



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

Public Relations Campaigns

Summer 2020

PUR 4800, Section O1H4

Monday, Period 04-05 (12:30 p.m. - 3:15 p.m.)

Wednesday, Periods 04-06 (12:30 p.m. - 4:45 p.m.)

Online: 5/11-6/19

Instructor: Lawrence M. Clark, MBA

Office hours: After class or by appointment

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Course Description

This is an advanced course emphasizing all aspects of creating and implementing a fully integrated marketing communications campaign that focused on public relations, including planning, strategy and tactic development, research and evaluation and, yes, advertising. This class is a “capstone” course designed to integrate and apply everything you have learned about integrated marketing communications and public relations. The course will provide you with an opportunity to be part of a team serving an actual client, yet will also allow you to showcase your individual creative talents and knowledge of communications methods. You will compete for the client’s business.

Emphasis in the course is on the development of various campaign components. The major assignment is preparation of a professional-style communications campaign and plan book. Other important aspects of the course include team participation and development of presentation skills.

This course will add another notch to your undergraduate portfolio. Done well, your campaign will be an accomplishment to show prospective employers — and will be used by your client.

College of Journalism and Mass 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.

Recommended Textbook

Bobbitt, Randy, Ruth Sullivan (2014), "Developing the Public Relations Campaign, A team-based approach," (3rd edition) Pearson Education, Inc., ISBN 0-205-06672-0.

Course Structure and Participation

How does it work? -- Class members will be assigned to a team that will develop a public relations (integrated marketing communications) campaign plan as the major portion of the course. Clients are assigned to student teams, and the instructor will hold several individual team meetings throughout the semester to ensure proper guidance and direction in the campaign development process. Clients are expected to be present at our final class for campaign presentations and evaluations.

Attendance -- There are a number of variables in dealing with clients, and it is imperative that you attend class. **Class attendance is MANDATORY and will be taken each class.** Class participation, discussion, various presentations and peer evaluation will all be crucial portions of your grade. There may be an occasion or two when class meets at a different time than the regularly scheduled time. It is the responsibility of the team -- not the professor or the client -- to confirm dates and times well in advance to avoid schedule conflicts. If a time other than regular class is necessary, it is the responsibility of the team to gain the approval of the instructor before finalizing.

Academic Honesty -- All students are expected to be honest in all their academic work. Failure to uphold the standards of honesty will result in the appropriate disciplinary action by the University of Florida. As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the university.”

It is your responsibility to be familiar with the academic student code. You can review the honor code and sanctions for violations to the code in the following link:

<http://www.dso.ufl.edu/judicial/procedures/studenthonorcode.php>

Plagiarism will not be tolerated! If you use information from a publication, you must attribute a source to it.

Confidentiality -- Because we are dealing with “real world” clients who will provide proprietary information to you, many of the discussions in class and materials provided relate directly 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.

Individual Performance -- While the major campaign will be conducted as a group project, many individual components will be judged by the instructor as well as your teammates. For example, you may “fire” a teammate who is simply not participating and/or has become detrimental to effective group productivity, and you’ll be expected to grade teammates through a peer evaluation process. You are also expected to keep an informal log of your activities, both as a backup to your contribution to the team and the campaign, and to assist the instructor in judging your level of participation. (NOTE: These logs may be requested for audit at any time, although they won’t be officially due until the day of your final presentation; obviously, it would be wise to keep them up-to-date.) Your overall work on the campaign, your team’s final presentation to your clients and the class, and the final Campaign Book will form the majority of your semester grade (see “Grading” section).

Team Meetings & Structure -- Because a major part of this course involves working on an actual campaign, team participation and attitudes toward team members will be evaluated. A professional attitude means doing your share of the assignments on time, dressing and deporting yourself in class and in team meetings **in an appropriate professional manner**, attending all scheduled meetings (or working out attendance problems with teammates and the instructor in advance), working out disagreements in a professional manner, and expressing collegiality. You should treat this class as a professional working experience: a job, in other words.

Some team members may have difficulty meeting outside of class due to work schedules, school or other obligations. Therefore, portions of most classes will be set aside for such meetings; however, there should be no excuse for all team members not to be able to meet at least once a week. To excel in this class, you must require regular team meetings and cooperation among team members.

Writing Policy: Campaigns

Good writing is vital to a career in integrated communications, regardless of whether you’re

specializing in public relations or advertising. Thus, all papers, reports, and tests written outside of the classroom – regardless of length – will first be graded for content. Following that, the paper will be reviewed for writing. We will use AP style (Associated Press), which is the standard style of professional communicators. While the first two “errors” will not impact the grade, any paper containing 3-5 errors will automatically lose 10 points (based on 100), any paper containing 6-8 errors will automatically lose 20 points (based on 100), any paper containing 9-11 errors will automatically lose 30 points (based on 100), etc.

What is an Error? An error is a mistake in punctuation, spelling, word choice, or any standard grammar construction. Your clients (and your professor) are experts in the use of language and will fault you for every grammatical mistake. Careless errors cost jobs!

The Final Presentation

On the day designated by the instructor, the campaign team will make a formal, 30-minute presentation to the client, the instructor, and the class. No visitors are allowed unless approved in advance by the instructor.

You are required to sit through ALL presentations. You will have no more than 30 minutes to set up, give your presentation, take questions, and tear down. Because it is critical to maintain a rigid schedule, you are urged to prepare in advance, including thinking of back-up needs should technical difficulties occur. Your presentation grade is dependent on your performance that day. The group is expected to be professionally dressed and prepared for any technical difficulties that might happen. Late arrivals will result in a reduction of your presentation grade.

Grading

Plan/campaign book (50%); final campaign presentation (25%); peer evaluation (25%); Peer contributions and overall teamwork are ESSENTIAL to your final grade. **The instructor will use peer evaluations as a guide to adjust individual grades for those students who visibly have done less work than the rest of the team.**

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

Letter Grade	70-71.9
100 Scale (100%)	D+
A	66-69.9
92-100	D
A-	60-65.9
90-91.9	E Below 60
B+	
87-89.9	
B	
82-86.9	
B-	
80-81.9	
C+	
76-79.9	
C	
72-75.9	
C-	

The Campaign

Depending upon the number of students enrolled, the class will be divided into teams of six to eight people, each group simulating a full-service agency responsible for developing a complete integrated advertising/public relations campaign for an actual organization. Generally, each agency will encompass all of the positions discussed below (it's possible that some people in smaller groups may need to assume more than one responsibility, depending on client needs and the particular campaign). Team make-up, position assignments, campaign choices and other details will be discussed as the course progresses.

“Traditional” team positions and general responsibilities:

1. Account Executive

Responsible for overall performance of the group. 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. The account executive is the primary contact between team members and the client, and he/she decides who makes interim reports and oversees the final campaign presentation. (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 professor. Expect to spend extra time managing your team).

2. Public Relations Director

Directs public communications strategies; works with account executive to plan programs of mutual understanding between client and various publics. Also directs and/or performs media relations duties, oversees and/or directs written communications, such as news releases, public service announcements, newsletters, speeches, etc. Works with the Copy Director in the review of all written work, specifically the final written book.

3. Research Director

Responsible for secondary and primary research, using focus groups, interviews, surveys or other techniques necessary to determine target markets, attitudes and opinions: Integral to proper direction of the campaign. Also responsible for evaluation section of the campaign book, including copy testing and other research methods. Research director also elicits assistance from other team members in fielding research.

4. Copy Director

Responsible for all promotional copy including style, content, grammar, etc. Works with public relations director on written communications; works with research director, art director and the account executive on formulating creative strategy. Responsible, along with the Public Relations Director, for the review of all written work, specifically the final written book.

5. Art Director

Responsible for all art, including visuals for all presentations, specifically the final presentation, and the design and layout of campaign book. Works with copy director on creation of ads and/or story boards for media selected. Also responsible for selecting layout and type style for audio-visuals, ad headlines, body copy and the campaign book.

6. Media Director

Develops the media strategy, including selecting major media for the campaign and determining reach, frequency and continuity. Close liaison with art director and sales promotion director in creating “media flow chart” to correlate with strategic dates for sales and other promotional aspects of the campaign. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

7. Promotional Director

Responsible for writing promotion objectives, selecting forms of promotion to be used and determines strategic and tactical executive details. Works closely with account executive on marketing strategies. Makes decision on forms of consumer and/or trade promotions. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

8. Social Media Director

Develops social media strategy, including selecting major social media for the campaign, determining research, frequency, tracking, continuity and content. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

9. Advertising director

Develops advertising strategy, including appropriate distribution, creative, etc. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

Submission of Final Campaign Book and Presentation

The final campaign book and presentation are due in digital format on the day designated by the instructor for client presentations, along with logs and peer evaluations.

The digital files must contain:

1. The campaign book with appendices (research)
2. Any creative samples, such as press kit materials, ads, artwork, etc. and
3. The Power Point presentation.

If an error is discovered after the campaign is completed but before the presentation, a correction on all copies is acceptable. Three or more corrections on the final copies will result in a loss of points.

Suggestions for Structuring the Campaigns Book

There is no “right” way to organize and assemble your plan book. However, 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 book both tells a story and makes a case. You might know something, but if it isn't documented or presented in a logical manner, your client won't know it. In other words, you won't make your case. Likewise, all assertions in your book **MUST** be attributed – if they are not, your book will read like the opinion page of a newspaper, instead of the factual analysis and decision-making tool it should be.

Of utmost importance is to give credit and attribution whenever you “borrow” ideas or material from others. Please remember that committing plagiarism will have serious implications. Review the section on academic honesty.

With that in mind, below are all of the sections and subsections a typical book includes. The major “sections” of the book are in bold.

Title Page

Author Page/acknowledgements

Table of Contents

Executive Summary – This is a short abstract of the entire plan, describing the process undertaken to conduct the study and brief reference to select recommendations; usually the last item to be prepared, but the first item in the book.

Research Section

Problem Statement - Describes, as succinctly as possible, the problem facing the client, not necessarily what the client wants you to accomplish.

Situation Analysis - Contains data and information to illustrate the problem and the client overview of the current situation. Includes “benchmarks” relevant to the company or industry. Typically includes:

Secondary Research:

Objectives (what did we want to find out?) and **Methodology** (how, where, when, and who did we consult to find it out)

Company analysis (history, mission, vision, values, organization, IMC resources)
Product, brand, and/or service analysis (history, description, growth, historical sales, volumes)

Analysis of existing markets/buyer behavior/current consumer evaluation (demographics, geodemographics, psychographics, seasonality)

Competitive analysis (competitive sales, competitive media)

Pricing analysis

Analysis of past marketing and communications efforts

Market and environmental analysis

Other information gathered in secondary research

Primary Research:

Objectives (what did we want to find out?) and **Methodology** (how, where, when, and who did we consult to find it out)

Research findings, observations, and implications

Other primary research findings and implications

SWOT (summarizes internal strengths and weaknesses of the company, product or service, and

external opportunities and threats facing the organization, the industry, and/or the environment.)
NOTE: The findings and SWOT form the basis for justifying the recommendations to be presented in the next sections.

*A note about the research: 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 research and full data from primary research can be included in the appendix.)

Strategy Section

Target Market Profile - Demographic and geographic, listed and described in detail

Marketing Goal - Listed and explained (these may already exist within the company; if not, establish with your client early in the semester). What is the desired outcome the company hopes to achieve?

IMC Objectives - Listed and explained and must directly relate to marketing goal (s). What must the communications campaign achieve with each target market to accomplish the program goal? What can IMC really do to achieve the marketing goals?

IMC Strategies - What specifically must be delivered or achieved and using what means? Include narrative on what message content must be communicated in order to achieve the outcomes stated in the objectives

- Unique sales proposition
- Image and reputation messages
- Creative brief must be presented and described (include message strategies such as product or service messages)

Integrated Marketing Communications Tactics Section

Advertising/Public Relations/Sales Promotion, Merchandising and Point of

Sale/Direct Marketing/Event Marketing Recommendations - Include objectives, creative strategy, all advertising media to be used, all public relations tactics to be deployed, all sales promotion tactics to be carried out including but not limited to special events, exhibitions, and trade shows.

Include one or more fully executed samples, as applicable, for each discipline used, including but not limited to, direct mail cards and collateral.

For example:

Strategy #1

Tactics

- Advertising
- PR/social media
- Sales promotion, merchandising and point-of-purchase
- Direct marketing
- Event marketing
- Other tactical recommendations – sponsorships, partnerships, personal selling, viral marketing, packaging, word-of-mouth, etc.

Implementation Section

Budget - All projected campaign costs to be included here, including agency fees.

Implementation Schedule - Include a week-by-week or month-by-month schedule of ALL advertising, public relations and sales promotion strategies for the length of the campaign.

Evaluation Section

Preparation, implementation, impact evaluations

Methods, pre/post testing, concept testing, costs.

Appendix Section

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

Please note that in addition to the content specified above, your campaign book must be packaged in a logical, readable and attractive 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.

Tentative Course Schedule

Week 1

- 5/11 - Introduction to course and each other; syllabus review. Planning discussions, teams.
- Getting organized. Team roles and guides for working. SWOT, MBO, SMART. Company assignments. Introducing team to clients. Resumes, etc.
 - Gathering company information, research plan; outline of campaign.

Week 2

- 5/18 - Completing plans, instructor approval.
- Client meetings, how to interact and manage; actual meetings (virtual) with clients.
 - Development of secondary research, and planning company analysis.

Week 3

5/25 Holiday

- 5/26 - Interim report. Development of secondary research, and planning company analysis.
- Market and competitive analysis, including pricing and environment.
 - Primary research

Week 4

- 6/1 - Strategy: Target market profile, marketing goals, IMC objectives revised.
- Tactics, implementation, budgeting

Week 5

- 6/8 - Finalizing research and campaign plans.
- Putting it all together. Draft campaign book due.

Week 6

- 6/15 - Preparation for presentation
- Client presentations
- Semester ends

