campaign upon which they want to work and suggestions are welcome.

Prerequisite: A grade of "C" or better in 61-315 or consent of instructor.

2. Course Objectives.

This course enables the student to obtain:

1. an understanding of the role of the four-step process in public relations.
2. experience in implementation of techniques, methods and activities important in public relations practice attained in previous courses.
3. practical experience in applying theory and using skills to solve a real-life problem.
4. an understanding of the social and organizational context in which projects are designed and implemented.

3. Readings:

Reading assignments will be made as the semester progresses. In addition:
Recommended: *Public Relations Campaigns and Techniques* by Matera and Artigue

Students should also make themselves familiar with the following trade publications:

PR Weekly

Public Relations Tactics

These and other trade publications are available in the Journalism Reading Room.

4. Academic Integrity:

The University of Wisconsin Oshkosh is committed to a standard of academic integrity for all students. The system guidelines state: "Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors." (s. UWS 14,01, Wis. Adm. Code).

Students are subject to disciplinary action for academic misconduct, which is defined in s. UWS 14.03, Wis. Adm. Code. Students on the UW Oshkosh campus have been suspended from the University for academic misconduct.

Students are encouraged to review the procedures related to violations of academic honesty as outlined in Chapter UWS 14, Wisconsin Administrative Code. The system guidelines and local procedures are printed in the University of Wisconsin Oshkosh Student Discipline Code.

Specific questions regarding the provisions in Chapter UWS 14 (and institutional procedures approved to implement Chapter UWS 14) should be directed to the Dean of Students Office.

5. Approach.

This course will involve a mixture of lecture, discussion, research and production. The success of this course depends on the participation of all students. A detailed agenda will be provided for each class session.

6. Attendance.

Attendance is extremely important for two reasons. First, the students will work together as an agency, and thus will depend upon each other for information, so if one person is absent, that may mean someone else cannot proceed. Second, the class meets for only seven weeks, and the final projects must be completed within this time frame.

Please note: do not plan to come late and leave early. Such behavior will be frowned upon.

7. Grading. Grades for this class will be based upon the following.

40%	Your Individual Final Report
10%	Participation in Activities Outside of Class
20%	Participation in class, <u>positive</u> contributions, teamwork
20%	Professional conduct: Leadership, self-initiative
10%	Contribution to completion of Final Entries

Your individual final report

Each student will complete a final individual report, to be submitted by **3 p.m., Friday, March 16**. The final report should follow this format: Begin with the sentence "I believe I deserve a(n) ___ in this course," and then explain why. To do so:

- Assignments not included in the final book -- add a copy of each assignment you completed (examples: summaries of research, news releases, memos, etc.).
- Assignments included in the final book -- add just a list of these.
- You may find it helpful to keep a weekly journal regarding your contribution to the final project. This **does not** have to be included in your final report.
- Include minutes you take.

- You may also include any other information that you think will positively affect your grade.

Grading will be based on

- Quality of assignments
- Were your assignments professionally completed? Did they have to be redone by someone else? Did they have to be completed by someone else?
- Did they require much proofing, correcting?
- Quantity of assignments
- Timeliness of assignments

What does not help:

- Thinking an extra-long final report will make up for a semester of poor performance.
- Blaming others for your inadequacies.
- Anything you may have done for another class.
- Perfect attendance is assumed, so do not include that you came to class every day.

Participation in Activities Outside of Class

- This could include a special event, talking to classes or groups, etc.

Participation in class, positive contributions, teamwork

- Did you help to maintain a good working environment, or did you appear to be more concerned with getting done as soon as possible?
- Did you speak up during class, adding to the discussion, or did you chatter to your neighbor, causing a distraction?
- Did you contribute to the sense of teamwork, or did you distract the team through bad attitudes, whining and constant complaining?

Professional conduct: Leadership, self-initiative,

- Did you have to be told what to do all the time, or were you able to start by yourself?
- Were you able to see what had to be done, and then DO IT?
- Did you take criticism well? Did you offer criticism with some sensitivity?

Contribution to completion of Final Entries

The physical production of the final entries (printing, copying, assembling, etc.) takes much longer than one might anticipate. Students are expected to contribute as much time as necessary prior to March 16 (or March 26) to make sure the package is complete at that time, and is ready to mail.

The class ends as spring break begins. The class as a group can decide if you wish to work over spring break, or over the March 9-10-11 weekend, or both.

Other Items of Note:

■ **All materials prepared for this course should be typed and double-spaced. No publicity materials should ever be hand-lettered**, including items used in display cases. All materials that eventually are included in the final package should be proofread by at least one other student.

■ When you email me or others in the class, please always include the word Bateman in the subject line.

■ Use the notecards to keep track of all additions to the bibliography.

■ Assignments will be made from week to week. At the end of each class session, each student will turn in a list of assignments to be completed by the following class session (yellow sheets).

■ During each class meeting, one person will be in charge of conducting the opening meeting. Another person will be responsible for making sure minutes are kept as necessary, including lists of duties.

Schedule of Class Sessions and Deadlines

As of Jan. 30, 2012

Because of the nature of this course, specific student assignments and class activities are determined from week to week. The schedule below only includes a general outline plus deadlines, etc. known at this time. Underlined dates indicate non-class dates and deadlines.

WEEK #1

Jan. 30 Introduction to Course
Introduction to Competitions

Feb. 1 Finalize “Big Idea”

WEEK #2

Feb. 6 Work on event/campaigns
Feb. 8 Work on event/campaigns

WEEK #3

Feb. 13 Work on event/campaigns
Feb. 15 Work on event/campaigns

WEEK #4

Feb. 20 Work on event/campaigns
Feb. 22 Work on event/campaigns

Ash Wednesday

WEEK #5

Feb. 27 Work on event/campaigns
Feb. 29 **Campaign Must end on this Date**

WEEK #6

March 5

Begin work on entry.

March 7

Evaluation
Thank You's
Media Coverage recorded
Work on entry

March 9-10-11

Friday, Saturday, Sunday Bateman Weekend -- Work on Entry

Additional Notes:

Daylight Savings Time Begins

Your professor will be in Miami March 8 – 11

WEEK #7

March 12

Work on entry

March 14

Last Official Class Day.
Bring receipts to classes for any expenses incurred.
Payments made.
Peer evaluation.
Faculty Evaluation.

March 16

Drop off your final individual reports by 3 p.m.
End of 7-week session



March 17 - 25 _____ Spring Break. Continue work on entry?

March 29 **Entries due in NYC**