

**MCOM 4365.001 – Public Relations & Advertising Campaigns  
Syllabus – Spring 2015**

**I. Faculty Information**

- A. Dr. Marsha Little Matthews, Associate Professor of Journalism
1. HPR 266
  2. Office Hours: W 1:00-4:00 p.m. and by appointment
  3. Phone: 903-566-7099
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**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 3340/2340 or MCOM 3375/2375, 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. (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. (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. (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. (Analysis & Systematic Inquiry)
5. Students will demonstrate an understanding of professional ethical principles and issues for public relations/integrated communication and/or multimedia journalism. (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. (Mediated Presentation)
7. Students will be able to construct a persuasive message, adapted to the audience, purpose, and context of the situation. (Argument)
8. Students will be able to demonstrate an understanding of the role of communication within organizations. (Complex Organizations)

## V. Course Requirements

### A. Required Texts

Hagley, T. (2006). *Writing Winning Proposals: PR Cases*. Boston, MA: Pearson.  
 Marsh, C., Guth, D.W., & Short, B.P. (2009). *Strategic Writing: Multimedia Writing for Public Relations, Advertising, Sales and Marketing, and Business Communication 2<sup>nd</sup> Edition*. Boston, MA: Pearson. (First edition is okay if you already own it.)  
Associated Press Stylebook and Libel Manual.

### Recommended Texts

Strunk Jr., W., & White, E.B. (2000). *The Elements of Style 4<sup>th</sup> Edition*, New York: Longman.  
 A good dictionary

### B. Tools

Flash Drive

### C. 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

D. **Course Withdrawal:** The last date to withdraw from one or more classes is **March 23, 2015**.

### E. 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.

F. **Final Examination Date: Thursday, May 7, 2015, 9:30-12:00 (subject to revision upon University publication of finals schedule).**

G. **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.

H. **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.

### I. 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.

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. ALWAYS ATTACH EARLIER VERSIONS TO REWRITES (exception is the final Campaign Plans Book).
6. 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
7. **Individual Assignments<sup>1</sup>:**
  - 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.**
8. **Team/Group Assignments<sup>2</sup>:**
  - a) Dr. Matthews will divide the class into campaign teams of 4-6 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 Descriptions<sup>3</sup>:**
    - (1) Account Executive
      - (a) Coordinates with client and primary target publics
      - (b) Uses leadership skills to coordinate teamwork and resolve issues/problems among team members.

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<sup>1</sup> 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.

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- (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) Supervises the team's research activities. Consults professor as needed.
- (3) Creative Director – Print/Graphics:
- (a) Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/slogans, and overall approach for tactics.
  - (b) Plans, prepares, and coordinates production of materials.
  - (c) May assign jobs to other team members for assistance to complete print and graphics tools.
- (4) Creative Director – Multimedia:
- (a) Consults with team and professor to determine strategies and tactics to achieve campaign objectives – develops tone, themes/slogans, and overall approach for tactics.
  - (b) Plans, prepares, and coordinates production of materials.
  - (c) May assign jobs to other team members for assistance to complete multimedia tools.
- (5) 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) Consults with professor as needed.
- (6) Production/Schedule & Budget Director:
- (a) Works closely with Production/Communication Director and Creative Director to establish the production schedule and budget.
  - (b) Maintains time and resource budgets – makes sure team is on schedule and within budget
  - (c) Determines printer/production requirements for each print piece and communicates these requirements to team members.
  - (d) Consults with professor as needed.
9. **Group Assignments<sup>4</sup>:**
- 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 included:
    - (1) Focus on the four parts of the communication process:
      - (a) Research

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- (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 27, 2015.** 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.
  - d) Oral presentation of the plan is scheduled for the finals week of class **(Thursday, April 30, 2015, 9:30-Noon).**
10. **Firing Team Members<sup>5</sup>:** This is the culmination course for journalism 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 0% for course evaluation grades, and will most likely be asked to repeat the course.

#### VI. Evaluation and Grade Calculation<sup>6</sup>

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

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

- 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.
- 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.
- 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 receive credit for in-class work.

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- 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.
- 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.
- 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:
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 27, 2015. 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.

**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<sup>7</sup>:** 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.
- J. **Note regarding student absence due to religious observance:** Students who anticipate being absent from class due to a religious observance are requested to inform the instructor by the second class meeting of such absences.
- K. **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. There is zero tolerance for plagiarism and copyright infringement in this class. Any plagiarism will result in failure of the course.
- L. **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. Grade Replacement Contracts are available in the Enrollment Services Center or at <http://www.utt Tyler.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. (Spring 2015 Census Date: January 26, 2015.)

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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 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.

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

**N. 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.

**O. ADA Policy:** In accordance with federal law, a student requesting accommodation must provide documentation of his/her disability to the Disability Services counselor. If you have a disability, including a learning disability, for which you request an accommodation, please contact the Disability Services office in UC 3150, or call (903) 566-7079.

**P. 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>

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

**R. Emergency Exits and Evacuation:** 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 reenter the building unless given permission by University Police, Fire department, or Fire Prevention Services.

## VII. Dates that Affect You

A. **March 16 – Priority Filing Date for Summer 2015 Graduation**

B. **March 16 – Final Filing Deadline for Spring 2015 Graduation**