



Communications Department
COM 405
Public Relations Cases & Campaigns
3 Units

Spring 2016

Meeting days: Tuesday/Thursday	Instructor title and name: Karen Hutchens
Meeting times: 8:00 a.m.	Phone:
Meeting location: Cabrillo Hall/Rm. 104	E-mail: KHutchen@pointloma.edu
Additional info:	Office location and hours: by appointment

PLNU Mission

To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

COURSE DESCRIPTION

By the end of this course you will be able to:

This course will provide you with practical, hands-on knowledge of planning, implementing and evaluating a public relations campaign.

You will study relevant case studies that will be discussed for evaluation, lessons learned, and how to improve outcomes through strategic planning.

We will discuss various methods of audience research, data analysis, and planning of strategic communications goals and objectives.

Students will develop media materials and a public relations program for an established organization and present the plan to the organization.

COURSE LEARNING OUTCOMES

By the end of this course you will be able to:

- Apply primary and secondary research findings to design a public relations campaign for a non-profit organization.
- Develop media relations materials, understand how the media works and how to rebuild relationships with them

- Understand the steps in the development of a public relations campaign.
- You will study tactics available for a public relations campaign and understand
- Demonstrate an ability to critically examine and resolve public relations problems by analyzing case studies.

REQUIRED TEXTS AND RECOMMENDED STUDY RESOURCES

Our course will use three books and various topical handouts:

Bobbitt, R., & Sullivan, R. *Developing the public relations campaign: A team-based approach* (3rd ed.). New York: Pearson.

Center, A.H., Jackson, P., Smith, S., & Stansberry, F.R. (2008) *Public relations practices: Managerial case studies and problems* (7th ed.). Upper Saddle River, NJ: Pearson Prentice Hall

Kawasaki, G., *The Art of Social Media: Power Tips for Power Users*

COURSE CREDIT OUTCOME

By the end of this course you will be able to:

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 16 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request

COURSE ASSIGNMENTS

- **Public Relations Plan** (175pts): Students will identify a non-profit organization, meet with them and develop a public relations campaign. Of this amount, you will submit 10 separate components of the plan through out the semester. Each of these components will be turned in and each will be graded for 10 points each.
- **Public Relations Plan Presentation** (50 pts.): Students will present their final public relations plan to the class and the client. This will be a 20-minute interactive presentation.
- **Press kit (50 pts.)**- Students will learn how to develop a professional press kit
- **Mid-Term & Final Exams** (200pts): There will be two exams - a mid-term and final covering textbook and lecture material. These exams will be objective in nature with some short answers as well.
- **Case Study Reviews** (50 pts.)– You will review and submit 5 brief case study analyses as assigned.

Assignments must be uploaded to E-class before the beginning of class on the date they are due. Late assignments will not be accepted and will receive zero points unless arranged in advance with me. Students are expected to complete assigned readings by the dates they are due and to be prepared for interaction regarding those topics. Also, students must be prepared to discuss their project at weekly agency meetings. Media pitch assignments, the press kit, and campaign books will be shared with clients and presented in class.

All assignments must be typed. Hand written work will not be accepted. Please note that standard font and margins are expected of one inch and 12 point font (Times New Roman). All papers should be double-spaced. **There should be no grammatical errors or misspelled words in your assignments. Always proofread your assignments and have someone else proof them too.**

GRADING

Assignment	Points Possible	Your Score
Campaign Plan	175pts.	
Campaign Presentation	50pts.	
Case Study Reviews (5 @ 10pts)	50 pts.	
Press Kit	50 pts.	
Mid-Term Exam	100 pts.	
Final Exam	100 pts.	
Total Points	525 pts.	

Grade	Percent	Points	Grade	Percent	Points
A	93-100	486 - 525	C	73-76	381 - 401
A-	90-92	470 - 485	C-	70-72	365 - 380
B+	87-89	455 - 469	D+	67-69	350 - 364
B	83-86	434 - 454	D	63-66	329 - 349
B-	80-82	418 - 433	D-	60-62	313 - 328
C+	77-79	402 - 417	F	0-59	0 - 312

GRADING STANDARDS

“A’s are awarded for work that is highly exceptional and goes beyond all minimal requirements.

“B’s”.....are awarded for work that is above average and goes beyond minimal requirements.

“C’s”.....are awarded for work that meets basic standards and requirements.

“D’s”.....are awarded for below average work that usually lacks minimal requirements.

“F’s”.....are awarded for work that clearly does not meet minimal standards, or is not completed.

GRADE CONCERNS

If you feel that you were unjustly evaluated on any assignment, please talk with me within 2 weeks after the assignment has been returned. An appeal is welcome by scheduling an appointment or coming to my office hours. **DO NOT** approach me immediately after a class! Please come with a well reasoned and written explanation of why the grade should be changed, and I will be happy to discuss it with you. Asking for an appeal and defending your case does not secure, nor imply a change of grade. If at any point during the course you are

concerned with your overall class grade or other issues in the course, please feel free to make an appointment. I want to help you learn and succeed in this course.

ATTENDANCE

This course is a course in communication and persuasion. In order to do both you must be present in class regularly. Therefore, attendance will be taken. Each student is allowed 2 excused or unexcused absences. The only absences excused after that will be university approved absences. This means not feel good, or taking a friend to the airport, does not count as excused absences. Upon the 2nd absence the **FINAL grade** will be drop a half step (if you have a B it will drop to a B-). For every subsequent absence the FINAL grade will continue to drop a half step each time. Furthermore, it should be noted that attendance means attending to the class. Students who choose to sleep through class, engage in disruptive conversation, or excessive texting will be counted absent for that day.

In the tragic event that you do miss class please get notes from someone in the class. **Do NOT ask me for notes.** You will be expected to get notes, handouts, and assignments from someone in class. Please do not ask me for my lecture notes!! You are responsible for missed material and should try to make a friend or two in this class that you can count on. In addition I do not post lecture material or power point presentations on canvas.

It is the student's responsibility to maintain his/her class schedule. Should the need arise to drop this course (personal emergencies, poor performance, etc.), the student has the responsibility to follow through (provided the drop date meets the stated calendar deadline established by the university), not the instructor. Simply ceasing to attend this course or failing to follow through to arrange for a change of registration (drop/add) may result in a grade of F on the official transcript.

MAKE UPS

All assignments are due on the date specified in the syllabus. Please be responsible and figure out how you will get the assignment done and turned into me. In the event of an unexpected and unavoidable scheduling conflict, it is your responsibility to make prior arrangements (well in advance) with me to resolve problem. Excuses after the assignment dates are unacceptable with the exception of extreme circumstances.

PRESENTATIONS

Presentations can be a nervous experience for some. Please NEVER walk in on a presentation under any circumstances. Do not leave either, but simply wait until you hear applause and then enter the classroom quietly and quickly. Furthermore, when presentations are occurring this is not the time to talk with your neighbor, read the paper, or rearrange your backpack.

APPEARANCE

Your physical appearance on presentation days is important. You should be neatly groomed and dressed in a way that suggests you expect to be taken seriously. **At a minimum** this means a dress shirt and dress slacks for men, and dress skirt or dress slacks and blouse for women. Please do not wear hats, tennis shoes, shorts, jeans, or

ACADEMIC HONESTY

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. As explained in the university catalog, academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. Violations of university academic honesty include cheating, plagiarism, falsification, aiding the academic

dishonesty of others, or malicious misuse of university resources. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for a) that particular assignment or examination, and/or b) the course following the procedure in the university catalog. Students may appeal also using the procedure in the university catalog. See [Academic Policies](#) for further information.

ACADEMIC ACCOMODATIONS

While all students are expected to meet the minimum academic standards for completion of this course as established by the instructor, students with disabilities may request academic accommodations. At Point Loma Nazarene University, students must request that academic accommodations by filing documentation with the [Disability Resource Center](#) (DRC), located in the Bond Academic Center. Once the student files documentation, the Disability Resource Center will contact the student's instructors and provide written recommendations for reasonable and appropriate accommodations to meet the individual needs of the student. See [Academic Policies](#) in the (undergrad/graduate as appropriate) academic catalog.

FINAL EXAM POLICY

Successful completion of this class requires taking the final examination **on its scheduled day**. The final examination schedule is posted on the [Class Schedules](#) site. No requests for early examinations or alternative days will be approved.

COURSE SCHEDULE & ASSIGNMENTS (SUBJECT TO CHANGE)

January 14

Topic: Intro to campaign planning and identifying a client

January 19

Topic: The purpose of PR – opportunities & challenges

Reading: Public Relations Campaign Text chap. 1-2 ; Campaigns text, Chapter 1

January 21

Topic: Types of PR Campaigns/initial research

Reading: Campaign Text Chapter 2-3

January 26

PR Campaign planning

Reading: Campaigns text - Chapter 4

January 28

Topic: Background Research / Situation analysis

Assignment: Case study #1 as assigned (10 pts.)

Feb 2

Discussion Topic: Quantitative and qualitative research

Discussion topic: New clients/ situation

Assignment: Client Prospectus/situation analysis (10 pts.)

February 4

Topic: Research (continued)

February 9

Topic: Campaign Strategy, Goals & Objectives

Discussion: Research projects

Feb. 11

Topic: Stakeholder audiences, messaging Reading: Chapter 6

Reading: Chapter 5 PR Campaigns

February 16:

Topic: Traditional Media Relations

Discussion Topic: Client situation analysis

Assignment: Stakeholder, audiences and messages (10 pts.)

February 18

Topic: Traditional media relations (continued)

Reading: The Art of Social Media (Chapters TBD) & Chapter 7

February 23

Topic: Online, interactive and social media

Reading: Handouts

Assignment: Case analysis #2 (10 pts.)

February 25

Social media – guest speaker

Assignment: Research summary (10 pts.)

March 1

Topic: Media Relations; Planning, Press kits and working with the press (press kits)

Assignment: Campaign strategy goals & objectives (10 pts.)

Reading: Public Relations Campaign, Chapter 8

March 3

Mid Term

Spring Break

Marc 7 – 11

March 15

Implementation: Non Media Channels

Discussion: Campaign tactics

Reading: Public Relations Campaign, Chapter 8

March 17

Topic Implementation: Non Media Channels (continued)

Assignment: Press Kits

March 22

Topic: Campaign Logistics and Timeline

Reading: Chapter 9

Case analysis #3 (10 pts.)

Easter Recess
March 24 – 28

March 29
Introduction to Crisis Management
Reading: Handouts

March 31
Crisis management continued
Case analysis #4 (10 pts.)

April 5
Campaign Budgets
Assignment: Crisis plan

April 7
Topic : Campaign evaluation
Reading – Chapter 10

April 12
Assignment: Campaign Timeline & Budgets

April 14
Topic: Legal & Ethics
Assignment: Case study #5
Assignment: Campaign evaluation

April 19
Rough Draft Meetings

April 21
Rough Draft meetings

April 26
Presentations

April 28
Presentations

May 3
Final Exam

****NOTE: Be sure your vacation travel plans accommodate your final exam schedule****