

**MCOM 4363.001 Public Relations Case Studies**  
**Syllabus – Fall 2017 – T/R 3:30-4:50 p.m.**

**I. Faculty Information**

A. Dr. Marsha Little Matthews

1. HPR 265
2. Office Hours: Wednesday 11:00-Noon, 2:00-4:00 p.m., and by appointment
3. Phone: 903-566-7099
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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 or MCOM 2340 Introduction to Advertising.

**III. Course Objectives**

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, synaesthesia, 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*, 8<sup>th</sup> 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*, 3<sup>rd</sup> Edition. San Diego, CA: Cognella. (ISBN: 978-1-5165-1636-0)
3. You should already have the writing text you used in MCOM 3395 Writing for PR and Advertising or the Marsh/Guth/Short text below:
  - a) Marsh, C., Guth, D.W., & Short, B.P. (2005). Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication. Boston: Pearson.
  - b) 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%
Assignments/Creativity Notebook/Journals	25%
Campaign Proposal Project	30%
Participation	<u>5%</u>
Total	100%

#### VI. Policies

- A. **Course Withdrawal:** The last date to withdraw from classes without penalty is **October 31, 2016**.
- B. **Final Examination Date: Thursday, December 14, 2017, 3:30-5:30 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.**

**VII. University Policies**

**A. UT Tyler Honor Code:**

1. Every member of the UT Tyler community joins together to embrace: Honor and integrity that will not allow me to lie, cheat, or steal, nor to accept the actions of those who do. Students Rights and Responsibilities To know and understand

the policies that affect your rights and responsibilities as a student at UT Tyler, please follow this link: <http://www.uttyler.edu/wellness/rightsresponsibilities.php>

#### **B. Campus Carry:**

1. We respect the right and privacy of students 21 and over who are duly licensed to carry concealed weapons in this class. License holders are expected to behave responsibly and keep a handgun secure and concealed. More information is available at <http://www.uttyler.edu/about/campus-carry/index.php>

#### **C. UT Tyler a Tobacco-Free University:**

1. All forms of tobacco will not be permitted on the UT Tyler main campus, branch campuses, and any property owned by UT Tyler. This applies to all members of the University community, including students, faculty, staff, University affiliates, contractors, and visitors. Forms of tobacco not permitted include cigarettes, cigars, pipes, water pipes (hookah), bidis, kreteks, electronic cigarettes, smokeless tobacco, snuff, chewing tobacco, and all other tobacco products. There are several cessation programs available to students looking to quit smoking, including counseling, quitlines, and group support. For more information on cessation programs please visit [www.uttyler.edu/tobacco-free](http://www.uttyler.edu/tobacco-free).

**D. Academic Honesty Policy:** Students will adhere to the highest standards of academic honesty. Anyone caught cheating will earn a “0” for that assignment and will be subject to academic and disciplinary action. Plagiarism (the use of written and oral words or ideas of another person, including another student, without the expressed acknowledgment of the speaker’s or writer’s indebtedness to that person) will not be tolerated. This includes the use of papers or other materials previously submitted to instructors in other classes, as well as video and audio recordings. Students caught plagiarizing will fail this class and be subject to academic and disciplinary action. (See next section for University Policy)

#### **E. Student Standards of Academic Conduct**

1. Disciplinary proceedings may be initiated against any student who engages in scholastic dishonesty, including, but not limited to, cheating, plagiarism, collusion, the submission for credit of any work or materials that are attributable in whole or in part to another person, taking an examination for another person, any act designed to give unfair advantage to a student or the attempt to commit such acts.

a) “Cheating” includes, but is not limited to:

- (1) copying from another student’s test paper;
- (2) using, during a test, materials not authorized by the person giving the test;
- (3) failure to comply with instructions given by the person administering the test;
- (4) possession during a test of materials which are not authorized by the person giving the test, such as class notes or specifically designed “crib notes”. The presence of textbooks constitutes a

violation if they have been specifically prohibited by the person administering the test;

(5) using, buying, stealing, transporting, or soliciting in whole or part the contents of an unadministered test, test key, homework solution, or computer program;

(6) collaborating with or seeking aid from another student during a test or other assignment without authority;

(7) discussing the contents of an examination with another student who will take the examination;

(8) divulging the contents of an examination, for the purpose of preserving questions for use by another, when the instructors has designated that the examination is not to be removed from the examination room or not to be returned or to be kept by the student;

(9) substituting for another person, or permitting another person to substitute for oneself to take a course, a test, or any course-related assignment;

(10) p  
 aying or offering money or other valuable thing to, or coercing another person to obtain an unadministered test, test key, homework solution, or computer program or information about an unadministered test, test key, home solution or computer program;

(11) f  
 alsifying research data, laboratory reports, and/or other academic work offered for credit;

(12) t  
 aking, keeping, misplacing, or damaging the property of The University of Texas at Tyler, or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct; and

(13) m  
 isrepresenting facts, including providing false grades or resumes, for the purpose of obtaining an academic or financial benefit or injuring another student academically or financially.

b) “Plagiarism” includes, but is not limited to, the appropriation, buying, receiving as a gift, or obtaining by any means another’s work and the submission of it as one’s own academic work offered for credit.

c) “Collusion” includes, but is not limited to, the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any section of the rules on scholastic dishonesty.

d) All written work that is submitted will be subject to review by plagiarism software.

**F. The U-T Tyler Writing Center** provides professional writing tutoring for all students in all disciplines. If you wish to use the Writing Center, you should plan for a minimum of two hour-long tutorials per assignment: the first to provide an initial consultation and drafting plan, and the second to follow up. Be prepared to take an active role in your learning, as you will be asked to discuss your work during your tutorial. While Writing Center tutors are happy to provide constructive criticism and teach effective writing techniques, under no circumstances will they fix, repair, or operate on your paper. Location: BUS 202. Appointments: 903-565-5995.

**G. Disability/Accessibility Services:**

1. In accordance with Section 504 of the Rehabilitation Act, Americans with Disabilities Act (ADA) and the ADA Amendments Act (ADAAA) the University of Texas at Tyler offers accommodations to students with learning, physical and/or psychological disabilities. If you have a disability, including a non-visible diagnosis such as a learning disorder, chronic illness, TBI, PTSD, ADHD, or you have a history of modifications or accommodations in a previous educational environment, you are encouraged to visit <https://hood.accessiblelearning.com/UTTyler> and fill out the New Student application.

2. The Student Accessibility and Resources (SAR) office will contact you when your application has been submitted and an appointment with Cynthia Lowery, Assistant Director of Student Services/ADA Coordinator. For more information, including filling out an application for services, please visit the SAR webpage at <http://www.uttyler.edu/disabilityservices>, the SAR office located in the University Center, # 3150 or call 903.566.7079.

**H. Grade Replacement/Forgiveness and Census Date Policies:**

1. Students repeating a course for grade forgiveness (grade replacement) must file a Grade Replacement Contract with the Enrollment Services Center (ADM 230) on or before the Census Date of the semester in which the course will be repeated. (For Fall, the **Census Date is Sept. 11.**) Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.uttyler.edu/registrar>. Each semester's Census Date can be found on the Contract itself, on the Academic Calendar, or in the information pamphlets published each semester by the Office of the Registrar.
2. Failure to file a Grade Replacement Contract will result in both the original and repeated grade being used to calculate your overall grade point average. Undergraduates are eligible to exercise grade replacement for only three course repeats during their career at UT Tyler; graduates are eligible for two grade replacements. Full policy details are printed on each Grade Replacement Contract.
3. The **Census Date (Sept. 11th)** is the deadline for many forms and enrollment actions of which students need to be aware. These include:

- a) Submitting Grade Replacement Contracts, Transient Forms, requests to withhold directory information, approvals for taking courses as Audit, Pass/Fail or Credit/No Credit.
- b) Receiving 100% refunds for partial withdrawals. (There is no refund for these after the Census Date)
- c) Schedule adjustments (section changes, adding a new class, dropping without a “W” grade)
- d) Being reinstated or re-enrolled in classes after being dropped for non-payment
- e) Completing the process for tuition exemptions or waivers through Financial Aid

**I. State-Mandated Course Drop Policy:**

1. Texas law prohibits a student who began college for the first time in Fall 2007 or thereafter from dropping more than six courses during their entire undergraduate career. This includes courses dropped at another 2-year or 4-year Texas public college or university. For purposes of this rule, a dropped course is any course that is dropped after the census date (See Academic Calendar for the specific date).
2. Exceptions to the 6-drop rule may be found in the catalog. Petitions for exemptions must be submitted to the Enrollment Services Center and must be accompanied by documentation of the extenuating circumstance. Please contact the Enrollment Services Center if you have any questions.

**J. Student Absence due to Religious Observance:**

1. Students who anticipate being absent from class due to a religious observance are requested to inform the instructor of such absences by the second class meeting of the semester.

**K. Student Absence for University-Sponsored Events and Activities:**

1. If you intend to be absent for a university-sponsored event or activity, you (or the event sponsor) must notify the instructor at least two weeks prior to the date of the planned absence. At that time, the instructor will set a date and time when make-up assignments will be completed.

**L. Social Security and FERPA Statement:**

1. It is the policy of The University of Texas at Tyler to protect the confidential nature of social security numbers. The University has changed its computer programming so that all students have an identification number. The electronic transmission of grades (e.g., via e-mail) risks violation of the Family Educational Rights and Privacy Act; grades will not be transmitted electronically.

**M. Emergency Exits and Evacuation:**

1. Everyone is required to exit the building when a fire alarm goes off. Follow your instructor’s directions regarding the appropriate exit. If you require assistance during an evacuation, inform your instructor in the first week of class.

Do not re-enter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

**N. UT Tyler Resources for Students:**

1. UT Tyler Writing Center (903.565.5995), [writingcenter@uttyler.edu](mailto:writingcenter@uttyler.edu)
2. UT Tyler Tutoring Center (903.565.5964), [tutoring@uttyler.edu](mailto:tutoring@uttyler.edu)
3. The Mathematics Learning Center, RBN 4021, this is the open access computer lab for math students, with tutors on duty to assist students who are enrolled in early-career courses.
4. UT Tyler Counseling Center (903.566.7254)