

**MCOM 4363.001 Public Relations Case Studies
Syllabus – Fall 2021**

I. Faculty Information

- A. Dr. Marsha Little Matthews
1. CAS 225
 2. Office Hours: Wednesdays, 10:00 a.m. – Noon, and by appointment
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II. Course Description

- A. MCOM 4363 Public Relations & Advertising Campaigns: Application and analysis of public relations principles in cases in business and industry, government, institutions, trades, and professions. Pre-requisites: MCOM 3395 Writing for PR/Advertising, plus MCOM 2375 Introduction to Public Relations.

III. Student Learning Outcomes

- A. Students will be able to
1. Write correctly and clearly using the formats and styles appropriate for public relations/integrated communication or multimedia journalism audiences. (Competency: Writing/Storytelling)
 - a) Develop and write a public relations campaign plan and other related tools.
 - b) Write concise critiques of public relations and advertising cases.
 2. Conduct research and evaluate information using method appropriate to public relations/integrated communication or multimedia journalism professions. (Competency: Analysis & Systematic Inquiry)
 - a) Demonstrate the ability to think critically through the evaluation of public relations and advertising case studies.
 - b) Determine an appropriate research strategy for a campaign by outlining the strategy.
 3. Be able to construct a persuasive message, adapted to the audience, purpose, and context of the situation. (Competency: Argument)
 - a) Demonstrate the ability to plan strategically for various types of campaigns.
 - b) Develop a budget and timeline for a campaign
 4. 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)

- a) Understand and utilize the creative process, which includes curiosity, senses, synesthesia, whole-brain thinking, divergent/convergent thinking, flexibility, problem finding, intuition, mindfulness, tolerance for ambiguity, and the willingness to learn from mistakes.
5. Demonstrate an understanding of the role of communication within organizations. (Competency: Complex Organizations)

IV. Course Requirements

A. Texts

1. Center, A.H., Jackson, P., Smith, S., & Stansberry, F. (2014). *Public Relations Practices: Managerial Case Studies and Problems*, 8th Edition, Upper Saddle River, NJ: Prentice Hall. (ISBN: 978-0-13-312764-5)
2. Gilliland, R., & Hagley, T.R. (2017). *Writing Winning Proposals: PR Cases*, 3rd Edition. San Diego, CA: Cognella. (ISBN: 978-1-5165-1636-0)
3. Marsh, C., Guth, D.W., and Short, B.P. (2021). *Strategic Writing: Multimedia Writing for Public Relations*, 5th Edition. New York: Routledge (ISBN: 978-0-3678-9540-2)
4. You should already have a copy of the AP Stylebook
 - a) Associated Press Stylebook and Libel Manual.

- B. Written Assignments and Creativity Notebook
- C. Discussions
- D. Exams
- E. Campaign Proposal Project
- F. Case Study Analyses/Presentations
- G. Readings

V. Evaluation and Grade Calculation

Exams	20%
Case Analysis Papers/Presentation	20%
Journals/Discussions/Participation	15%
Assignments/Creativity Notebook	15%
Campaign Proposal Project	<u>30%</u>
Total	100%

I. Assignment Categories with List of Assignments –

DO NOT FREAK OUT! MOST OF THESE ARE NOT VERY LONG. WE ARE BUILDING KNOWLEDGE AND SKILLS. SOME ASSIGNMENTS ARE BROKEN DOWN INTO STAGES OR PHASES. BABY STEPS TO SOLIDIFY KNOWLEDGE, CRITICAL THINKING/ANALYSIS SKILLS, AND HOW A PR PLAN IS CREATED.

A. Exams and Quizzes – Learning Outcomes 1, 2, 3

1. All quizzes and exams test knowledge and the ability to apply the principles and information studied. They are based upon the assigned readings and discussions.

2. List of quizzes:

- a) Center: Chp 1 & 2
- b) Gilliland & Hagley – Part 1: 2 & 3
- c) Center – Chp 3
- d) G&H Part 1, Sec. 4, 5, 6
- e) Center – Chp 4
- f) Center – Chp 5
- g) Center – Chp 6 – Case 6-2
- h) Center – Chp 6 – Case 6-3
- i) Center – Chp 7
- j) Center – Chp 8
- k) Center – Chp 9

B. Cases Papers/Presentations – Learning Outcomes 1, 2, 3, 4, 5

1. The assignments in this category engage and develop writing, research, strategic planning, critical thinking, and analysis skills by reading cases, answering questions that should be considered and addressed as research to analyze and develop a response to the situation. Skills are developed and refined in the areas of presentation planning, rehearsal, and delivery using the assignments in this category

2. List of assignments:

- a) G&H: Part IV: Case 1: Mysterious Sound in Deschambault
- b) G&H: Part IV: Case 2: Accountability in Event Planning: Getting Nothing for Something
- c) Center Chp 3 Case Presentations
- d) G&H: Part IV: Case 3: Employee Communication: Quality Out of Control
- e) Center Chp 3 Case Analysis
- f) Center Chp 4: Case 4-2 Hospital Closing PR Plan – Individual – Questions Response
- g) Center Chp 4: Case 4-2 PR Plan PowerPoint
- h) Center Chp 6 – Problem 6A/6C
- i) Contaminated Lagoon – Plan – Preliminary
- j) Contaminated Lagoon – Plan – Phase 1
- k) Contaminated Lagoon – Plan – Phase 1 – Individual Work
- l) Contaminated Lagoon – PowerPoint – Phase 1
- m) Contaminated Lagoon – Plan PowerPoint – Phase 2
- n) Contaminated Lagoon – Plan – Phase 2
- o) Contaminated Lagoon – Plan – Phase 3
- p) Contaminated Lagoon – Plan – Phase 4
- q) Peer Reviews for Final Projects

C. Journals/Discussions/Participation

1. Learning Outcomes 1, 2, 3, 4, 5

2. Journal entries are NOT a summary or notes from the readings. Journal entries ARE about reading, thinking, and finding connections – whether apparent or not – especially connections that are not apparent – and writing your thoughts, impressions and connections, and **THE NEW QUESTIONS ALL OF THAT CREATES.**
3. The Discussions help you learn to listen to the ideas of others, discuss how to incorporate, build up, modify, and/or eliminate possible solutions, strategies, approaches, etc. to a problem, challenge, or opportunity presented in the readings or cases study.
4. Assignments in this category:
 - a) Journal 1
 - b) Discussion Journal 1
 - c) Journal 2
 - d) Discussion Journal 2
 - e) Journal 3
 - f) Discussion Journal 3
 - g) Journal 4
 - h) Discussion Journal 4
 - i) Journal 5
 - j) Discussion Journal 5
 - k) Roll Call Attendance is part of this category because this is part of the participation grade for this course.

D. Assignments/Creativity Notebook – Learning Outcomes 4 and 4a

1. Public Relations – and life in general – is a creative endeavor, yet most people have no idea about how creativity works. Students will learn about the creative process and how to utilize the creative process professionally and personally. The creative process includes curiosity, all senses, synesthesia, whole-brain thinking, flexibility, **PROBLEM FINDING**, mindfulness, tolerance for ambiguity, and a **WILLINGNESS TO MAKE MISTAKES.**

This category also includes assignments which will demonstrate knowledge, understanding, and application of the concepts studied and the parts of the PR plan.

2. Assignments in the category:
 - a) Creativity Notebook – Curiosita
 - b) Dimostrazione Creativity Notebook Assignment
 - c) Sensazione Creativity Notebook
 - d) Homework Assignment #1 STATEMENT
 - e) Homework Assignment #2 SITUATION
 - f) Sfumato Creativity Notebook
 - g) Homework Assignment #3 GOAL
 - h) Homework Assignment #4 FOCUS
 - i) Homework Assignment #5 OBJECTIVE
 - j) Creativity Notebook – Arte/Scienza

E. Final Project Plan – Learning Outcomes 1, 2, 3, 4, 5

1. This category is a team project. It brings together everything that has been covered throughout the semester. Each team will be assigned a PR Case and will develop a PR plan, PowerPoint, and make a team presentation. Elements of the plan also include writing/creating tools for the plan.
2. Assignments in this category:
 - a) Final Project Preparation – Mind Map
 - b) Memo, Blog Post, or Email Memo
 - c) Q&A, News Release, or Memo
 - d) Script or Radio PSA
 - e) Final Project – Campaign Plan
 - f) Final Project - Presentation

I. Course Policies

- A. **Course Withdrawal:** The last date to withdraw from classes without penalty is **November 2, 2021**.
- B. **Final Examination Date: Tuesday, December 7, 2021, 11:00 a.m. – 1:00 p.m. (subject to change when the finals schedule is published).**
- C. **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 backpack during class.
- D. **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 only for taking class notes. If you use your laptop for any other purpose, I will require you to immediately close the computer.

E. 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, workbook, 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. SPELLING, GRAMMAR, AND NEATNESS COUNT!

7. Staple or paperclip multiple pages together. It is your responsibility to see this is accomplished.
- F. **Late Assignments:** Late assignments will not be accepted. Assignments are due at the beginning of the class period on the date specified.
- G. **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**. The **seventh** absence will **lower the grade by 10 percentage points (example: if your final grade is 85, with seven absences your posted grade will be 75 or “C”**. 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 or presentation is scheduled, he/she must notify the instructor before class time. No make-up tests or presentations will be allowed if the instructor is not given a legitimate excuse before the time of the exam or presentation.**

Week/Day	Date	Category	What	Due	Day Due	Date Due
Week 1						
Tuesday	8/24/21					
		Handouts	Syllabus			
			Student Schedule			
		Topic	Megacreativity Chp 1 & 2 - Haiku			
		Assignments	Center - Chp 1 The Purpose of PR Chp 2 How PR Deals with Problems & Opportunities	Due	Tuesday	8/31/21
			Center - Online Tests Chps 1 & 2		Tuesday	8/31/21
			Gilliland & Hagley - Sec. 1-1 - Importance of Planning (p.1-2) Sec, IV - Public Relations Case Studies Case 1 - Community Relations - Mysterious Sound in Deschambault - p. 79-82 Complete the Assignment p. 80-82 - upload to Canvas due by 11 a.m.		Thursday	8/26/21
Thursday	8/26/21					
		Handouts	None			
		Due:	Mysterious Sound in Deschambault p 80-82			

Week/Day	Date	Category	What	Due	Day Due	Date Due
		Topics	G&H Section 1 - 1. Importance of Planning Mysterious Sound in Deschambault Class discussion of assignment results. Megacreativity continued Journals & Discussions			
		Assignments	Gilliland & Hagley - Part 1 Sec 2 - Understanding the Planning Process - p 3-4 G&H - Part 1 Sec 3 - Grasping the Challenges of the Planning Environment - p 4-11	Due	Tuesday	9/2/21
			G&H - Part IV - Case 2 - Accountability in Event Planning: Getting Nothing for Something - p 82-85 READ CLASS ROLE PLAY CLOSELY - THEN ANSWER THE QUESTIONS ON P. 82- 83. UPLOAD TO CANVAS BY 11 A.M. 9/2/21 Be prepared to participate in the class discussion		Tuesday	9/2/21
			Journal 1 - Center 1 & 2, G&H 1 & 2, Creativity lectures/discussions current events, etc. - by 11:59 p.m. (also upload to Discussion)		Sunday, 11:59 p.m.	8/29/21
			Journal 1 Discussion Be prepared to participate in the class discussion		Wed., 11:59 p.m.	9/1/21

Week/Day	Date	Category	What	Due	Day Due	Date Due
Week 2						
		Due	Journal Entry 1 by 11:59 p.m. (also upload to Discussion)			
Sunday	8/29/21					
Tuesday	8/31/21					
		Handouts	Creativity Notebook Assignment Curiosita			
			Self-Assessment Curiosita			
		Due	Center - Online Tests Chp 1 & 2			
		Topic	Megacreativity Chp 4			
			Intro 7 Da Vincian Principles			
			PPT Curiosita			
		Assignments	Creativity Notebook Curiosita	Due	Thursday,bring to class	9/9/21
Wednesday	9/1/21	Due:	Participation in Discussion - Journal 1 by 11:59 p.m.			
Thursday	9/2/21					
		Due	Journal 1 - G&H Chp 2			

Week/Day	Date	Category	What	Due	Day Due	Date Due
			G&H - Part IV - Case 2 - Accountability in Event Planning: Getting Nothing for Something - p 82-85 READ CLASS ROLE PLAY CLOSELY - THEN ANSWER THE QUESTIONS ON P. 82-83. UPLOAD TO CANVAS BY 11 A.M. 9/2/21 Be prepared to participate in the class discussion			
		Topic	G&H - Part 1, Sec. 2 - Understanding the Planning Process G&H - Part 1, Sec 3 - Grasping the Challenges of the Planning Environment G&H - Part IV - Accountability in Event Planning: Getting Nothing for Something			
		Assignments	Center Chp 3 Employee Relations	Due		
			Online Test Center Chp 3		Tues, by 11 a.m.	9/7/21
			G&H - Part 1-Sec 4 - Writing with Integrity - p 11-12 Part 1-Sec 5 - Writing with Accountability - p 12-15 Part 1-Sec 6 - Writing with Clarity - p. 15-16		Thursday	9/9/21

Week/Day	Date	Category	What	Due	Day Due	Date Due
			G&H Part IV-Case 3 - Employee Communication: Quality Control Out of Control - p 86-89 READ EVERYTHING. THEN COMPLETE THE ASSIGNMENT P. 87 This is an ANALYSIS - NOT A SUMMARY OF FINDINGS. What do you learn from the research as a whole?		Thurs. by 11 a.m.	9/9/21
			Journal 2 - Center 3, G&H Part 1, Sections 4, 5, & 6, creativity lectures/exercises, class discussions, current events, etc.		Sun. by 11:59 p.m.	9/5/21
			Journal 2 Discussion - participation		Wed by 11:59 p.m.	9/8/21
Week 3						
Sunday	9/5/21		Due: Journal 2 - Center 3, G&H Part 1, Sections 4, 5, & 6, creativity lectures/exercises, class discussions, current events, etc.			
Tuesday	9/7/21					
		Handouts	RECAP - Reverse Engineering Case Analysis Process			
			Adventures in PR - Chp 2 - Analyzing Case Studies			
		Due	Online Test Center Chp 3			
		Topic	Center - Chp 3 discussion			
			Overview Analyzing Case Studies			

Week/Day	Date	Category	What	Due	Day Due	Date Due
		Assignments	Cases & Case Analysis - Analyze using the RECAP method. ANALYZE USING THE RECAP METHOD - INDIVIDUAL WORK Upload to Canvas (NOT GROUP WORK) YOU WILL THEN WORK AS A GROUP TO PREPARE FOR YOUR CLASS PRESENTATION OF YOUR COMBINED ANALYSIS RESULTS.	Due	Tues., by 11 a.m.	9/14/21
			Case 3-1: Communicating through Acquisition: Southwest Airlines Takes on AirTran and Blends Employee Cultures (p. 29)			
			Case 3-2: Buffeted by Management Changes and a Rocky Economy, a Strategic Communication System Keeps Employees Focused (p. 33)			
Wednesday	9/8/21		Journal 2 Discussion - participation - by 11:59 p.m.			
Thursday	9/9/21					
		Due	Creativity Notebook Curiosita - BRING TO CLASS			
			G&H PART IV - CASE 3 Employee Communication: Quality Out of Control - Analysis			

Week/Day	Date	Category	What	Due	Day Due	Date Due
		Topic	G&H Part 1 Section 4 - Writing with Integrity Section 5 - Writing with Accountability Section 6 - Writing with Clarity Case 3: Employee Communication Out of Control			
		Assignments	G&H Quizzes Part 1: 2 & 3 Part 1: 4, 5, & 6	Due	Mon. by 11:59 p.m.	9/16/21
			G&H Part II - Sec 1 - The Frog: A Whimsical Story to Introduce the Components of a Public Relations Plan - p 17-19 G&H Part II - Sec. 2 - Developing Better Plans - p. 19-23			9/21/21
			Center - Panel Presentations - Case 3-1 - 10 minutes each team Case 3-2 - 10 minutes each team			9/16/21
Week 4						
Monday	9/13/21		G&H Quizzes by 11:59 p.m.			
Tuesday	9/14/21					
		Handout	Dimostrazione Self-Assessment			
			Examining Experience			
		Due	RECAP Analysis of either Case 3-1 or 3-2			
		Topic	Dimostrazione – A commitment to test knowledge through experience, persistence, and a willingness to learn from mistakes.			

Week/Day	Date	Category	What	Due	Day Due	Date Due
		Assignments	Creativity Notebook – Dimostrazione	Due	Tuesday	9/21/21
			Panel Presentations - Center: Case 3-1 and Case 3-2 Team Summary of Group Analysis - due Thurs., 9/16/21 by 11 a.m.		Thurs. by 11 a.m.	9/16/21
Thursday	9/16/21					
		Due	G&H Quizzes Part 1: 2 & 3 Part 1: 4, 5, & 6			
			Center: Case 3-1 and Case 3-2 Team Summary of Group Analysis - due Thurs., 9/16/21 by 11 a.m.			
		Topic	Center Case 3-1/3-2 Panels			
		Assignment	Center - Chp 4 Community Relations	Due		
			Center - Chp 4 online test		Tuesday	9/21/21
			Journal 3 - Center 4, G&H Part II, Sections 1 & 2, creativity lectures/exercises, class discussions, current events, etc. also upload to Discussion		Sun. by 11:59 p.m.	9/19/21
			Discussion Journal 3 - by 11:59 p.m.		Wed. by 11:59 p.m.	9/22/21
Week 5						
Sunday	9/19/21		Journal 3 by 11:59 p.m. - and upload to Discussion 3			
Tuesday	9/21/21					

Week/Day	Date	Category	What	Due	Day Due	Date Due
Tuesday	9/21/21	Due	Center - Chp 4 online test			
			Creativity Notebook Dimostrazione Examining Self Experience & Practicing Internal Anti-Commercial Martial Arts			
		Topic	G&H Part II - Sec. 1 - The Frog: A Whimsical Story to Introduce the Components of a PR Plan - p. 17-19			
			In-Class Center Chp 4 Case 4-2: Community Relationships Maintained During Hospital Closing (p. 61)			
		Assignments	Center Chp 4 Case 4-2 Hospital Closing PowerPoint Answer scenario questions from the PPT addressing the issues you discovered. Upload your INDIVIDUAL answers to the scenario questions.	Due	Monday	9/27/21
			Create a plan and a PowerPoint with your team for Center Case 4-2 Hospital Closing scenario questions. Presentations - 9/30/21	Due	Thurs. by 11 a.m.	9/30/21
			G&H Part II - Sec 4 - Creativity in Plan Writing - p 26-29 Part II - Sec 5 - Questions for Evaluating Some of the Components of a PR Plan - p. 29-30 Part III - Sec 1 - Introductory Statement - p 45-47		Thurs. by 11 a.m.	9/30/21

Week/Day	Date	Category	What	Due	Day Due	Date Due
Wednesday	9/22/21		Journal Discussion Participation by 11:59 p.m.			
Thursday	9/23/21		NO CLASS MEETING			
		Topic	G&H - Part II (continued) Sec. 1 - The Frog: A Whimsical Story to Introduce the Components of a PR Plan Sec. 2 - Developing Better Plans			
		Assignments	Part II - Sec. 5 - Creativity in Plan Writing - p 26-29 Part II - Sec. 5 - Questions for Evaluating Some of the Components of a PR Plan - p. 29-30 Part III - Sec 1 - Introductory Statement	Due	Thursday	9/30/21
Week 6						
Monday	9/27/21		Due Individual answers to Center Chap 4 Case 4-2 Hospital Closing - questions from PPT by 11:59 p.m.			
Tuesday	9/28/21					
		Handouts	Sensazione Assessment			
		Topic	Sensazione: The continual refinement of the senses, esp. sight, as a means to enliven experience.			
		Assignments	Creativity Notebook - Sensazione	Due	Tuesday	10/5/21
			Center- Chp 5 Investor Relations			10/5/21

Week/Day	Date	Category	What	Due	Day Due	Date Due
			Center - Chp 5 Online Test			10/5/21
			Journal 4 - Center 5, G&H Part II, Sections 4 & 5, Part III, Section 1, creativity lectures/exercises, class discussions, current events, etc.		Sun. by 11:59 p.m.	10/3/21
			Discussion Journal 4		Wed by 11:59 p.m.	10/6/21
Thursday	9/30/21					
		Handouts	Homework Assignment #1 - Statement			
		Due	Center Case 4-2 Group PowerPoint			
		Topic	Center Case 4-2 Group Power Point			
			G&H - Part II Sec 4 - Creativity in Plan Writing Part II Sec 5 - Questions for Evaluating Some of the Components of a PR Plan Part III Sec 1 - Introductory Statement			
			How to Write a Memo			
		Assignments	G&H Part III Sec. 2 - Situation Analysis - p 47-50		Tuesday	10/5/21
			Homework Assignment #1: Statement - see handout - memo with instructions		Tues. by 11 a.m.	10/5/21
Week 7						
Sunday	10/3/21		Journal 3 due by 11:59 & upload to Discussion			
Tuesday	10/5/21					
		Handouts	Homework #2: Situation Analysis			

Week/Day	Date	Category	What	Due	Day Due	Date Due
		Due	Center - Chp 5 Online Test			
			Creativity Notebook - Sensazione			
			Discussion Journal 4	Due	Wed.	10/6/21
		Topic	GG&H - Part III Sec 2 - Situation Analysis			
		Assignments	Homework #2: Situation Analysis		Thursday	10/12/21
			G&H Part III - Goal - p. 50-54			
Wednesday	10/6/21		Discussion Journal 4 participation by 11:59 p.m.			
Thursday	10/7/21					
		Handouts	Homework #2: Situation Analysis			
			Sfumato Assessment			
		Due:	Homework Assignment #1: Statement			
		Topic	Sfumato - literally "going up in smoke". A willingness to embrace ambiguity, paradox, & uncertainty			
		Assignments	Homework Assignment #2: Situation Analysis	Due	Tuesday	10/12/21
			Gilliland & Hagley - Rules for Writing Components - Goal - p. 164-168			10/12/21
			Creativity Notebook - Sfumato		Thursday	10/14/21
Week 8						
Tuesday	10/12/21					
		Handouts	Homework Assignment #3: Goal			

Week/Day	Date	Category	What	Due	Day Due	Date Due
		Due	Homework Assignment #2: Situation Analysis			
		Return	Homework #1: Statement			
		Topic	G&H Part III Sec 3 - Goal p 50-54			
			Customer Relations - Customer Delight			
		Assignments	Center - Chp 6 - Consumer Relations	Due	Tuesday	
			Center - Chp 6 - Online Tests TWO QUIZZES CENTER 6 - CASE 6-2 CENTER 6 - CASE 603		Tuesday 11 a.m.	10/19/21
			Teams will be assigned Center - Problem 6A Wine Bar Needs Repositioning - p. 139 Center - Problem 6C - Turning Customer Complaints to Customer Delight - p 140-141 Each team will write an Issue Statement, Situation Analysis, & Goal. You will show your Word document to the class Tuesday 10/19/21		Tuesday 11 a.m.	10/19/21
			Homework Assignment #3: Goal			10/19/21
Thursday	10/14/21					
		Due	Creativity Notebook - Sfumato			
			Center 6A or 6C - Issue Statement, Situation Analysis, & Goal - Word doc			

Week/Day	Date	Category	What	Due	Day Due	Date Due
		Topic	Center Chapter 6 Problem 6A and 6C - Discussion			
		Assignments	G&H Part III Sec 4 - Focus/Target Audience(s) p 55-56 Part IV Case 7 - Community Relations: The Contaminated Lagoon - p 108-118	Due	Tuesday	10/19/21
Week 9						
Tuesday	10/19/21					
		Handouts	Homework #4: Focus			
		Due	Homework Assignment #3: Goal			
			Center - Chp 6 - Center - Online Tests			
		Topic	Gilliland & Hagley - Rules for Writing Components - Focus of a Plan - p. 168-170			
			Center Chp 6 - Teams present Issue, Situation Analysis & Goal - Discussion			
		Assignments	Homework #4: Focus	Due	Thursday	10/21/21
			G&H Part III Sec 5 Objectives p 56-62 Be prepared to discuss 10/21/21		Thursday	
			G&H Part IV Case 7 - Contaminated Lagoon INDIVIDUAL WORK Write Problem/Opportunity/Challenge Statement Write Situation Analysis		Sat. by 11:59 p.m.	10/23/21

Week/Day	Date	Category	What	Due	Day Due	Date Due
			TEAM WORK Write Problem/Opportunity/Challenge Statement Write Situation Analysis NO INDIVIDUAL WORK SUBMITTED - THEN NO GRADE FOR THE TEAM ASSIGNMENT FOR THAT INDIVIDUAL.		Tues, by 11:59 p.m.	10/26/21
Thursday	10/21/21					
		Handouts	Homework Assignment #5: Objective			
		Due	Homework #4: Focus			
		Return	Revision Homework #1: Statement			
		Topic	G&H Part III Sec 5 Objectives p 56-62 Campaign Parts breakdown			
		Assignments	Homework Assignment #5: Objective	Due	Tuesday	10/26/21
			Part III - Sec 6 - Strategies p 62-66			
Saturday	10/23/21		INDIVIDUAL WORK G&H Part IV Case 7 Contaminated Lagoon Issue Statement, Situation Analysis		by 11:59 p.m.	
Week 10						
Tuesday	10/26/21					
		Handouts	Arte/Scienza Assessment			
		Due	Homework Assignment #5: Objective			

Week/Day	Date	Category	What	Due	Day Due	Date Due
			TEAM WORK G&H PART IV Case 7 Contaminated Lagoon Write Problem/Opportunity/Challenge Statement Write Situation Analysis			
		Topic	Arte/Scienza - The development of the balance between science & art, logic & imagination. "Whole-brain" thinking			
		Assignments	Creativity Notebook - Arte/Scienza	Due	Thursday	11/2/21
			Center - Chp 7 Media Relations			
			Center - Chp 7 Online Text		Thursday	11/4/21
			Final Project Preparation Create a Mind Map over the case you have been assigned for the Final Project. DO NOT CONSULT WITH YOUR TEAM MATE.		Tues. by 11 a.m. bring to class	11/2/21
Thursday	10/28/21					
		Handouts	Homework Assignment #6: Strategy			
		Return	Revision Homework #2: Situation			
		Return	Homework #4: Focus			
		Topic	G&H Part IV-Case 7 Contaminated Lagoon Part III - Sec 5 Objectives, p 56-62 Part III - Sec. 6 - Strategies - p 62-66			
		Assignments	G&H Part III - Activities (Tactics) - p 67-70	Due	Tuesday	11/2/21
			Contaminated Lagoon - Individual Work -Revised Statement & Situation Analysis - ADD GOAL		Friday	10/29/21

Week/Day	Date	Category	What	Due	Day Due	Date Due
			TEAM: PHASE 1 OF CONTAMINATED LAGOON PLAN Revise Statement & Situation Analysis - and add GOAL		Monday	11/1/21
			Lagoon Phase 1 - PowerPoint and Team Presentation		Tuesday	11/2/21
			Journal 5 - Center 5 & 7, G&H Part II, Sec 2-6, creativity exercises, class discussions, current events, etc.		Sun. by 11:59 p.m.	10/31/21
			Discussion Journal 5		Wed by 11:59 p.m.	11/3/21
Friday	10/29/21	Due	Contaminated Lagoon - Individual Work - REVISED STATEMENT & SITUATION ANALYSIS AND ADDED GOAL			
Week 11						
Sunday	10/31/21	Due	Journal 5 (also uploaded to Discussion by 11:59 p.m.)			
Monday	11/1/21	Due	Team - Contaminated Lagoon - Phase 1 - Revised Statement & Situation Analysis plus Goal			
Tuesday	11/2/21					
		Due	Lagoon PowerPoint for each Team			
			Creativity Notebook - Arte/Scienza			
			Final Project - Mind Map - bring to class			
		Topic	Lagoon - Teams present Statement, Situation			

Week/Day	Date	Category	What	Due	Day Due	Date Due
		Assignments	Phase 2 - Revision of Lagoon Statement, Situation, & Goal - Add Plan Focus Presentation - Thurs. 11/4/21	Due	Thursday	11/4/21
Wednesday	11/3/21	Due	Discussion Journal 5 - by 11:59 p.m.			
Thursday	11/4/21					
		Due	Phase 2 - Revision of Lagoon Statement, Situation, & Goal - add Focus			
			Center - Chp 7 - Online Test			
		Topic	Final Project Overview - Teams			
			Phase 2 Lagoon - Teams present revised Statement, Situation, Goal plus Plan Focus Next Objectives and Strategies			
			G&H Part III Sec 7 Activities (Tactics)			
		Assignments	G&H Part III Sec 8 Execution Timeline p 70-74 Part III Sec 9 Evaluation p 74-75 Part III Sec 10 Budgets p 76-78	Due	Tuesday	11/9/21
			Contaminated Lagoon - Phase 3 Revise Statement, Situation Analysis, Goal, & Focus - ADD OBJECTIVES & STRATEGIES		Tues., by 11 a.m.	11/9/21
			Final Project Campaign Proposals & PowerPoint - Presentations begin 11/18/21		Tues.	11/16/21

Week/Day	Date	Category	What	Due	Day Due	Date Due
Week 12						
Tuesday	11/9/21					
		Due	Phase 3 Contaminated Lagoon - Revised Statement, Situation Analysis, Goal & Focus - added Objectives & Strategies			
		Topic	Phase 3 - Lagoon presentations Discussion - Objectives & Strategies Activities, Timeline, Budget & Evaluation			
		Assignments	Contaminated Lagoon - Phase IV Revise everything - ADD ACTIVITIES & EVALUATION NO POWERPOINT		11:59 p.m.	11/14/21
Thursday	11/11/21					
		Topic	Final Project & other topics			
		Assignments	Center - Chp 8 - Public Issue Campaigns & Debates			
			Center - Chp 8 - Center - Online Tests		Tuesday	11/16/21
			Final Project - Plans, PowerPoint, & Individual Work Presentations begin 11/18/21		Tues., by 11:59 p.m.	11/16/21
Week 13						
Sunday	11/14/21		Contaminated Lagoon - Phase IV Revise everything - ADD ACTIVITIES & EVALUATION - NO POWERPOINT			

Week/Day	Date	Category	What	Due	Day Due	Date Due
Tuesday	11/16/21					
		Due	Center - Chp 8 - Center - Online Tests			
			FINAL CAMPAIGN PROPOSALS DUE & PPT			
		Topic	NO CLASS MEETING TODAY			
		Assignments	Center - Chp 9 - Crisis Management			
			Center - Chp 9 - Online Tests		Tuesday	11/30/21
Thursday	11/18/21					
		Due	Campaign Presentations			
			2 teams 15 minutes each			
Week 14						
Tuesday	11/23/21		THANKSGIVING			
Thursday	11/25/21		THANKSGIVING			
Week 15						
Tuesday	11/30/21					
		Due	Center - Chp 9 - Online Tests			
		Topic	Campaign Presentations			
			2-3 teams 15 minutes each			
Thursday	12/2/21					
		Topic	Campaign Presentations			
			2-3 teams 15 minutes each			

Week/Day	Date	Category	What	Due	Day Due	Date Due
Finals						
Tuesday	12/7/21	Topic	Campaign Presentations			
	11 a.m. - 1 p.m.		2-3 teams 15 minutes each			