

The University of Texas at El Paso
Department of Communication
Fall 2015
COMM 3321: Public Relations
CRN 11588

MATERIALS AND BIBLIOGRAPHY

- 1) Dennis L. Wilcox, Glen T. Cameron, Public Relations: Strategies and Tactics. 10th or 11th edition, Allyn & Bacon publishers
- 2) Barbara Diggs-Brown, The PR Styleguide: Formats for Public Relations Practice, Wadsworth Publishing

INSRUCTOR INFORMATION

Instructor: MBA/MA Eli Garcia
Office: COTTON 205
Office hours: M 11:00-1:00 PM, W 2:00-2:50 PM
TR 3:00-5:00 PM, or by appointment

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COURSE CONTENT

Course Description:

This course explores the different concepts and techniques used in public relations. The content is designed with the goal of developing a thorough understanding of the different principles and methods utilized in developing and implementing strategic public relations plans to achieve business/organizational goals.

Course Learning Objectives:

- Understand the role that public relations plays in different types of organizations
- Understand the core functions involved in strategic public relations planning (research, analysis, communication, evaluation)
- Create a strategic public relations plan
- Develop time-management, teamwork and strategic planning skills, as these are an integral part of the public relations field

Course Learning Outcomes:

- Competence in identifying and understanding the basic structure of strategic public relations practices (research, analysis, communication, evaluation)
- Competence in creating a strategic public relations plan

Course Methodology:

- There will be a mix of lectures, student group assignments and presentations.
- Students will participate in diverse class exercises that will attempt to recreate “real-world” professional situations
- By the end of the semester students will be required to demonstrate the skills and knowledge learned through the entire course by developing and presenting a comprehensive PR campaign

ASSIGNMENTS

GROUP PROJECTS

The course will require you to work in teams to “create” a PR Firm.

Each PR Firm will develop a “Strategic PR Campaign Plan” and will compete with other assigned class PR Firms to “win” a specific client account. The possible points that each PR Firm can earn will be based on the proper fulfillment of the following assignments:

1) PR FIRM INTRODUCTORY PRESENTATION (100 POINTS)

Each team will deliver an 8 min presentation, in which they will introduce their PR Firm to the audience by explaining:

- Firm’s name and identity
- Mission
- Staff expertise and how it relates to PR.

2) SITUATIONAL ANALYSIS REPORT AND PRESENTATION (200 points)

This is the first major component of your PR campaign. You will discover the facts crucial to the campaign about your client’s organization, the industry in which it operates, and about the "situation" which necessitates a public relations campaign. For your 10 page written assignment, as well as your 10 min. presentation you will discuss:

- Introduction (purpose of the document)
- Organization’s Business Objectives
- Organization’s Product /Service Issues
- Industry Trends
- Competitive Facts
- Customer facts (target audiences)
- Role of PR
- SWOT Analysis
- Discussion
- Conclusion

3) COMMUNICATION STRATEGIES REPORT AND PRESENTATION (200 points)

This is the second major component of your PR Campaign. Based on your situational analysis. You will develop campaign objectives, communication strategies and communication tactics for your client’s PR campaign. Select from the several publics the most important audiences to be reached in order to “solve” the organizational problem.

Select and develop the ‘best’ strategy to achieve the objective(s) with the selected publics. Determine a unifying theme for all messages, events, etc. Design the messages, events, and etc.-including spokesperson. Select and/or design the media for carrying messages, including graphics, drawings, storyboards, press releases, etc., as appropriate.

For your 10 page (min) written assignment, as well as your 10 min. presentation you will discuss:

- Introduction (purpose of the document)
- Campaign Objectives
- Communication Strategies
- Communication Tactics
 - 1 Traditional Media Strategies
 - A) Print
 - B) Radio

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- C) TV
- D) WEB
- 2 Traditional Media Promotion Efforts
 - A) TV (PSA)
 - B) Radio (PSA)
- 3 Interactive Media
 - A) Web
 - B Social Media Facebook, Twitter, Blogs, etc.)
 - C) Podcasts
- 4 Non-Traditional Media Channels
 - 4.1 Special (Triggering) Events
 - A) Community Events
 - B) Sponsorship Events
 - C) Specialized Events
 - 4.2 Internal Communications
 - A) Employee Events
 - B) Newsletters
 - C) Bulletin Boards

- Conclusion

4) COMPREHENSIVE PR CAMPAIGN PLAN BOOK AND CLIENT PRESENTATION (400 points)

A) PR Campaign Plan Book/ (200 points)

This will be the final written document you will submit to your client. Your “PR Campaign Plan book” will include a revised and updated version of your situational analysis and communication strategies report (including samples of PR communication tools). In addition, you will

- Develop a calendar that structures the campaign including media deadlines.
- Develop a (realistic) budget for each objective (including message placement, production cost, printing and labor).
- Develop evaluation efforts in which you will:
 - a. Determine quantitative and qualitative methods for collecting "effectiveness" data during the campaign
 - b. Plan for the organization's analysis and interpretation of the data

When completed, the project should be at least 20 typewritten, double spaced pages (not including charts, graphs, calendars or sample public relations tools).

B) Client Presentation/(200 Points)

A 20-minute formal oral presentation to the class and your client during the final week of the semester is also part of the grade. This presentation should showcase your creativity, talent and serve as a “selling” tool to win the client’s account.

Competitive factor: The campaign that gets selected by the client, will earn an extra 100 points.!!

GRADING

This course is ambitious and requires your active participation. Students can earn up to 1000 points during the semester. Grades will be based on the following scale:

All turned-in assignments must be hard copy. No e-mails accepted.

A= 1000-900 points
B= 899-800 points
C= 799-700 points
D= 600-699 points
F= 599 points and below

• PR Firm Introductory Presentation	100 points
• Situational Analysis Report and Presentation	200 points
• Communication Strategies Report and Presentation	200 points
• Final Comprehensive PR Project	400 points
▪ <i>Written Project (Campaign Plan Book)</i>	<i>200 points</i>
▪ <i>Client Presentation</i>	<i>200 points</i>
• <u>Class Attendance & Participation</u>	<u>100 points</u>
Total possible points	1000 points

CLASSROOM POLICIES:

Participation and attendance:

- Students are expected to attend each and every class and to be punctual. This is a discussion driven course, your active participation is extremely important. Please read assigned material prior to class. **I will deduct 10 points** from your class participation score for each **unexcused absence**.

Deadlines and late work

- All written assignments must be **hard copy** (no e-mails accepted) and handed in **on time**, double-spaced and have adequate margins for reviewer comments (about an inch). Use 12-point type, Times New Roman or Courier font
- Deadlines for all written assignments will be strictly enforced. I won't accept assignments after deadline. Missing a deadline is equivalent of not doing the assignment. PR professionals must meet strict deadlines. I expect you to do the same

Be respectful:

- The use of cell phones and text messages won't be allowed during class time. Please turn cell phones to silent mode before entering the classroom. Be courteous to classmates by paying attention to presentations and by being open-minded in regard to the opinions and ideas of others

ACADEMIC MISCONDUCT

- The University of Texas El Paso prides itself on its standards of academic excellence and students are expected to uphold the highest standards of academic integrity. Any student

who commits an act of scholastic dishonesty is subject to discipline. Scholastic dishonesty includes, but is not limited to cheating, plagiarism, collusion, submitting work for credit that is attributable in whole or in part to another person, taking an examination for another person, and any act that gives or attempts to give unfair advantage.

CASS POLICY

- If you have a disability and need classroom accommodations, please contact The Center for Accommodations and Support Services (CASS) at 747-5148, or by email to cass@utep.edu. Or visit their office located in UTEP Union East, Room 106. For additional information, please visit the CASS website at www.sa.utep.edu/cass. CASS' Staff are the only individuals who can validate and if need be, authorize accommodations for students with disabilities.

COURSE CALENDAR

The instructor reserves the right to make necessary changes in the schedule/calendar/assignments depending on the needs of the class

Class Meeting	Topic—Activity	Reading
T/AUG/25	Course Introduction, Student Introduction	
R/AUG/27	What is Public Relations?	Wilcox Ch. 1
T/SEP/1	PR Departments and Firms	Wilcox Ch. 4
R/SEP/3	Ethics and Professionalism	Wilcox Ch. 3
T/SEP/8	PR Workshop Introductory Presentation	In class exercise
R/SEP/10	Program Planning	In class lecture
T/SEP/15	PR FIRM INTRODUCTORY PRESENTATION	Team Presentations
R/SEP/17	PR Research	Wilcox Ch. 5
T/SEP/22	Client Presentation Session	In class lecture

R/SEP/24	PR Situational Analysis	In class lecture
T/SEP /29	Client Presentation Session	In class lecture
R/OCT/1	Team leadership	In class lecture
T/OCT/6	Reaching Audiences Market Segmentation review	Wilcox Ch. 11
R/OCT/8	Conflict Management	Wilcox Ch. 10
T/OCT/13	SITUATION ANALYSIS REPORT AND PRESENTATION	Team Presentations
R/OCT/15	SITUATION ANALYSIS REPORT AND PRESENTATION	Team Presentations
T/OCT/20	Communication Strategies / Program Planning	In class lecture/ Wilcox Ch. 6/7
R/OCT/22	News Releases, Media Alerts and Pitch Letters	Wilcox Ch. 14
T/OCT/27	Radio, TV	Wilcox Ch. 15
R/OCT/29	Social media	Wilcox Ch. 13
T/NOV/3	Communication Strategies Workshop	In class lecture
R/NOV/5	Evaluation	Wilcox Ch.8
T/NOV/10	COMMUNICATION STRATEGIES REPORT AND PRESENTATION	Team Presentations
R/NOV/12	COMMUNICATION STRATEGIES REPORT AND PRESENTATION	Team presentations
T/NOV/17	Nonprofit Organizations	Wilcox Ch. 21
R/NOV/19	Global PR	Wilcox Ch. 20
T/ NOV/24	PR Workshop Final Presentation	In class work
T/DEC/1	PR CAMPAIGN PLAN BOOK DUE (ALL CLIENTS)	Team Presentations

	& Dress Rehearsal	
R/DEC/3	Dress Rehearsal	Team Presentations
T/DEC/10	PR CAMPAIGN FINAL PRESENTATION 10:00 AM-12:45 PM	Team presentations with clients

Have fun and enjoy the ride!