PUR 4800 (Section 4G42)
Public Relations Campaigns
Spring 2019

Department of Public Relations
College of Journalism and Communications
University of Florida

Class Meeting: M 8-10th (3:00-6:00 p.m.)
Weimer 1078
Instructor: Leping You M.A.
Email: letitia299@ufl.edu
Office: Weimer Ground Floor Office 031
Office Hours: T (8:00 -11:00 a.m.) or by appointment

***This syllabus is subject to change as the instructor deems appropriate and necessary.**

Appointments:

- If the office hours listed above does not work for you, please schedule a meeting with me **via e-mail (**letitia299@ufl.edu**)** to discuss assignments, team presentations, class-related materials, or any other academic concerns.
- Please keep the following format for the subject line of your email;
  PUR4800 and state why sending this email
  (e.g., PUR4800 Questions for Team Presentation**)**

Course Descriptions

Public Relations Campaigns is a capstone course designed to integrate previous public relations courses and internships for the purpose of providing a comprehensive overview of how all the elements of strategic public relations programming are done.

This class is designed to teach public relations seniors the value of strategic communication campaigns. The overall result of the class is to build a detailed campaign for a real client, which will provide all materials necessary for campaign implementation and evaluation. The final result should be a great addition to the students' professional portfolio.

Students are expected to approach this advanced class with enthusiasm and professionalism. The aim is to prepare them for the post-graduation world of public relations practice and/or research where it is essential to think critically and strategically about the development of sophisticated public relations campaigns. This will require the use of sound research, public relations theories, and communications models to develop measurable objectives, a strategic action plan, creative tactics, and clear evaluation metrics.

Course Objectives

Upon successful completion of this course, students should accomplish the following goals to:

- Discuss the basic principles of public relations campaign management, including applied research, planning, communication, evaluation, and stakeholder relationship management.
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials.
- Determine, analyze, and develop communication programs to solve real-world problems.
- Consult and advise an actual client on strategic public relations campaign development.

UF College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Understand and apply the principles and laws of freedom of speech and press for the US
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Required Reading

- Bobbit, R., & Sullivan, R. (2013). *Developing the Public Relations Campaigns: A Team-Based Approach 3rd ed.* Upper Saddle River: Pearson.

Recommended Textbook and Readings

- Rice, R. E., & Atkin, C. K. (Eds.). (2012). *Public communication campaigns*. Sage.
- The Institute for Public Relations (www.instituteforpr.com) and PRSA (www.prsa.org)
- Public relations and other news sites for reviewing articles and sharing takeaways from such sources as PRSA Trends and Issues, PRSA SmartBrief, PR Week, The Public Relations Strategist, Public Relations Tactics, CommPRO Executive Briefing, The Edge: New Voices of Public Relations http://prnewpros.prsa.org/, Everything-PR http://everything-pr.com/about/, PR Newser, The Holmes Report, SHIFT Happens, Social Media Newsfeed, MarketingProfs, and many more
- The Associated Press 2016 Stylebook (2016, The Associated Press – ISBN 978-0-917360-61-9)

Course Format & Expectations

Students are expected to be professional in all dealings associated with this class. This includes treating our client with the utmost respect and providing them with your full attention, as well as conducting yourself in a professional manner both during and outside of class.

Class time will be dedicated to lectures/discussions and/or time reserved for team meetings and work sessions. Students should prepare to dedicate ample time outside of classroom hours to complete their campaign projects. For the campaign-planning portion, this course will employ the counseling-firm format in which class members form account teams, representing the same organization client. The requirements and expectations of the Team Project will be as rigorous and demanding as students' first job in public relations.

Throughout the course, students are expected ***to attend each class and arrive on time*** ***and*** ***be committed to learning/studying during the class time***. Cell phones must be on silent in class. Laptops and electronic tablets may be used in class, but will be prohibited if the instructor identifies just one instance of a device being used for non-class purposes (texting, checking emails/social media or surfing the Web). Photos and other recordings are not allowed unless approved in advance by the instructor. Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom. ***Attitude is fundamental and crucial thing wherever you go and whatever you do***, and I can't emphasize I believe to become an Every student is expected to ***read the assigned materials before coming to class*** ***and*** ***actively participate in class discussion and activities***. Students are urged to meet in-person with the instructor if they have questions or are having problems. There are no wrong questions, and you always learn and remember better when you ask.

Keep copies of all submitted assignments, including your agency team's research report/presentation and the final public relations campaign plan book/presentation. Specific instructions for each assignment will be reiterated in class and are integrated into this syllabus posted on Canvas. Your ability to follow these instructions carefully and as precisely as possible will surely benefit your grade.

If at any time you have questions or concerns, please make an appointment with me. My goal is for all students to succeed in this class through new learnings, experiences, engagement, and accomplishment in a real-world public relations situation involving a real-world client.

Confidentiality

Because we are working for a real-world client who will provide proprietary information to you, many of the discussions in class and materials provided relate to client issues and challenges. As such, all that is discussed as part of the class as well as with your teams shall be kept confidential.

Academic Honesty

Students must regard academic honesty as crucial and essential part of your academic life. The instructor treats the academic honesty as a serious issue. All your works for this course should be created on your own, and you are required to follow appropriate citation methods and guidelines. False information (fabrication) also leads to fail of this course. Please find appropriate information and guideline such as Purdue Owl (http://owl.english.purdue.edu/owl/resource/589/01/) to avoid plagiarism. Your academic dishonesty will be reported to Student Conduct and Conflict Resolution, which might ask you additional penalties. Plagiarism will result in an automatic zero point and The University's guidelines regarding academic honesty can be found at: http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/

Religious Holy Days

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

Students with Challenges

Students who request accommodation must first register with the Dean of Students Office, Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/). The Dean of Students will provide documentation to the student, who must then **provide this documentation to the instructor** when requesting accommodation **IN ADVANCE**. You must take action immediately to ensure the requested accommodations can be provided.

Counseling Services

University counseling services and mental health services are available at http://www.counseling.ufl.edu/cwc/Default.aspx; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.

Course Grading

Your evaluation in this course will be based on the following components:

Assignments 1 and 2	10%
Semester Exam	20%
Campaign Project (55%)	
- Campaign Plan Book	30%
- Peer Evaluations	15%
- Final Presentations	10%

Class Attendance and Participation	15%

Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade	100 Scale (100%)
A	94-100%
A-	90-93.9%
B+	87-89.9%
B	84-86.9%
B-	80-83.9%
C+	77-79.9%
C	74-76.9%
C-	70-73.9%
D+	66-69.9%
D	64-66.9%
D-	60-63.9%
E	66-69.9%

To be fair to all students, **all numbers are absolute and will not be rounded up at any stage** (e.g., a B+ will be inclusive of all scores of 87% through 89.9%). My hope is that you will focus on learning rather than grades in this class. **What I won't do is negotiate grades**. My goal is to be fair to everyone in the class, which means I will hold everyone to the same standards.

- **Assignments** include individual writing assignments that require you to apply the principles, techniques, and skills you've learned to real-world scenarios and solve various problems.
- There will be one closed-book, comprehensive **semester exam** on April 1. A study guide will be provided to you prior to the exam. Content of class discussions, required readings, and students' class presentations are subject to inclusion.
- The **final campaign project** requires students to work in teams to research and propose a public relations campaign for an actual client. A written campaign proposal will be turned in and students will present their campaign designs to the client.
- Utilizing confidential forms, team members will evaluate each other's contributions. Your level of engagement and participation in class discussions and work attitude throughout the semester are also part of this review.

COURSE ASSIGNMENTS & GRADING

1. Individual Assignments (10%)

The Individual Assignment grade is comprised of Individual Assignment #1 (5%) and Individual Assignment #2 (5%) (See Appendix for more details).

2. Exams (20%)

Throughout the semester there will be **<u>a semester exam</u>** held in class during the regularly scheduled class period. The exams will be primarily made up of multiple-choice questions and true/false questions.

The exam is designed to test your knowledge and application of the main ideas covered in the textbook, lecture material, and class discussions. **<u>You are responsible for everything covered</u>** in the previously stated areas. A study guide will be provided to you prior to the exam.

<u>NO early exam or make-up opportunities</u> will be offered unless there are extremely exceptional cases officially approved by the university.

3. Campaign Project (55%)

In this class, students will be grouped into small agency-form teams for the purpose of working together on a client public relations campaign, which will be presented to the client at the end of the semester. For the Spring 2019 semester, class teams will be working with *the Counseling and Wellness Center* (CWC: https://counseling.ufl.edu/) at the University of Florida. Students will meet with the client during the **fifth week of class to obtain necessary information and feedbacks** to design the campaign. Before the first client meeting, student will have formed agency teams and penned Brand Platform (containing Vision, Values, and Purpose Statements; see Appendix A for details) for the client. At the end of the semester (April 29, 10AM-12PM), teams will make their formal oral presentations to the client. Business attire (i.e., suits for ladies and gentlemen) is required.

Teams will be organized as follows:

- All students will submit resumes and cover letters **(i.e., assignment #1)** (two copies with student name and 4 blind copies — see Appendix for submittal requirements) seeking two of the five positions of Account Executive (AE), Research Director, Director of Creative Services, Copywriting Director, or Media Director.

- Based on the submitted material, the instructor will select an AE to head each team, and the AEs, in turn, will select members to fill the four remaining positions on their respective teams, subject to final approval by the instructor. If any team has more than five members, the AE will determine which position to duplicate for his/her team in order to best meet the particular needs of the team; the same holds true if the AE needs to combine two positions to accommodate, if the team has less than five members. Although addressing related client issues based on the same brand platform, the teams will work independently of each other. **However, the research portion of the study — the results of which all teams will share — will be conducted jointly**.

★★★ For this class, our campaign designs follow ROPE model, which is a four-step process of research, objectives, programming, and evaluation (see Appendix B for required campaign plan book format). Teams will work independently of each other for most of the steps. For the research step, however, teams will work jointly to conduct secondary and primary research and share the results and findings with each other. Research Directors will be mainly in charge of the reearch stage. And Research Directors will report to AEs on each step of reseach methods finalization.

- On the stage of research, after the secondary research (i.e., background research), each team will first conduct at least two focus groups (i.e., qualitative research). Based on the findings, teams then will work together to develop a survey questionnaire and collect a minimum of 200 VALID samples (approx. 350 samples). Please note: to avoid any sampling bias and to ensure the credible research results, the participants of focus groups WILL NOT BE ALLOWED to take the survey.

- The research results from focus groups and surveys will be analyzed together, merged into one report, and shared to all the teams. However, each team will design their own campaigns thereafter (i.e., objectives, programming, and evaluation).

Team Positions and General Responsibilities

- **Account Executive (AE):** Team leader. Responsible for overall performance of the group and for successful completion, presentation, and delivery of the team's campaign plan. Must be aware of all aspects of the campaign and assure all members of the team are fulfilling their responsibilities. Responsible for organizing and writing the executive summary and situation analysis. Additional responsibilities include management of team's work schedule, deadlines, budget, and proper alignment of campaign plan with agreed upon brand platform. The account executive is the primary contact between team members and the instructor. (Note: Account executives will be required to meet with the instructor outside of class on scheduled times during the semester and/or to maintain ongoing communications with the instructor (expect to spend extra time managing your team). Reports to instructor.

- **Media Director:** Directs public relations communications strategies. Oversees and/or directs written communications. Works with team members on formulating creative strategy; works with the Copy Director in the review of all written work, specifically the final written book. Develops the media strategy, including selecting major media for the campaign and determining reach, frequency and continuity. Reports to AE.

  Throughout the ROPE steps, media directors will also work on the following areas:

  - Analysis of web pages; electronic/interactive media kit (i.e., media releases/media advisories, photographs, glossaries, fact sheets, FAQs, executive profiles, videos); brochures; other online resources (e.g., blogs, Facebook, Twitter, Instagram, Pinterest, SnapChat, etc.); other print (e.g., posters, fliers), audiovisual, or online publications (e.g., newsletter, magazine); events or trade show booth; and other promotional materials and elements

  - Investigate environmental, current events and other influences that affect how public relations is practiced for the organization.

- **Research Director:** Responsible for secondary and primary research, using focus groups, interviews, surveys or other techniques necessary to identify problems/issues/opportunities and determine target audiences, attitudes and opinions: integral to proper direction of the campaign. Also responsible for evaluation section of the campaign book. Research Direct also elicits assistance from other team members in fielding research. Reports to AE.

- **Copy Director:** Responsible for all writing copy including style, content, grammar, spelling, etc. Works with Media Director on written communications; works with team members on formulating creative strategy. Responsible, along with the Media Director, for the review of all written work, specifically the final written plan book. Reports to AE.

- **Creative Director:** Responsible for all arts, including visuals for the final presentation, the design and layout of campaign book, and supporting campaign materials (e.g., prototypes). Reports to AE.

Public relations is a teamwork/collaborative business. In this class, all team members will be highly dependent on each other to complete the project. *Under no circumstances will a student be allowed to complete a campaign project on his/her own.* AEs are expected to be the "team leads" to resolve any team problems. Should additional assistance be required, the instructor should be consulted in a timely manner. Unresolved team problems are not an excuse for diminished quality work product or failure to meet the requirements of this course.

The instructor will have multiple meetings with each team throughout the semester, at which time members will formally report on their progress in completing the four steps of the public relations process of ROPE: research, objectives, programming, and evaluation.

3.1) Campaign Plan Book (30%)

Each team will develop and implement a public relations campaign and will submit TWO copies of a written campaign plan book in addition to making an oral presentation to the client. At least three of the public relations programming techniques recommended in each plan must be produced as a **professional-level** prototype and provided to the client in both hard copy and electronic format (e.g., finished brochure). In addition, an electronic copy of the team's final PowerPoint presentation must be provided to the client.

It is critical to make sure that all of the information you gathered, the analysis you did, and the conclusions & recommendations you are making are presented in a logical manner. Your campaign plan book both tells a story and makes a case. Be cautious of using acronyms, such as ROPE, without first clearly defining them, and avoid use of public relations jargon potentially unfamiliar to the client without an accompanying explanation. Everything covered in the client presentation must be included in the campaign plan book, and the campaign plan book is expected to include details (e.g., budgets) (See Appendix for details).

3.2) Peer Evaluations (15%)

Peer evaluation will be conducted to assess each group member's contributions to the project. <u>Your team research report and presentation grades are basically the same for all team members, but extra points will be deducted based on your contribution</u>. If your team does not think you have put forth the same amount of effort and the same quality of work as they have throughout the length of the project, your peer evaluation will negatively influence your final grade. For example, if your group scores a 95% on the research project, but your average score from the self/group evaluations is **80% (less than 90% and with a 15% gap),** then the grade you receive for the research project would be

76% (80% * 95%). **If you have any problems with your group or a particular group member, you need to let me know immediately.**

3.3) Final Presentations (10%)

On April 29 10AM - 12PM Monday, each team will give a 15-minute presentation to the client. At least three prototypes of your proposed messaging content will be provided in the presentation. Prototypes should be presented in a manner that is clearly visible to a large audience—either through PowerPoint or enlarged posters on easels, etc. Teams are advised to repeatedly practice their presentations within the time limit, as it will be strictly enforced. Business suits are required.

The Procedure and Requirements of Client Presentation

1) The instructor provides opening remarks.
2) Research directors jointly present the research findings.
3) Each team presents their own campaign plan. All the team members should take part in the presentation. The presentations must cover goals/objectives, programming (with prototypes), evaluation, and stewardship. Use PowerPoint or similar presentation software.
4) AE closes, invites additional questions (Q&A).
5) Questions should be answered by the team member with primary responsibility for the area of inquiry. If needed, the AE can jump to assist with addressing the questions from the audience including the client.

NOTE**:** The instructor reserves the right to give an AE a grade of "I" (Incomplete) if the client is not provided with all the campaign plan book elements described herein or if the AE fails to follow through on a commitment made to the client at the final presentation in a timely manner. Only when client commitments have been met will the grade of "I" be lifted to an actual grade that reflects the AE's overall performance in the class, but, A 30% DEDUCTION OF LATE SUBMISSION PENALTY WILL BE APPLIED.

4. Attendance and Class Participation (15%)

Attendance counts for 5% of your grade and attendance is taken in each class meeting. For each recorded absence—you will lose 5% of your attendance grade. Students are responsible for any information missed during an absence. **Coming late more than 15 mins for a class will lead to 2% deduction for each time.**

In order to receive an excused absence, you must let me know you will miss class **BEFORE** the class meets except in certain (rare) emergency situations. Explain why you will not be in class, and bring in a written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes.

Excused absences include:

- Religious holidays (only the holiday).
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription). The Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days.
- University competitive events (that means athletes).

The following is a partial list of the types of situations that are NOT considered excused absences:

- Social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

In addition to attendance, you will be graded on **how thoughtfully you participate in class discussions**. I will be making this summary judgment—not on how often you talk—but on the quality of that contribution.

6. Extra Credit (2%)

Extra credits will be offered for research participation through **1) individual research** provided by researchers and **2) CJC's SONA research** management system (https://ufl-cjc.sona-systems.com). Individual research will be offered based upon requests of UF researchers. Regarding SONA system, please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, the studies will not available until the third week of the semester. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate, and research opportunities will be limited by the end of the semester. In fact, it will be wise to participate early in the semester when your schedule is most flexible. Please see this video about how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ

LATE WORK POLICY

Public relations is a deadline business. All due dates for assignments, once set, are final. If an assignment or activity is not received prior to the deadline, a penalty of 15% deduction will be assigned, unless PRIOR arrangements are approved by the instructor. **A grade of ZERO** will be assigned for any missing submission. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission.

AGENCY ETIQUETTE

The following tips for successful group work have been developed by many students before you

Flexibility in scheduling is a must. "Everyone is juggling two jobs and lots of classes. You're going to have to make time."

Be on time for meetings. "No one wants to sit around waiting for someone to arrive. Call immediately if you're going to be late due to an emergency."
Have weekly goals and meet them. "Complete your assignments ASAP, not just before the next meeting."
Schedule enough time personally to complete assignments. "Time goes by quicker than you think, so stay on top of deadlines. Don't come to a meeting and say I didn't have enough time to get it done. That just holds us all up."
Come to meetings prepared. "It's amazing how some students will come unprepared to meetings with photocopied material from the library. Who cares? Tell us what it means."
Take all group meetings seriously. "There's lots of work to be done. Often it's done in so many steps. Research. Analyze. Research again. Write. Edit. Write it again."
Be patient. "Everyone is just as tired as you are."
Focus on research in the beginning. "Determine problems and opportunities based on the research, and then plan the campaign accordingly so that you can measure in the end."
Be accountable to each other. "Understand how hard it is for everyone and be there for each other. There is no excuse for not getting assignments done.

COURSE SCHEDULE

Week 1: JAN 7 (M)

Topics

- Course Overview and Syllabus Review
- Review of Fundamentals of Public Relations

[An introduction to the course. Fundamentals of public relations are reviewed, including definitions and functions of public relations, evolution of public relations, and why public relations is important for organizations' success in the contemporary world.] Chap. 1

Assignment #1: Resume and Cover Letter (Due Jan. 14)

[Project Roadmap: Students starting to conduct exploratary research about the client.**]**

Week 2: JAN 14 (M)

Topics

- Overview of the Public Relations Campaign Management Process
- Background Research
- Brand Platform

Chap. 2 & 3

- ❖ **Due Today by 3pm: Assignment #1**

[The public relations campaign process. Focus is on the ROPE model. Background research and brand platform are also discussed.]

Assignment #2: Brand Platform (Due Jan. 28)

[Project Roadmap: Students starting to conduct background research. The information gathered is used to draft the Brand Platform and to set research objectives for the primary research to follow with**]**

Week 3: JAN 21 (M): Martin Luther King, Jr. Day

NO CLASS

Week 4: JAN 28 (M)

Topics

- Primary Research
- Strategic Planning: Goals and Objectives
- Strategic Planning: Target Audiences Teamwork

- ❖ **Due Today by 2:00pm: Assignment #2**

[How to identify communication problems based on research findings. The primary research methods—survey, in-depth interviews, and focus groups— are examined. Related issues such as measurement development and data analysis techniques are discussed. How to develop goals and objectives based on environmental analysis is discussed. Planning and management techniques are introduced.]

Chap. 4 & 5

Campaign Project Team Formed

[Project Roadmap: AEs are notified by the instructor;
Team members 1) meeting with each other; 2) discussing findings from individual background research; and 3) preparing for the initial client meeting (drafting the questions for the client meeting and preparing information to be collected during the meeting).**]**

Week 5: FEB 4 (M)

Initial Client Meeting (Research Directors and AEs) [No Class Meeting]

Objectives: to collect necessary information and feedback from the client to design the campaign. Important information includes, but not limited to: a) the problem(s) and opportunities, as well as relevant background facts and issues; b) the overall goals and mission; c) the internal and external resources; d) what will success look like? and e) next steps toward creating a campaign plan/proposal.

Team Assignments:

- Each team meets separately to compile one Brand Platform (Vision, Values, and Purpose sections only) that represents the team's shared input and an outline of the major challenges/issues to address in the Team Project.

- After that, AEs meet and discuss each team's Brand Platform and issue/challenge list. The product of the AEs' meeting is **ONE** Brand Platform and **ONE** list of campaign issues or challenges that have been agreed upon by **ALL AEs**.

- Meanwhile, Media Directors report to Research Directors regarding media platforms research investigation findings.

- Based on the common Brand Platform, campaign issues/challenges and media performance identified, **Research Directors**, then, work together to draft a research plan that spells out the research objectives for the primary and secondary research, specific research approaches, contact at researchers will use to methods, sampling plans, and instruments that researchers will use to gather primary data (e.g., consent forms, the focus group moderator guides, the interview guides, the survey questionnaire, etc.).

- Creative Directors will work on the layout of their team's plan book, providing the proposed framework including the design (send to AEs).

The agreed upon—brand platform, a list of campaign issues, research plan, and instrument drafts (organized and finalized by Research Directors, proofread by Copywriting Directors, final-eyed and sent by AEs) are due to the instructor via email **by 11:59pm Sunday, Feb. 17.**

Note: AEs please indicate clearly about team members' contribution to each part of the research plan in your submission.

Week 6: FEB 11 (M)

Teams continue to work on their research plan and instruments
[No Class Meeting]

Week 7: FEB 18 (M)

- ❖ **DUE: 11:59pm Sunday Feb. 17: the agreed upon—brand platform, a list of campaign issues, research plan, and instrument drafts are sent by AEs to Ms. You via email.**

Note: AEs please indicate clearly about team members' contribution to

each part of the research plan in your submission.

Topics

- Implementation: Messages and Strategies; Creative Thinking Techniques

[Different types of messaging strategies are discussed. The creative thinking process and techniques are examined.]

[Project Roadmap: Feedback on your research materials will be provided in class. Finalize the research plan by the end of this week**].**

Week 8: FEB 25 (M)

Topics

- Implementation: Media Channels

To discuss client's feedbacks on the suggested Brand Platform, the proposed research plan, as well as the issues or challenges to be addressed by the campaign.

Students start to jointly conduct primary research (focus groups and surveys).

Chap. 6 & 8

Each team sends a progress report (See appendix) regarding the research steps to me via email due by **11:59pm Sunday, Mar. 10**. The corresponding feedbacks will be discussed on Mar. 11.

Week 9: MAR 4 Spring Break

[No Class Meeting]

Week 10: MAR 11 (M)

- ❖ **DUE: 11:59pm Sunday, Mar. 10: Progress Report**

Topics

- Logistics, Evaluation, and Measurement

[Staffing, budgeting, and timing issues related to public relations programing. Introducing the role of measurement in public relations evaluation and why it is important for program success. A historical review of public relations evaluation approaches is provided. Differences between outputs and outcomes are discussed.]

Chap. 10

[Project Roadmap: 1] students start to work on data analysis and write ups; 2) validate campaign objectives; and 3) start to work on **programming]**

Formal Research Report and Campaign Objectives are due by **11:59pm Sunday, Mar. 17.**

Week 11: MAR 18 (M)

- **DUE: 11:59pm, Sunday, Mar. 17** Formal Research Report and Campaign Objectives

AEs meet with the instructor to discuss feedback of Formal Research Report and Campaign Objectives in classroom.

[Project Roadmap: students keep working on **programming]**

Campaign programing draft is due by **11:59pm Sunday, Mar. 24.**

[No Class Meeting]

Week 12: MAR 25 (M)

Semester Exam Study Guide is Provided

Each team meets with the instructor to discuss feedback of programming section of the campaign plan and campaign plan production progress checking

Chap. 10

[Project Roadmap: 1] students refine the programming section; 2) start to work on **evaluation** section; and 3) start to design and produce programming prototypes.]

A complete draft of the campaign plan book and prototypes are due by 11:59pm Sunday, Apr. 7.

Week 13: APR 1 (M)

Semester Exam Scheduled at 3pm
Exam is taken via Canvas, please bring your laptop to class.

Week 14: APR 8 (M)

- **DUE: 11:59pm, Sunday, Apr. 7: a complete draft of the campaign plan book and prototypes.**

Team Meetings: Feedback on Campaign Plan Book Review and Prototypes.

Week 15: APR 15 (M)

[Project Roadmap: 1] Students finalize campaign plan book and 2) start to prepare for the final client presentation.**]**

DUE: 11:59pm Monday, Apr. 22:

- **Electronic Version of The Finalized Campaign Plan Book**
- **PowerPoint Slides for The Final Client Presentation**
- **Peer Evaluation**

Week 16: APR 22 (M)

DUE: 11:59pm Monday, Apr. 22.

- **Electronic Version of The Finalized Campaign Plan Book**
- **PowerPoint Slides for The Final Client Presentation**
- **Peer Evaluation**

[Project Roadmap: PRESENTATION REHEARSAL]

Week 17: APR 29 (M)

- **FINAL PRESENTATION 10 AM – 12 PM**
- **Hard Copy Campaign Plan Book Due to The Client**

Have a Wonderful Break!
Go Gators!

APPENDIX A

Instructions for Assignment #1 and #2

Individual Assignment #1: Resume & Cover Letter (5%)

DUE: 3pm Jan 14

[Hand over the hard copies of Resume and Cover Letter (3 sets of total six copies) to me in the beginning of the class time]

You will be asked to write a resume and a cover letter applying for two team positions of your preference. The particular layout is of the student's choosing but should include the following elements at a minimum.

NOTE: Only one cover letter/resume set should include full name and contact information. This set is to be turned in with two additional "blind" sets in which name and contact information are deleted from the resume and the cover letter. In other words, a total of three sets will be turned in.

Resume Format Requirements

- One-page, single space, professional formatting and looking.
- [ONLY in one resume—] Full name and contact information (address, phone, e-mail) [Do NOT include this information in the other two blind copies].
- College education: university, anticipated month/year of graduation, major/minor degree.
- List of courses taken that are applicable to positions sought.
- Work experience: title, location, main responsibilities, length of time in job.
- Activities, offices held, honors, volunteerism/community service.
- Computer skills
- Language skills (Other than English)

Cover Letter Format Requirements

- [ONLY in one letter—] Full name and contact information (address, phone, e-mail) [Do NOT include this information in the two blind copies].
- Business letter format.
- 2 positions of interest (do NOT write a separate letter for each position sought).
- Brief description of qualifications for positions sought.
- Refer to attached resume for further review.
- Express appreciation for consideration.

Individual Assignment #2: Brand Platform (5%)

DUE: 2pm Jan 28

The initial step in planning any public relations campaign is to conduct background research. The information gathered is then used to determine key audiences and to set research objectives for the primary research to follow. The first background research activities conducted are known as *preliminary fact-finding*, which will include an initial client interview (for our class, you can make use of our first client meeting to ask questions) and archival research, which are then followed by one or more forms of secondary research, using mass media sources, databases, Internet sources, government sources, university and scientific studies. Based on information gathered, draft Vision, Values, and Purpose statements.

Progress Reports
DUE: 11:59pm Sunday, March 10

At certain points throughout the semester, **each team** is required to submit written reports on the team's progress in completing the four steps of ROPE. In the progress reports, you will explain any or all of the following:

- How much of the work is complete?
- What part of the work is currently in progress?
- What work remains to be done?
- What problems or unexpected things, if any, have arisen?
- How is the project going in general?

APPENDIX B

Campaign Plan Book Format Requirements

Campaign Plan Book (30%)

DUE TO CLIENT: 10AM Monday, APR 29

Two (2) hard copies of the campaign plan book are required for successful completion of the Team Project and are due immediately prior to the team's client presentation. Keep in mind that the campaign plan book is a standalone document; that is, it must be self-explanatory and comprehensive. Furthermore, its design and layout should be reflective of professional, not amateur quality. That is, the campaign book should **not** look like "student" work.

Be cautious of using acronyms, such as ROPE, without first clearly defining them, and avoid use of public relations jargon potentially unfamiliar to the client (e.g., publics) without an accompanying explanation. Everything covered in the client presentation must be included in the campaign book, and the campaign book is expected to include details, such as budgets, that are not thoroughly reviewed in the client presentation.

The campaign plan book is to be divided into sections for Brand Platform, Executive Summary, Research, Objectives, Programming, and Evaluation. The overall look and feel, layout, and format of the campaign plan book are at the team's discretion, but books must include, at a minimum, the following elements:

1. Title Page, Author Page/Acknowledgements, Table of Contents

2. Brand Platform

This section consists of the Vision, Values, Purpose, and Brand Position Statements. It should be accompanied by a one-page summary explaining each of the four parts of the platform. Each student will be firstly required to write the statements independently (i.e., Individual Assignment #2). Then, team members will jointly review and discuss each other's statements in order to come up with an agreed-upon version for the entire team. The agreed-upon brand platform will be used in the final campaign plan book.

3. Executive Summary

This is a one- to two-page, high-level summary of the entire plan, describing the issues/challenges identified for the proposed campaign, the process undertaken to conduct the research, and brief reference to select recommendations. Anyone should be able to read only this section and have a working understanding of the overall scope of the team's campaign plan. This section is usually the last item to be prepared, but the first item in the book.

4. Research (Secondary Research 4.1 & 4.2; Primary Research 4.3 & 4.4) *

This section will be jointly written by all the teams. In other words, each team's book contains the same content for research section. The research section can be organized into the following elements:

4.1 Problem Statement

- Normally, a problem statement contains the basic six elements (what, where, when, who, how, and why) that a problem/issue the client faced and should address.

- It is written in the present tense.
- It describes the situation in specific and measurable terms.
- It should contain concrete measures of the problem situation based on objective research and documentation.
- It describes "what is happening now" – no in the future
- Do not include strategies or tactics (e.g., a solution) in your problem statement.

4.2 Situation Analysis (report findings of preliminary research)

4.2.1) Based on the findings of preliminary research, organize the following elements in a logically coherent way:

Organization background information; the organization and the industry/sector/environment; past marketing and communications efforts; first/second tier stakeholders and audiences/customers; their potential competitors and partners, etc.)

4.2.2) SWOT analysis of preliminary findings

Summarizes internal strengths and weaknesses of the organization/company, product or service, and external opportunities and threats facing the organization, the industry, and/or the environment).

4.3 Qualitative Research Report (Focus Group) (see Handouts)

4.4 Quantitative Research Report (Survey)

***NOTE: For research step,** be sure to use secondary and primary research. Include research objectives, methodologies, and key findings in chart or graph form with narrative explanations of implications. Footnote all data, listing sources at the end of the campaign book (relevant data/information from secondary and primary research can be included in the appendix.). All the research instruments (i.e., the tools you use to collect the data, such as consent forms, the survey questionnaire, the focus group moderator guides, the interview guides), datasets/raw data, and data analysis outputs must be provided to the instructor as soon as the drafted research section is finished.

5. Goals and Objectives

This section describes the team's objectives for the campaign and how each relates to the research findings.

The listed goals and objectives MUST directly relate to the research findings (Objectives = what must the communications campaign achieve with each target public/audience to accomplish the campaign goal).

6. Programming

Typically includes:

1) Recommended strategies and tactics to achieve the outcomes stated in the objectives (what specifically must be delivered or achieved and using what means? Include message content that can be directly used if the campaign is implemented, and the target public(s)/audience(s) of these messages);

2) Budget (all projected campaign costs to be included here);

3) Timeline (implementation schedule; Include a week-by-week or month-by-month schedule for ALL public relations strategies for the length of the campaign).

NOTE: Electronic files of prototypes must be included in the campaign plan book to aid the client in future replication, editing, etc.

7. Evaluation
Explain how the client will be able to evaluate the effectiveness/success of the proposed campaign both during (ongoing evaluation) and after (outcome evaluation) the campaign process.

8. Appendix
Appendices, footnotes, research, survey questionnaire, summary of responses/data collection, and all other relevant supporting materials.

* Please note that in addition to the content specified above, your campaign book must be packaged in a **clear, logical coherent, readable and professional** manner. It should list the names and titles of team members, and it should be sectioned and bound in a manner that makes it easy to find individual parts of your plan. Excessive packaging will lose points.