

Public Relations Capstone: Public Relations Campaigns Communication 431 Course Outline I Spring 2019

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Office CAC329

Office Hours: Tuesdays 10:00am – 11:00am (or by appointment)

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Instructor's Note: This is a CAPSTONE CLASS. It is not an introductory course. Therefore, 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.

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 while developing a public relations campaign
- Appreciate the practical business consideration in formulating a campaign
- Develop a sense of critical standards of various media executions
- Advance knowledge of new technologies used in public relations
- Begin development of a professional portfolio
- Understand and appreciate the nature of an integrated public relations campaign that includes marketing communications and advertising tactics

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 be similar to the expectations found in your future career. The majority of the work in the class will be conducted in two major projects developing campaigns for local organizations.

30% Public Relations Project I

40% Public Relations Project II

20% Class Participation/Group Project Participation

Weekly observation will be made by the instructor. The participating client will also be provided a survey following the project on each student/group. Each group member will also be given the opportunity to provide critical feedback on their team.

10% Student Journal

Each student will complete a journal or time tool that will carefully document time spent on class projects, in and out of the class room. This journal will be handed in at the end of each public relations project.

Class Expectations:

This class will be conducted as though you are working in a public relations agency. Deadlines are crucial. Professional communication in class, with peers and with clients are an absolute must. All work must be turned in on time and at the highest level of professionalism as possible. All work must be typed. Spelling, usage and grammatical errors will absolutely be deducted from your final group. This will be rigidly and ruthlessly enforced as those errors should not be used in a professional environment and ever presented to a client.

The structure of this class is informal, but the course expectations are professional. Students will operate in an 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 your peers.

If you find this type of work environment uncomfortable, you may not be ready to pursue a career in this field.

Group Presentations:

You will be assigned a group of four students for each public relations project. These assignments will be made by instructor. Each participating student will be responsible to participate fully in the group and be engaged through the project.

Students are responsible for scheduling their own project/group time. There will be time allotted in class but note that you will absolutely need to schedule additional time in order to successfully complete each project. Getting your work done on time and on schedule is an important part of working in the field of public relations. Therefore, we will speak about this frequently this semester!

Group presentations are the finale of each project. Each student in each group will be expected to participate in the presentation. More information about the presentation will be discussed in class. You simply cannot over prepare for a client presentation. Keep that in mind when you are working on your presentation.

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All work deadlines are due at the beginning of the scheduled class period on the date listed below. The following course outline may be subject to change. All changes will result in the instructor handing out a revised outline in class.

Date	Class Focus	Notes
January 24, 2019	<ul style="list-style-type: none"> • Class Introduction/Syllabus • Project Review • Project I Outlined • Press Releases 	Assignment: Press Release Due Next Week
January 31, 2019	<ul style="list-style-type: none"> • Interview Questions • Project Research • Planning for a PR Campaign • Project Timeline/Budgets • Research Summary • Introduce Client I 	Groups Assigned: Client I Assignment: Client Research Summary and Client Interview Questions Due Next Week
February 7, 2019	<ul style="list-style-type: none"> • Guest Speaker: Focus Group Development 	Assignment: Focus Group Questions Due Next Week
February 14, 2019	<ul style="list-style-type: none"> • Client I Presentation • Project Discussion • Work Group Discussions 	Assignment: Problem Statement Due Next Week
February 21, 2019	<ul style="list-style-type: none"> • PR Implementation Models • Work Group Discussions 	Assignment: Project Timeline Due Next Week
February 28, 2019	<ul style="list-style-type: none"> • Project Evaluation & Measurement • Final Group Work • Client I Presentations Times Drawn • Presentation Overview 	Assignment: Evaluation Plan Due Next Week
March 7, 2019	<ul style="list-style-type: none"> • Project Client I Due • Client I Group Presentations 	Assignment: Client I Campaign Overview 1 st Drafts Due
March 14, 2019	<ul style="list-style-type: none"> • Client I Group Presentations • Client II Review 	Groups Assigned: Client II Assignment: Final Client I Campaigns Due Today!

		Assignment: Interview Questions for Client II Due After Spring Break
March 21, 2019	SPRING BREAK	
March 28, 2019	<ul style="list-style-type: none"> • Client II Presentation • Review Client II Process • Work Group Discussions 	Assignment: Problem Statements Due Next Week
April 4, 2019	<ul style="list-style-type: none"> • Planning for a PR Campaign or Campaign • Work Group Discussions 	Assignment: Project Timeline Due Next Week
April 11, 2019	<ul style="list-style-type: none"> • PR Implementation Models 	Assignment: Project Budget Due Next Week
April 18, 2019	<ul style="list-style-type: none"> • Project Evaluation & Measurement • Guest Speaker: Special Events 	Assignment: 1 st Draft Client II Due Next Week
April 25, 2019	<ul style="list-style-type: none"> • Work Group Discussions and Consultation Time • Client II Presentation Times Drawn 	Assignment: Final Client II Campaigns Due Next Week Assignment: Student Journals Due Next Week
May 2, 2019	<ul style="list-style-type: none"> • Client II Presentations 	
May 9, 2019	<ul style="list-style-type: none"> • Client II Presentations 	
May 14, 2019	NO FINAL	