

**MCOM4365 –PR Campaigns**

**Arts and Sciences 257**

**Jan.12-May 2**

**Instructor: Yezi Hu**

**Email: [yezihu@uttyler.edu](mailto:yezihu@uttyler.edu)**

**Phone: 903-566-7093**

**Best way to contact me: Email**

**Office: CAS 231**

**Office Hours: T/Th 1 p.m. – 2 p.m. and by appointment**

**Course Description:** This course provides students with hands-on experience in designing public relations campaigns. Through a step-by-step approach, students will explore the core concepts of public relations and strategic communication. Emphasizing real-world application, the course guides students through the full campaign planning process, from research and objective setting to creative ideation, media planning, budgeting, and final presentation.

Students will work in teams to develop a campaign proposal for a real-life client or industry-based case, building essential skills in strategic thinking, creative problem-solving, audience analysis, and message development. In addition to producing their own campaign, students will critically analyze existing campaigns to understand best practices and evaluate effectiveness.

By the end of the course, students will be able to generate PR plans that are both strategic and creative, while collaborating effectively in a professional, project-based environment.

**Student Learning Outcomes:** By the end of this course, students will be able to:

- Identify the key concepts of public relations and strategic communication within campaign planning.
- Critically analyze existing communication campaigns, with attention to message strategies, media choices, and effectiveness.
- Apply strategic thinking and creative problem-solving to design campaign objectives, strategies, and core messaging.
- Conduct basic communication research (e.g., audience analysis, SWOT, competitor scan) to inform campaign decisions.
- Develop an original and strategic communication campaign plan that demonstrates a clear big idea, appropriate media platforms, budgeting, and timeline.
- Collaborate in teams to produce and present a coherent, professional-quality campaign proposal.

## **Course Requirements**

### **1. Required Readings:**

- A. *Strategic Communications for PR, Social Media and Marketing*, Kendall Hunt, 8<sup>th</sup> edition.

- i. An e-textbook version can be purchased from the link below  
[he.kendallhunt.com/wilson\\_ogden](http://he.kendallhunt.com/wilson_ogden)

- ii. Please reach out to me if you can't access the book

B. Web articles.

## Evaluation and Grade Calculation

Midterm Presentation	10%
Final Presentation	10%
Campaign Analysis	10%
Course Project Milestone	60%
Attendance and Participation	10%
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Total	100%

Percent	Letter Grade
90% - 100%	A
80% - 89%	B
70-79%	C
60-69%	D
59% and below	F

## Group Project

Teams will be formed in **Week 1**. Group work will primarily be assessed through the **Course Project Milestones, Group Presentations, and the Final Campaign Proposal**. All the groups are required to meet or contact our client directly at least once either via zoom or via email through the semester. All group assignments receive a single grade for the team, but individual performance may be evaluated through participation, communication, and contribution. The instructor reserves the right to adjust individual grades if a member's contribution is significantly above or below the group's overall effort.

1. Course Milestone Project (60%)

- a. From Week 1 to Week 15, your team will complete weekly milestones (14 total) that build toward your final campaign proposal for our client. Each milestone corresponds to the week's topic and moves your project forward in manageable steps.
- b. Tasks will vary by week and may include team formation, reviewing the client brief, submitting questions, drafting objectives, outlining strategies, or identifying tactics. All work should reflect your team's progress and alignment with the course topic.
- c. One team member will submit the group's deliverable via the Canvas link on time. Include your team name, all members' names, and the milestone content in a PPT, Word, or pdf file. Late submissions follow the course late work policy.

2. Proposal Presentation (20%)

- a. In Week 8, your team will present the big idea for our client. This project integrates all previous Course Project Milestones (Weeks 1–7) into a complete, strategic big idea plan.
- b. In Week 16, your team will present the final proposal for our client. This project integrates all previous Course Project Milestones (Weeks 1–15) into a complete, strategic PR plan.
- c. Your final proposal should include a clear campaign overview, objectives, strategies, tactics, timeline, budget, and evaluation plan, with a strong “big idea” and message house that unites all elements. The proposal must apply relevant course concepts and respond to the client’s needs as outlined in the brief.
- d. One team member will submit the written proposal (PPT or PDF) on Canvas. Include your team name and all members’ names. Late submissions follow the course late work policy.

### **Individual Assignment**

1. **Campaign Analysis (10%)**
  - a. In Week 7 and Week 15, you will complete two individual campaign analyses (100 points each). Each analysis connects the strategic thinking to a real campaign from the past month. This assignment bridges course concepts with current industry practice.
  - b. Your paper should be 600–800 words, apply relevant course concepts, and include specific examples. Use APA style for any citations.
  - c. Submit a Word file (.doc/.docx) to the Canvas link for that week by Sunday 11:59 PM CT.
2. **Attendance and Participation (10%)**
  - a. This is a seminar-style course, and your learning depends heavily on in-class discussion, peer feedback, and live case analysis. Active participation is not only encouraged but expected.
  - e. Each student is allowed one unexcused absence without penalty.
  - f. If you miss more than three class sessions, your full participation and attendance grade will be forfeited.
  - g. Excused absences (e.g., medical emergencies, university-approved activities) must be documented and communicated in advance when possible.

### **Extra Credits**

The group who win the highest score from the client will gain 5 extra credits by the end of the semester

## **Class Policies and Expectations**

### **1. Classroom Policies and Expectations**

- A. Work hard - learning requires constant reading, researching, thinking, discussing, and working with your classmates and me. Everyone has something important to contribute. My job is to present new information and prepare a climate in which you can contribute your own special knowledge. Your job is to be prepared to contribute.
- B. Participate – you must be an active part of the course to succeed. You will also have to give effort outside of class.
- C. Treat each other with respect and display common courtesies.
- D. You are responsible for your attitude and how you treat others. I will not tolerate name calling, fighting, students belittling each other for differing opinions, etc. I expect you to act like adults, show each other respect, and to challenge yourself and each other to learn/understand opinions you may not agree with.
- E. Grading – The grading process begins with the assumption that the work is good, which earns a grade within the range of a “B.” To earn an A, you must show exceptional understanding of the material, utilizing additional sources, examples, and original thought. This means going beyond stating the obvious, the simple answer, or what Google says. Additionally, poor organization, not following assignment instructions, grammar/spelling, lack of depth and thought, failing to illustrate an understanding of the material, etc. will result in your grade being lowered.
- F. I use Canvas and email to communicate, post assignments and readings, present feedback and provide a space for you to communicate with your classmates. I expect you to check both daily and stay aware of what is coming up.
  - 1. It is highly recommended that you download the Canvas application and adjust your settings to allow for notifications.
  - 2. I usually reply to your email within one day. If you email me during weekend, I will reply to you on Monday.
- G. Communicate - If you have a problem with anything throughout the semester, getting an assignment in on time, needing to be absent from a class, getting your book, checking out equipment, or anything I'm doing as a professor, talk to me about it. I cannot help you or fix the problem if I am unaware of it.

## 2. Assignment Policies

- A. Assignments do have deadlines and these deadlines need to be met. It is your responsibility to utilize time outside of class in an effective manner so you can ensure that you submit each assignment before the due date and time.
  - a. Any assignments turned in after the due date will receive a 10% point per day deduction. Specific point values that will be deducted each day can be found on the assignment overviews on Canvas. It is your responsibility to know when the assignment is due for full credit, when the assignment closes, and the number of points that will be deducted each day for late submissions. Assignments will not be accepted after this final date.
  - b. All the assignments will be graded within one week.

- B. Assignments and due dates may be changed at the instructor's discretion with fair notice to students.
- C. I will not accept assignments via email unless there are issues with Canvas and the email includes your assignment and a screenshot of the Canvas malfunction.
- D. Merely completing all assignments does not guarantee that you will pass the course. You must put forth effort and show an understanding of the material to earn a satisfactory grade.
- E. Spelling, grammar, and neatness count and you will lose points on assignments if your submissions are not edited.
- F. You are required to utilize **APA format** for any assignment that requires the utilization of outside sources.
- G. I will not accept screenshots of assignments. Unless otherwise indicated, all assignments must be typed, formatted to be a .DOC, .DOCX, PPT, or PPTX.(Pages, Google Drive, and other online word processors must be exported to this specific format), and submitted via Canvas.
- H. Canvas includes a syllabus function that outlines upcoming due dates, due dates can be seen listed on each assignment under the assignment tab in Canvas, assignment due dates can be added to your Canvas calendar, I have provided a list of graded assignments and activities and the date they are due, and each due date will be listed in the course modules.
- I. It is your responsibility to ensure that your assignments are being submitted correctly to Canvas by the due date and time. If an assignment appears to be not submitted beyond the assignment closing, it will receive a zero. If you do not regularly check your grades or check Canvas for technical errors, there is little that can be done at the end of the semester. If you do experience technical difficulties submitting assignments, you must email me before the assignment closes and, if the issue persists, contact IT.
- J. Students will adhere to the highest standards of academic honesty. Plagiarism and cheating will not be tolerated. A student who is caught doing either will earn a “0” for that assignment and will be subject to academic and disciplinary action. If a student is caught a second time, they will automatically fail the course.
  - a. In addition to UT Tyler's Student Conduct and Discipline policy, plagiarism/cheating includes the use of papers or other materials previously submitted in my classes or other professors' classes, as well as video and audio recordings. I expect you to submit work created specifically for this class during this semester.

### **Artificial Intelligence (AI) Use Policy for This Course**

- a. UT Tyler is committed to exploring and using artificial intelligence (AI) tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools' ethical, societal, philosophical, and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler's Honor Code. Faculty and students must not use protected information, data, or copyrighted

materials when using any AI tool. Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources, and/or biased. Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You are ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. The student will be subject to disciplinary actions as outlined in UT Tyler's Academic Integrity Policy.

- b. In this course, you are **required** to use generative AI tools (such as ChatGPT, Gemini) for selected assignments and presentations. These tools are valuable for research, ideation, and critique, but they are not a replacement for your own thinking, interpretation, or strategic judgment. All AI use must be clearly disclosed. For each assignment that involves AI, you must:
  - a. Include a brief explanation of how the AI tool was used (e.g., to compare case outcomes, generate messaging options, analyze stakeholder reactions, etc.)
  - b. Specify the tool and version (e.g., ChatGPT 4.0, Gemini Pro)
  - c. Attach a screenshot or PDF showing at least one full AI conversation with a minimum of three back-and-forth exchanges (e.g., three prompts and three responses). This should show how you refined or redirected the AI to improve output quality.
  - d. You are responsible for reviewing and validating the AI-generated content. Low-quality, inaccurate, or unedited AI output will lower your grade.
  - e. Submitting AI content without disclosure, or using AI in ways that violate the assignment instructions, will be considered a breach of academic integrity and handled according to UT Tyler's Honor Code and Academic Integrity Policy.

### Course Schedule

Date	Key Concepts	Tasks
Week 1		
1/13	Syllabus	
1/15	Review: PR and Campaign Client Q&A session	<u>Weekly readings</u> <u>Team forming</u> <u>Group Project Milestone 1: Review Client's briefing and submit a question list</u>
Week 2		

1/20	Strategic Thinking	<u>Weekly readings</u>
1/22	Strategic Communication	<u>Group Project Milestone 2: Identify objectives</u>
Week 3		
1/27	Research for Campaigns	<u>Weekly readings</u>
1/29	Research for Campaigns	<u>Weekly readings</u>
Week 4		
2/3	No class	<u>Conducting Research for client</u>
2/5	No class	<u>Group Project Milestone 3: Research slides</u>
Week 5		
2/10	Brainstorming Method	<u>Weekly readings</u>
2/12	Brainstorming Method	<u>Group Project Milestone 4: brainstorming record and selected ideas</u>
Week 6		
2/17	Ideation and Big Idea	<u>Weekly readings</u>
2/19	Ideation and Big Idea	<u>Group Project Milestone 5: Ideation process record and big idea</u>
Week 7		
2/24	Workshop	<u>Group Project Milestone 6: Mid-term slides</u>
2/26	Workshop: revision	<u>Group Project Milestone 7: Mid-term slides Revision and Resubmission</u> <u>Campaign analysis 1</u>
Week 8		
3/3	Mid-term Group Presentation	
3/5	Mid-term Group Presentation	
Week 9 Spring Break		
Week 10		
3/17	Message House	<u>Weekly readings</u>

3/19	Workshop	<u>Campaign Analysis 4</u> <u>Group Project Milestone 8: Message house</u>
Week 11		
3/24	Communication Platforms and Message Adaptation	<u>Weekly readings</u>
3/26	Workshop	<u>Campaign analysis 5</u> <u>Group Project Milestone 9: Communication platforms and message adaptation</u>
Week 12		
3/31	Event and PR Tactic Planning	<u>Weekly readings</u>
4/2	Workshop	<u>Campaign analysis 6</u> <u>Group Project Milestone 10: event planning</u>
Week 13		
4/7	Calendar and Roadmap	<u>Weekly readings</u>
4/9	Workshop	<u>Group Project Milestone 11: Roadmap</u>
Week 14		
4/14	Budget	<u>Weekly readings</u>
4/16	Slides and Presentation	<u>Group Project Milestone 12: Budget</u>
Week 15		
4/21	Workshop	<u>Group Project Milestone 13: Final slides Integration</u>
4/23	Workshop	<u>Group Project Milestone 14: Final slides Revision and Resubmission</u> <u>Campaign analysis 2</u>
Week 16		
4/28	Final Group Presentation	Group presentation
4/30	Final Group Presentation	Group presentation

**NOTE:** The instructor reserves the right to adjust the syllabus according to the needs of the class.