

## **PUBLIC RELATIONS CAPSTONE: Public Relations Campaigns**

**Communication 431** (Spring 2016)

Adjunct Faculty: Angie Heuck

Office: 0234

Office Hours: Thursday 4:30pm – 5:00pm (Or by appointment)

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**INSTRUCTORS NOTE:** This is a CAPSTONE CLASS; it is not an introductory course. Students will largely focus on public relations activities versus lectures. Students will be participating in group projects related to public relations, with close consultation with the instructor. Prior class expectations include Writing for Public Relations (Comm. 334); a minimum of one (1) Broadcasting class; and a Desktop Publishing class. An internship and/or Extra-curricular work in media or public relations would also be beneficial.

### **Course Objectives:**

- Heighten knowledge of the creative and planning processes in the formulation of a public relations campaign
- Develop a sense of strategy and tactics in a public relations campaign
- Appreciate the practical business considerations in formulating a campaign
- Develop a sense of critical standards with regard to various media executions
- Advance knowledge of the new technologies used in public relations
- Begin development of a professional portfolio
- Appreciate the interaction between advertising and public relations in a campaign
- Understand the nature of integrated Marketing Communications

### **Grading Expectations:**

This is a 400-level college course to prepare you for a career in a related field. The expectations for the course will similar to expectations found in your future career. The main work in the class consists of two major projects. This is the breakdown:

- 35% - Public Relations Project I
- 35% - Public Relations Project II
- 15% - Class Participation/Group Project participation. Observation will be made by the instructor. The participating client will be provided a survey following the project to provide feedback on each student/group. *Excessive absences are dangerous and will result in low scores, as they would in any job situation.*
- 10% - Final
- 5% - Student Journal. Each student will complete a journal, carefully documenting time spent on class projects (in and out of class).

### **Class Expectations:**

The class will be conducted as though you are working in a public relations agency. Deadlines are crucial. Professional communications in class, with peers and with clients are a must. All work must be turned in on time. Late work will be penalized a whole letter grade for each day it is not turned in.

All work must be typed. Spelling, usage and grammatical errors will be deducted from your final grade. This will be rigidly and ruthlessly enforced.

## Communication 431 Syllabus, Cont'd

The structure of this class is informal, but the course expectations are professional. Students will operate in a fairly autonomous environment, as you will in your first career experience. Expectations for each project and final proposal will be discussed. Students must be responsible and fully engaged in each project and in each group. Deadlines must be met. Communication must be professional. Students must be able to accept subjective evaluation of each project from the instructor, client and peers.

*If find this type of work environment uncomfortable you may not be ready to pursue a career in the public relations/advertising/marketing field.*

### **Group Expectations:**

You will be assigned to work in groups of four for each project. These assignments will be made by the instructor. Each participating student will be responsible to participate and be fully engaged in each project.

Students are responsible for scheduling of their own project/group time. Getting work done on time is a major part of this class as it is in the world of public relations.

### **Books Referenced in Comm 431:**

*Public Relations Campaign Strategies: Planning for Implementation* (Harper Collins, 1992) by Robert Kendall.

Latest editions of the *AP Stylebook* and the *Publicity Handbook* (David R. Yale, McGraw Hill, 2001 and later). *If you don't, or don't know what this refers to, you shouldn't be taking this class.*

It is also strongly recommend that each student have a copy of a good grammar/usage book. *An example: Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation* (Gotham Books, 2003) by Lynne Truss.

**PUBLIC RELATIONS CAPSTONE: Public Relations Campaigns  
Communication 431 (Spring 2016) COURSE OUTLINE**

**Course Deadlines:** All work deadlines are due at the beginning of the scheduled class period on the date below. The following course outline may be subject to change. All changes will result in the instructor handing out a revision at the beginning of the class. Schedule below is subject to change.

DATE	CLASS FOCUS	NOTES
January 28	<ul style="list-style-type: none"> <li>Class Introduction/Syllabus</li> <li>Project Review</li> <li>Project I Outlined</li> <li>Client I Announced</li> <li>Press Releases</li> </ul>	Assignment: Three Class Expectations; Press Release Assignment Due
February 4	<ul style="list-style-type: none"> <li>Interview Questions</li> <li>Project Research</li> <li>Planning for a PR Initiative or Campaign</li> <li>Project Timeline</li> <li>Research Summary</li> </ul>	Groups Assigned: Client I Assignment: Client Research Summary and Client Interview Questions
February 11	<ul style="list-style-type: none"> <li><b>Client I Presentation</b></li> <li>Project Discussion</li> <li>Work Group Discussions</li> </ul>	Assignment: Problem Statement Due
February 18	<ul style="list-style-type: none"> <li>PR Implementation Models</li> </ul>	Assignment: Project Timeline Due
February 25	<ul style="list-style-type: none"> <li>Project Evaluation &amp; Measurement</li> <li>Guest Speaker (Focus Groups)</li> </ul>	Assignment: Focus Group Questions
March 3	<ul style="list-style-type: none"> <li>Final Group Work</li> <li>Project Presentation Times Drawn</li> </ul>	1 <sup>st</sup> Draft Client I Due
March 10	<ul style="list-style-type: none"> <li><b>Project Client I Due</b></li> <li><b>Focus Group Guest Speaker</b></li> <li>Client I Group Presentations</li> </ul>	
March 17	<ul style="list-style-type: none"> <li>Client I Group Presentations</li> <li>Client II Review</li> </ul>	Groups Assigned: Client II
March 24	<b>SPRING BREAK</b>	
March 31	<b>Client II Presentation</b>	Assignment: Interview Questions Due
April 7	<ul style="list-style-type: none"> <li>Planning for a PR Initiative or Campaign</li> <li>Group Time</li> </ul>	Assignment: Problem Statement Due
April 14	<ul style="list-style-type: none"> <li>PR Implementation Models</li> </ul>	Assignment: Project Timeline Due
April 21	<ul style="list-style-type: none"> <li>Project Evaluation &amp; Measurement</li> <li>Guest Speaker (Special Events)</li> </ul>	Client II: 1 <sup>st</sup> Draft Client II Due
April 28	<ul style="list-style-type: none"> <li>Client II Group Presentations</li> </ul>	Student Journals Due
May 5	<ul style="list-style-type: none"> <li>Project Client II Due</li> <li>Client II Project Presentations</li> </ul>	PR SURPRISE Assignment
May 12	<ul style="list-style-type: none"> <li>Project II Presentations</li> </ul>	
May 19	<b>FINAL EXAM</b>	7:15pm – 9:15pm