

MCOM 4365.001 – Public Relations Campaigns
Syllabus – Spring 2023
CAS 102 – Tuesday/Thursday 9:30 a.m. – 10:50 a.m.

I. Faculty Information

A. Dr. Marsha Little Matthews

1. CAS 229
2. Office Hours: Tuesday/Thursday 11:00 a.m. - 12:30 p.m., and by appointment
3. Phone: 903-566-7099
4. E-mail: mmatthews@uttyler.edu

II. Course Description

A. Capstone Course. MCOM 4365 Public Relations and Advertising Campaigns 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, MCOM 3395, and MCOM 4363 (all must be passed with a grade of “C” or higher).

III. Student Learning Outcomes

A. **Students will be able to:**

1. Write correctly and clearly using the formats and compelling storytelling styles appropriate for the audiences and purposes for public relations/integrated communication or multimedia journalism. (Competency: Writing/Storytelling)
 - a) Produce appropriate tools, materials, and stories for various media, which includes writing public relations and advertising materials that adhere to the purpose of the campaign or strategic message, focus on target publics, diplomacy, organization, grammar, and style.
 - b) Add to his/her professional portfolio blog by offering opportunities to complete campaign proposals for real clients.
2. Demonstrate an understanding of the history and roles of professionals and institutions in shaping the field of mass and mediated communication. (Competency: Diversity/Human Relations)
3. Students will be able to conduct research and evaluate information using methods appropriate to public relations/integrated communication or multimedia journalism professions. (Competency: Analysis & Systematic Inquiry)
 - a) Demonstrate understanding of theories that inform and apply to public relations and advertising campaigns.
 - b) Display and strengthen critical and creative thinking abilities.
4. Students will demonstrate an understanding of and be able to apply the First Amendment and other legal principles for public relations/integrated communication and/or multimedia journalism. (Competency: Analysis & Systematic Inquiry)
5. Students will demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism. (Competency: Analysis & Systematic Inquiry)
6. Students will understand and apply concepts and theories in the use and presentation of images and information using tools and technologies appropriate for public

relations/integrated communication or mediated journalism. (Competency: Mediated Presentation)

7. Students will be able to construct a persuasive message, adapted to the audience, purpose, and context of the situation. (Competency: Argument)
8. Students will be able to demonstrate an understanding of the role of communication within organizations. (Competency: Complex Organizations)

IV. Course Requirements

A. Required Texts – You should already have all of these books.

1. Gilliland, R., & Hagley, T.R. (2018). *Writing Winning Proposals: PR Cases, 3rd Edition*. San Diego, CA: Cognella. (ISBN: 978-1-5165-1636-0)
2. Marsh, C., Guth, D.W., & Short, B.P. (2009). *Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication 2nd Edition*. Boston, MA: Pearson.
 - a) (First edition is okay if you already own it or the book you used in MCOM 3395 Writing for PR/Advertising)
3. Associated Press Stylebook and Libel Manual.

B. Course Requirements

1. Assigned readings and in-class discussions will provide the backbone for your experiences in the class. This class will be conducted in a lecture/field work format, which means you are expected to come to class prepared to participate in and lead discussions that grow out of assigned readings and research.
2. **DUE DATES ARE FIRM. As you should know by now, the public relations/advertising industry is deadline driven.**
3. Your team will develop a campaign proposal for a real client that I will select. This client/portfolio project will go in your portfolio with any other real assignments for real clients from other courses or from internships.
4. There will a final presentation and portfolio review at the end of the course
5. Class participation and activities

C. **Course Withdrawal:** The last date to withdraw from one or more classes is **March 23, 2023**.

D. **Final Examination Date: Thursday, April 27, 2023, 9:30 am. – 11:30 a.m. (subject to revision upon University's publication of finals schedule).**

E. **Electronic Devices:** Turn off all electronic devices including cell phones and MP3 players. Allowing a cell phone or other device to ring during class is rude and disrupts class. No text messaging or checking the time on your cell phone during class. Keep these devices in your back pack during class.

F. **Use of Computers in Class:** Do not use computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes, or writing letters. When class is held in the computer lab, keyboards must be placed to the right of each monitor and remain untouched during class unless otherwise instructed to use the computer as part of an in-class assignment.

G. Assignment Policy:

1. Assignments will be given throughout the semester. Students are responsible for all course materials, including, but not limited to, class lectures, handouts, and textbook reading assignments.
2. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
3. **Unless otherwise specified, assignments are due at the beginning of class and must be uploaded to the Assignment location on Canvas.**
4. All papers must be typed or word-processed using **AP style (unless another style is applicable)** and **error free**. All work **should be double-spaced unless the format required for the assignment requires single or other spacing**, i.e., letters, memos, newsletter, etc.
5. Spelling, grammar, punctuation, style, and diction count. Deductions for each error are:
 - a) -5 AP error
 - b) -5 punctuation
 - c) -5 grammar
 - d) -5 misspelled word
 - e) -10 factual error
 - f) -50 misspelled names
6. **Individual Assignmentsⁱ:**
 - a) **Course Participation Assignments:** Several assignments will be completed during lecture meetings, while others will be completed as homework.
 - b) **Copy Requirement:** You will write copy during the planning phase of the course. Examples of copy that will go toward the copy requirement include news releases, newsletters, brochure copy, VNRs, PSAs, pitch letters, etc.
 - c) **Dr. Matthews and the client prior to release must approve all copy that will go out to client/real world.** Pay attention to deadlines, to be sure you have time to make changes to the copy in the event Dr. Matthews or the client do not approve of the copy. You'll have to get the revised copy approved before the deadline, too (and there's always the chance Dr. Matthews or the client won't approve of the revised copy either).
 - d) **DO NOT ACTIVATE OR MAKE PUBLIC ANY WEB OR SOCIAL MEDIA SITES OR POST ANY VIDEOS OR OTHER MEDIA ONLINE THAT YOU MAY DEVELOP FOR THE CLIENT PRESENTATION.**

ⁱ Based upon the course syllabus developed by Dr. Lori McKinnon, University of Alabama, for her course in PR campaigns. I have revised and expanded the team assignments to align with my innovations and improvements in my approach to this course.

7. **Team/Group Assignmentsⁱⁱ:**

a) Dr. Matthews will divide the class into campaign teams of 3-6 members, which will function as the Patriots Public Relations & Advertising Agency. Dr. Matthews is president and team supervisor. Dr. Matthews will evaluate not only your work, but your work habits and professional demeanor. Each team will have an account executive, research director, creative director, production/communication director, and production/schedule & budget director. Each position has certain primary responsibilities, **ALL TEAM MEMBERS ARE REQUIRED TO WORK TOWARD THE COMPLETION OF EACH SECTION OF THE CAMPAIGN BOOK.**

b) **Job Descriptionsⁱⁱⁱ:**

(1) Account Executive (May be combined with Research Director duties.)

- (a) Coordinates with client and primary target publics
- (b) Uses leadership skills to coordinate teamwork and resolve issues/problems among team members.
- (c) Consults with team and reviews team research and, using this information, determines the team's goals and objectives and the strategies and tactics to reach these goals.
- (d) Consults with professor as needed to make sure the team conducts its work within the guidelines set for the campaign project.

(2) Research Director:

- (a) Determines the basic research needs for the project.
- (b) Oversees completion of research.
- (c) Develops and guides secondary research on source materials.
- (d) Creates the research book for the team, which organizes the research findings so that information may be found quickly and the sources for the information are clearly identified. The research book is uploaded to Canvas by noon Monday, May 2, 2016.
- (e) Supervises the team's research activities. Consults professor as needed.

(3) Creative Director –

(Depending on number of students/teams, may be divided into Creative Director – Print/Graphics and Creative Director – Multimedia):

- (a) Creative Director (Both Print/Graphics and Multimedia)

ⁱⁱ McKinnon

ⁱⁱⁱ McKinnon

- (i) Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/slogans, and overall approach for tactics.
 - (ii) Plans, prepares, and coordinates production of materials.
 - (iii) May assign jobs to other team members for assistance to complete print/graphics and multimedia tools.
- (b) Creative Director – Print/Graphics:
- (i) Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/slogans, and overall approach for tactics.
 - (ii) Plans, prepares, and coordinates production of materials.
 - (iii) May assign jobs to other team members for assistance to complete print/graphics tools.
- (c) Creative Director – Multimedia:
- (i) Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/slogans, and overall approach for tactics.
 - (ii) Plans, prepares, and coordinates production of materials.
 - (iii) May assign jobs to other team members for assistance to complete multimedia tools.
- (4) Production/Communication Director:
- (a) Responsible for all copy for final Plans Book and all communication tools within or accompanying the Plans Book.
 - (b) Oversees all copy for oral presentation to client and judges.
 - (c) Works closely with Creative Director on media planning.
 - (d) Works closely with Creative Director to establish the production schedule and budget.
 - (e) Maintains time and resource budgets – makes sure team is on schedule and within budget
 - (f) Determines printer/production requirements for each print piece and communicates these requirements to team members.
 - (g) Consults with professor as needed.

8. Group Assignments^{iv}:

- a) Group Reports: Each team is responsible for preparing a weekly group report in advance of group meetings with Dr. Matthews. These reports are the foundations for the Plans Books.
- b) Campaign: Each team will create a communication plan and make an oral presentation of this plan to the client, professor, and judges. This plan must be easy for the client to understand and implement. The plan will include:
 - (1) Focus on the four parts of the communication process:
 - (a) Research
 - (b) Objectives
 - (c) Strategies/Tactics
 - (d) Evaluation
 - (2) The plan will also include:
 - (a) Cover page
 - (b) Letter to client
 - (c) Table of contents
 - (d) Research and Communication plans
 - (e) List of references
 - (f) Appendix items (samples of work to be produced)
 - (3) Evaluation criteria include organization, layout, original thinking, creativity, grammar, and thoroughness
- c) Two bound copies and one unbound copy (may be black & white) of the plan are **due by noon Monday, April 24, 2023**. One copy and the unbound copy are for Dr. Matthews and the second is for the client. You should make bound copies of the plan for each team member. **Also, digital copy of plans book is uploaded to Canvas by noon Monday, April 24, 2023.**
- d) **Research Book is uploaded to Canvas by noon Monday, April 24, 2023.**
- e) Oral presentation of the plan is scheduled for the finals week of class **(Thursday, April 27, 2023, 11:00 a.m. – 1:00 p.m.)**.

- 9. Firing Team Members^v:** 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 Dr. Matthews immediately. The team member may be fired from the agency at any point during the semester. The fired team member will receive**

^{iv} McKinnon

^v McKinnon

0% for course evaluation grades and will most likely be asked to repeat the course.

H.

V. Evaluation and Grade Calculation

Overall Individual Grade		40%
Peer Evaluation	10%	
Course Participation	10%	
Course Assignments	10%	
Copy Assignments	10%	
Overall Group Grade		60%
Group Reports	5%	
Oral Presentation*	15%	
Written Plan	40%	
Total		100%

*You must also be present for all final presentations, or you will lose points from your final project grade.

100%

- A 90% or greater
- B 80-89%
- C 70-79%
- D 60-69%
- F below 60%

- A. **Peer Evaluation:** Team members will complete a short survey several times throughout the semester evaluating the other team members of their group. The survey will use a Likert scale. Students carrying their fair share of the workload and attending all group meetings should have no problems with peer evaluations. **(SLO 2, 8)**
- B. **Course Participation:** This is based on the professor's assessment of your performance in this course. Generally, this grade will be the same or lower than your peer evaluation score. Attendance, participation at lectures and group meetings make up a large part of this grade. **(SLO 2, 8)**
- C. **Course Assignments:** These assignments will be given throughout the semester. Examples include speaker questions, research proposals, case studies, etc. Some work will be completed during class time, and some will be completed as homework. You must be present to received credit for in-class work. **(SLO 1, 3, 4, 5, 6, 7)**
- D. **Copy Assignments:** You must produce copy for the final Plans Book. This camera-ready copy will be completed during the programming phase of the class. Copy includes news releases, pitch letters, storyboards, slide shows, scripts, PSAs, VNRs, brochures, newsletters, video/audio/photo productions, etc. Copy work may be revised and used in the final Plans Book. **(SLO 1, 3, 3, 4, 6, 7)**
- E. **Group Reports:** These reports will be prepared throughout the semester and turned in to Dr. Matthews on scheduled dates. All reports must be typed. Some reports will also be presented orally. **(2, 3, 8)**

- F. **Oral Presentation:** Each group will make a 10–15-minute presentation to the client, professor, and judges at the end of the semester. There will be a five-minute Q&A after the presentation. All group members must participate in the oral presentation. This grade will be rank-ordered and based on the following criteria: (SLO 2, 6, 7, 8)
1. Adherence to time lime
 2. Organization and flow of presentation
 3. Style (eye contact, not overly relying on notes, etc.)
 4. Knowledge of content
 5. Maintaining audience attention
 6. Use of AV support
 7. Response to questions
- G. **Written Plan:** Two bound copies and one unbound copy of the final plan should be given to the professor by noon Monday, April 24, 2023. The digital plan book is uploaded to Canvas and is also due by noon Monday, April 24, 2023. Your group will receive an automatic “F” for the plan if it is turned in late. No excuses. See the information set forth in the syllabus for plan content requirements. (SLO 1, 3, 5, 6, 7, 8)

Each assignment will be graded on

1. **Content:** Does the message and its execution clearly, gracefully, and diplomatically fulfill the purpose? Does the message address the values of the client as well as those of the target audience? Is it factually correct?
2. **Organization:** Does organization enhance content? Does each part of the message lead logically and gracefully to the next?
3. **Grammar:** Is the message free, for the most part, of unintended grammatical, spelling, punctuation, and style errors?
4. **Format:** Does the execution of the message look the way it should? Are unique requirements, such as headings in a business letter, correct and correctly placed?
5. **In addition to 1-4 above, see IV.F (6) above for additional error deductions.**

A = Outstanding. This grade is for work of clearly professional quality (publishable or broadcast ready). The writing is clear and well-organized; it requires virtually no editing. The reporting is complete and leaves no significant questions unanswered. The work is turned in by or before deadline, needing no changes before submission to clients or editors. These strategic messages get results, win awards and, when appropriate, feature creative concepts; they are executed with comprehensive research, interesting presentation, and nearly flawless writing.

B = Good. This grade is for work that could be raised to professional standards without extensive editing. Writing is grammatically correct but may lack the sparkle and fine organization of "A" work. The reporting answers the main questions but may miss the proper emphasis or the best sources. The work is turned in by deadline with little or no prompting and needs only minor revisions in such areas as reorganizing, rewriting, reformatting, or providing more or better sources. "B" work doesn't necessarily have any errors, but it could be better, often with a stronger topic or subject, a more artistic presentation, better information, or improved writing. "B" work demonstrates basic broadcast or print style.

C = Adequate. This grade is for work that indicates a problem in at least one area, such as grammar, diplomacy, or strategy. It does not measure up to professional quality but could be

saved by revision. Work is incomplete by deadline and/or needs more than minor revision before submission to a client or supervisor. These messages have weak ideas, concepts, or presentation. They draw attention because they don't quite do the job. In summary, the work is an adequate first draft but isn't yet ready to show a client or supervisor.

D = Unacceptable performance. This grade is for work that is clearly unacceptable even in a classroom setting. The writing is confused and/or ungrammatical. The reporting is flawed and may contain major factual errors and/or omissions or may show little concept of basic strategic judgment. Work may miss the deadline.

F = Failing. This grade is for work that is not completed in a professional, timely way. For whatever reason, it suggests that the student did not take the assignment seriously. Such performance is often the result of personal or time-management problems that extend beyond a lack of skills or understanding of the research, writing or production processes.

Grading Assumptions

1. The grading process starts with the assumption that the work is "good," which earns a grade of "B." (See "good" definition above.)
 2. You may write a story with no errors that earns a "B."
 3. Strong and (when appropriate) clever leads, exceptional storytelling, effective and appropriate use of traditional literary devices such as alliteration, metaphors and parallel constructions help boost stories to the "A" category. In addition, exceptional reporting, diplomacy, and adherence to strategy can boost stories to the "A" category.
 4. Fact errors, poor organization, grammar/spelling/usage errors, weak verbs, weak leads, unsound strategic judgment, bad diplomacy, missed deadlines and/or failure to follow proper style and format will lower an assignment's grade.
- H. **Late Assignments:** Late assignments will not be accepted. Assignments are due at the beginning of the class period on the date specified.
- I. **Attendance and Tardiness Policy^{vi}:** This course is a combination lecture and fieldwork. The class is set up as a public relations/advertising agency. As such, you are expected to be at work on time each day. Your attendance grade will be adversely affected should you miss a scheduled class or group meeting.

Tardiness will also adversely affect your grade. You are also expected to attend all team meetings scheduled outside of class time. Failure to attend these meetings will adversely affect your peer evaluation grade.

Teams should set up a meeting schedule for the entire semester and adhere to it. Plan your outside work schedules around the team-meeting schedule, if necessary. You should plan to spend between 60-80 hours outside of class time working on assignments for the course.

VI. Course Requirements

A. Texts

Calvert, C. (2022). *Mass Media Law, 21st Edition*. Boston: McGraw-Hill Higher Education. (ISBN: 9781260514513)

^{vi} McKinnon

Christians, C.G., et al (2020). *Media Ethics: Cases and Moral Reasoning, 11th Ed.* Boston, MA: Pearson Education. (ISBN: 978 0 367 24397 5)

- B. Chapter quizzes on Canvas – Competency a & b
- C. Exams (in-class) – Competency a & b
- D. Four ethics position papers - Competency a & b2, b3, b5, b6
- E. Journal Assignments – Competency a & b
- F. Class participation, activities, attendance, & misc. (such as Cognitive Maps) – Competency a & b
- G. Assignment Policy:
 - 1. Assignments will be given throughout the semester. Students are responsible for all course materials, including, but not limited to, class lectures, handouts, and textbook reading assignments.
 - 2. Assignments and due dates may be changed at the instructor’s discretion with fair notice to students.
 - 3. Students must complete all assignments in order to pass the course. This does not mean that merely completing all assignments guarantees the student will pass the course.
 - 4. Unless otherwise specified, assignments are due at the beginning of class.
 - 5. ALL PAPERS MUST BE TYPED OR WORD-PROCESSED USING THE FORMAT REQUIRED FOR THE ASSIGNMENT.
 - 6. Multiple pages must be stapled or paper clipped together. It is your responsibility to see this is accomplished.
- H. **Late Assignments:** Late assignments will not be accepted. Assignments are due at the beginning of the class period on the date specified.
- I. **Course Withdrawal:** The last date to withdraw from one or more classes is **March 23, 2023.**
- J. **Final Examination Date:** **Thursday, April 27, 2023, 9:30 a.m. – 11:30 a.m.** (subject to change when the University publishes the final exam schedule).
- K. **Attendance and Tardiness Policy:** Students are expected to attend class. **Four** absences are allowed – this includes illness, university-sponsored activities, etc. A **fifth** absence will **lower the final grade by 5 percentage points**. A **sixth** absence will **lower the grade by 10 percentage points**. See the current UT Tyler catalog for the university’s policy on student responsibility for missed classes and assignments. Be familiar with the university’s drop policy. Students who anticipate being absent from class due to religious observance or university-sponsored activities should inform the instructor by the second class meeting. **Students over 15 minutes late are considered absent. If a student must be absent the day an exam is scheduled, he/she must notify the instructor before class time. No make-up tests will be allowed if the instructor is not given a legitimate excuse before the time of the exam or presentation.**
- L. **Electronic Devices:** Turn off all electronic devices including cell phones and MP3 players. Allowing a cell phone or other device to ring during class is rude and disrupts class. No text messaging or checking the time on your cell phone during class. Keep these devices in your back pack during class.

- M. **Use of Computers in Class:** Do not use computers during class for reading/writing e-mail, surfing the Web, playing games, working on assignments for other classes, or writing letters. You may use a laptop computer or tablet only for taking class notes. If you use your laptop or tablet for any other purpose, I will require you to immediately close the computer or tablet.

Course Schedule (Subject to change)

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
1	T	1/10/23		Introduce course; organize into teams and leadership positions.					
						Individual Data/Research on Client		Upload to Canvas Wednesday, 1/11/23 by 11:59 p.m.	1/11/23
						Individual Questions for Client - upload to Canvas & your Team's Group Page by 5:00 p.m. Wednesday 1/11/23			1/11/23

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
	W	1/11/23	<p>"Individual Data/Research on Client - upload to Canvas & your Team's Group Page by 11:59 p.m.</p> <p>Individual Questions for Client - upload to Canvas & your Team's Group Page by 5:00 p.m."</p>				<p>Research Directors - Organize your Team's Individual Research findings and write a report over the findings. Upload to Canvas by Tuesday, 1/17/23 by 9:30 a.m.</p> <p>Oral Report in class Tuesday, 1/17/23</p> <p>Research Directors - Combine the Individual Client Questions into one document for the Acct Executive's use during Client visit Thursday, 1/12/2023</p>		1/17/23

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
	R	1/12/23		Client Campus Visit and Presentation	G&H Part 1 - Chp 1-6 G&H Part 2, Chp 1-8			Readings	1/17/23
2	T	1/17/23	G&H Part 1 - Chp 1-6 G&H Part 2, Chp 1-8 Research Director's Written Report due by 9:30 a.m.	Research Directors - Oral Report ResearchG&H: Part 1 - Chp 1-6 G&H Part 2, Chp 1-8 Campaign Process	G&H Part 3, Chp 1-4			Readings	1/19/23
	R	1/19/23	G&H Part 3, Chp 1-4	Campaign Process G&H: Part 3 - Chp 1-4 Step 1: Analyzing the Situation Introductory Statement & Situation Analysis		Individual Work - Step 1: Situation		Individual Work - Step 1 - upload to Canvas by Tues. 1/24/23, 9:30 a.m.	1/24/23

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
3	T	1/24/23	Individual Work: Step 1 Situation upload to Canvas	Visit Client's Location		Individual Research #2 continues		Individual Research 2 - upload to Team's Canvas group page by Sunday, 1/29/23 11:59 p.m.	1/29/23
	R	1/26/23		Introductory Statement & Situation Analysis Step 2: Analysis of the Organization		Individual Work Step 2: Analyze Organization		Step 2 upload to Canvas by Tues.1/31/23, 9:30 a.m.	1/31/23
							Research Directors - Written & Oral Report of Team's research	Research Directors - Upload Report to Canvas by Tues. 1/31/23 by 9:30 a.m.	1/31/23
4	Sun	1/29/23	Individual Research #2 - upload to Team's Canvas group page						

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
	T	1/31/23	Individual Work: Step 2 -Analyze the Organization upload to Canvas 9:30 a.m. Group Research Report #2 - upload to Canvas by 9:30 a.m.	Research Director Oral Report #2 Client Specific PR Step 2 - Analyze the Organization			Team Work - Introductory Statement & Situation Analysis Draft	Team Work: Introductory Statement & Situation Analysis draft - upload to Canvas by 11:59 p.m. Sunday, 2/05/23	2/5/23
	R	2/2/23		Step 3 - Analyze the Publics		Individual Work Step 3: Publics		Step 3 upload to Canvas by Tuesday. 2/7/23, 9:30 a.m.	2/7/23
						Individual Research #3		Individual Research #3 - upload to Team's Canvas group page by Wednesday, 2/8/23 day, 5 p.m.	2/8/23

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
5	Sun	2/5/23	Team Work: Introductory Statement & Situation Analysis draft - upload to Canvas by 11:59 p.m.						
	T	2/7/23	Step 3: Analyzing Publics by 9:30 a.m.	Teams Meet with Matthews Blue - 9:30-10:05 a.m. Green - 10:15-10:50 a.m.			Blue and Green Team Revision Introductory Statement and Situation Analysis - Add Focus Publics and Goal	Due Sunday, 2/12/23 by 11:59 p.m.	2/12/23
	W	2/8/23	Individual Research #3 - upload to Team's Canvas group page						
	R	2/9/23		Teams Meet with Matthews Orange - 9:30-10:05 a.m.			Research Directors - Research Report #3	RD - Upload Group Research Report to Canvas by Tues 2/14/23 by 9:30 a.m.	2/14/23

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
							Orange Team Revision Introductory Statement and Situation Analysis - Add Focus Publics and Goal	Due Tues, 2/14/23 by 11:59 p.m.	2/14/23
					G&H Part 3, Chps 5-7			Readings	2/12/23
6	Sun	2/12/23	Blue & Green teams - Revision Intro Statement & Situation Analysis by 11:59 p.m. Individual Research #3 by 11:59 p.m.						
	T	2/14/23	RD - Group Research Report #3 due by 9:30 a.m.	Team Research Report #3 - RD Oral Report G&H PART 3, CHPS -7 - Objectives, Strategies, Activities (Tactics)					

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
			Orange Team Revision Intro Statement & Situation Analysis by 11:59 p.m.						
	R	2/16/23		Focus Publics/Objectives	G&H Part 3, Chps 8-10			Readings	2/21/23
7	T	2/21/23		Planning & Plans BookPeer Assessment #1G&H Part 3, Chp 8-10Timeline, Evaluation, Budgets					
	R	2/23/23		Objectives & Plan Outline -			Blue & Green Teams - Revised Intro Statement, Revised Situation Analysis, Revised Publics, Revised Goal, and New Objectives, Strategies, Activities & Plan Outline	Upload to Canvas by 11:49 p.m. Sunday, 2/26/23	2/26/23

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
							Orange Team - Revised Intro Statement, Revised Situation Analysis, Revised Publics, Revised Goal, and New Objectives, Strategies, Activities & Plan Outline	Upload to Canvas by 11:49 p.m. Tuesday, 2/28/23	2/28/23
8	S	2/26/23	Blue/Green Teams Revised Plan plus Obj, Strategies, Activities by 11:59 p.m.						
	T	2/28/23	Orange Team Revised Plan plus Obj, Strategies, Activities by 11:59 p.m.	Teams Meet with Matthews Blue - 9:30-10:05 a.m. Green - 10:15-10:50 a.m.		Blue & Green Teams: Individual - Copy 1 & Copy 2		Upload to Canvas by Sunday, 3/5/23, 11:59 p.m.	3/5/23
	R	3/2/23		Teams Meet with Matthews Orange- 9:30-10:05 a.m.		Orange Team: Individual - Copy 1 & Copy 2		Upload to Canvas by 11:59 p.m. Wednesday, 3/8/23	1/0/00

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
9	S	3/5/23	Blue & Green Teams: Individual - Copy 1 & Copy 2 by 11:59 p.m.						
	T	3/7/23		Teams Meet with Matthews Blue - 9:30-10:05 a.m. Green - 10:15-10:50 a.m.		Blue & Green Teams Individual Copy 1 & 2 Revisions		Upload to Canvas by Friday, 3/11/23, 11:59 p.m.	3/10/23
							Plans Book Draft	Upload to Canvas by 11:59 p.m., Thursday, 3/30/23	3/30/23
						Blue & Green Teams - Individual: Copy 3 & 4		Upload to Canvas by Sunday, 3/19/2022, 11:59 p.m.	3/19/23
			Orange Team: Individual - Copy 1 & Copy 2 by 11:59 p.m.						
	R	3/9/23		Teams Meet with Matthews Orange- 9:30-10:05 a.m.			Plans Book Draft	Upload to Canvas by 11:59 p.m., Thursday, 3/30/23	3/30/23

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
						Orange Team Individual Copy 1 & 2 Revisions		Upload to Canvas by Saturday, 3/11/23 by 11:59 p.m.	3/11/23
						Orange Team Individual Copy 3 and Copy 4		Upload to Canvas by Sunday, 3/19/2022, 11:59 p.m.	3/19/23
	F	3/10/23	Blue & Green Team: Revisions - Copy 1 & Copy 2 by 11:59 p.m.						
	Sat	3/11/23	Orange Team: Revisions - Copy 1 & Copy 2 by 11:59 p.m.						
10	T	3/15/23		Spring Break					
	R	3/17/23		Spring Break					
11	Sun	3/19/23	Blue, Green, & Orange Teams: Copy 3 & Copy 4 by 11:59 p.m.						
	T	3/21/23		Teams Meet with Matthews Blue - 9:30-10:05 Green - 10:15-10:50		Blue & Green Teams - Individual: Copy 3 & 4 Revisions		Due by 11:59 p.m. Sunday, 3/26/23	3/26/23

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
	R	3/23/23		Teams Meet with Matthews Orange- 9:30-10:05		Orange Team Individual Copy 3 and Copy 4 Revisions		Due by 11:59 p.m. Wednesday, 3/29/23	3/29/23
12	Sun	3/26/23	Blue & Green Teams - Individual - Copy 3 & 4 Revisions by 11:59 p.m.						
	T	3/28/23		Plan Presentation Procedures					
	W	3/29/23	Orange Team: Revisions - Copy 3 & Copy 4 by 11:59 p.m.						
	R	3/30/23	Plans Book Draft due by 11:59 p.m.	Plans Book Draft - No Formal Meeting - Teams Meet					

13	T	4/4/23		Teams Meet with Matthews Blue - 9:30-10:05 Green - 10:15-10:50 Return Plans Book					4/11/23
	R	4/6/23		Teams Meet with Matthews Orange- 9:30-10:05 Return Plans Books					

Week		Date	Due Today	Topic	Readings Assignments	Individual Assignments	Team Assignments	Complete Assignment By	Due
14	T	4/11/23		Work Day					
	R	4/13/23		Work Day					
15	T	4/18/23		Mock Presentations Blue - 9:30-10:05 Green - 10:15-10:50				All teams - (2 bound copies of plan due noon Monday April 24, 2023) Upload final plans book to CANVAS by Noon Monday, April 24, 2023. Research Books due by noon Monday, April 25, 2023 – uploaded to CANVAS.	4/24/23
	R	4/20/23		Mock Presentations Orange- 9:30-10:05					
16	M	4/24/23	2 bound copies of plans book, 1 unbound Research Book						
Finals	R	4/27/23		Final Presentations to Client - 9:30 a.m. - 11:30 a.m.					