

# PUR 3801 - PUBLIC RELATIONS STRATEGY ONLINE – SPRING 2022

DR. TINA MCCORKINDALE

**PROFESSOR:** Dr. Tina McCorkindale, President and CEO, Institute for Public Relations

**E-MAIL:** [tina@instituteforpr.org](mailto:tina@instituteforpr.org) (please do not email me from Canvas – I've had issues with the reply function not working and it doesn't show your email address. Also, make sure you include the course number (3801) in your subject line.)

**PHONE:** 323-240-7822 (AS I AM BASED ON THE WEST COAST, PLEASE CALL OR TEXT BETWEEN 11 A.M. AND 8 P.M. EST)

**TWITTER:** tmccorkindale

**LINKEDIN:** [Tina \(Bobe\) McCorkindale, Ph.D., APR | LinkedIn](#)

**COURSE WEBSITE:** <http://elearning.ufl.edu>

**WHAT YOU WILL DO IN THIS COURSE:** In addition to the course readings, weekly quizzes, and exams, students will submit a series of assignments that build upon a proposed strategic campaign that will be revised throughout the semester and turned in at the end. This will require high-level, strategic critical thinking skills.

**COURSE COMMUNICATIONS:** Please note that I'm located in Seattle, Washington (three hours behind Gainesville on PST).

If you have any questions about the course or your assignments, please email or call me. I will respond to you within 36 hours during the week and 48 hours on the weekend. Please follow up if you do not receive a response within this window. If you request a lengthy answer, please send me your phone number and I will call you. Feel free to set up an appointment to speak with me anytime about the course.

If you notice yourself having trouble in the course, please speak with me immediately.

I will schedule some office hours once we get into the final project. We will also schedule some group/one-on-one meetings to discuss your final project.

## **REQUIRED TEXTBOOK AND READINGS:**

Smith, R. D. (2017). Strategic planning for public relations (5th ed.). New York: Routledge. (If you get a later edition, that's fine)

Additional readings can be found in the class schedule.

Sign up for the Institute for Public Relations weekly IPR Research Letter:

<https://instituteforpr.org/ipr-research-letter/>

**COURSE DESCRIPTION:** The development of skills in strategic public relations management based on an analysis of current and historical case studies.

**PREREQUISITES:** PUR 3000 Principles and PUR 3500 Research with minimum grades of C.

**COURSE OBJECTIVES & LEARNING OUTCOMES:** In addition to the below course objectives, this course also tests your critical thinking and problem solving skills. “Big picture” thinking is an important skill in the PR profession. As a result of the course, students should be able to:

- Demonstrate an understanding of the purpose of public relations and its strategic process, including a consideration of ethics and professionalism.
- Identify and explain the concepts and theories on which strategic public relations is based.
- Apply the knowledge and experience gained in this course as well as that from course prerequisites to the development of an experiential learning project for a client organization, which should become part of students’ professional portfolios.
- Write and formulate fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.
- Define publics appropriate for specific client organizations and appreciate differences that affect programming.
- Recognize the importance of primary and secondary research in public relations practice.
- Demonstrate understanding of conceptual foundation and professional skills competency related to strategic management process of the public relations function.
- Demonstrate proficiency in written and oral communications.

The course specifically supports seven of the 11 professional values and competencies required of graduates by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC):

- Demonstrate an understanding of the diversity of groups in a global society in relationship to public relations.
- Understand concepts and apply theories in the use and presentation of images and information.
- Demonstrate an understanding of professional ethical principles, and work ethically.
- Think critically, creatively and independently.
- Conduct research and evaluate information by appropriate methods.
- Write correctly and clearly in forms and styles appropriate for the public relations profession.
- Apply basic numerical and statistical concepts.

And now for what I'm required to add:

### **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.

**INSTRUCTIONAL METHODS:** This is an online course. You must have access to a computer, the Internet, a WORKING email address, and Canvas. You should also have the ability to open PDF documents, PowerPoint, and YouTube videos. The textbook is required for this course. Attendance is evaluated by your timely submission of work. When we are not in class, you should expect to spend a minimum of 15 hours on this course per week. If you have any questions throughout the course, please do not hesitate to ask. I am here to help you in any way I can.

## COURSE POLICIES:

Everything you need in this course can be found on Canvas. All assignments, PowerPoints, tests, and quizzes will be accessed through Canvas. In this course, you are responsible for your learning and time management. Canvas is rarely down and that is the only exception to the rule. You need to prepare and allow time for “technical difficulties.” However, if you start a quiz and it doesn’t complete due to some computer issue, it will show me. Do not panic! Please email me and I will reset your quiz/assignment. It may take a little time so please be patient.

Each chapter will consist of reading materials, an online instructional video, and objectives. Chapters may also include video clips, quizzes, and case studies. Online classroom time will consist of lectures, video clips, in-class and out-of-class assignments, and small group projects. Readings in addition to the textbook will also be distributed during the course.

**ATTENDANCE POLICY:** Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.”

**ONLINE COURSE EVALUATION:** Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via [ufl.bluera.com/ufl/](http://ufl.bluera.com/ufl/). [Summaries of course evaluation results are available to students here.](#)

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”

## UF POLICIES:

**UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES:** “Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

**UNIVERSITY POLICY ON ACADEMIC CONDUCT:** UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**Additional Information:** Academic dishonesty is a serious offense that not only comprises your personal integrity, but the integrity of University of Florida and your fellow classmates. Academic dishonesty includes plagiarism, cheating during exams, use of unauthorized study aids, and falsifying any university document. Any offense will be taken extremely seriously, and ignorance of the policies is not an excuse.

Therefore, all assignments using sources must be documented both in-text and in a bibliography using APA style. If you are not sure if something constitutes violation of

academic dishonesty, please ask me. COPYING (OR CUT AND PASTING) ANY MATERIAL FROM A WEBSITE CONSTITUTES PLAGIARISM. YOU MUST CREDIT ALL SOURCES OR YOUR TEXTBOOK. Please note that if you copy large chunks of material word for word even with a citation and direct quotes, that this is unacceptable.

I do not tolerate plagiarism. If you plagiarize in any way, you will receive a zero for the entire course, and turned into the Office of Student Conduct.

All assignments will be turned in via Turnitin.com.

Do not submit the same work to more than one class without prior written permission from both instructors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.

**CLASS DEMEANOR OR NETIQUETTE:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please make sure you read carefully the [Netiquette Document](#) on the UF site. One of the challenges of online instruction is that we can't see each other and we miss the face-to-face interaction. Please remember, there are individuals on the other end, both when speaking to your classmates and professor.

**RECORDING LECTURES AND PUBLISHING MATERIALS:** Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To "publish" means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another

student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

## GETTING HELP AND CAMPUS RESOURCES:

**TECHNICAL DIFFICULTIES:** For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

**HEALTH AND WELLNESS:** U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu) or 352-392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.  
*Sexual Assault Recovery Services (SARS)* Student Health Care Center, 392-1161.

*University Police Department*, 392-1111 (or 9-1-1 for emergencies).

<http://www.police.ufl.edu/>

**ACADEMIC RESOURCES:** *E-learning technical support*, 352-392-4357 (select option 2) or e-mail to [Learningsupport@ufl.edu](mailto:Learningsupport@ufl.edu). <https://lss.at.ufl.edu/help.shtml>.

*Career Resource Center*, Reitz Union, 392-1601. Career assistance and counseling.

<http://www.crc.ufl.edu/>

*Library Support*, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring.  
<http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

Student Complaints Campus:

[https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaintprocess>

**OTHER RESOURCES:** <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

## GRADING POLICIES AND COURSE SUBMISSIONS:

**GRADING:** Be responsible for the grade you earn in this class. Feel free to talk to me anytime if you want to discuss your progress in this class. The grading is as follows:

Examinations (2)	(40%)
Assignments	(15%)
Individual/Group Project	(25%)
Quizzes	<u>(20%)</u>
	(100%)

**SUBMISSIONS:** All out-of-class assignments and the final project must be typed. Assignments should be single-spaced, neat, with appropriate headers. These assignments should be geared toward a working professional, rather than an academic course.

**FEEDBACK:** You will each receive individual feedback on your assignments. Please note that I do not give you guides or extensive feedback before about how to do the assignment. When you are in the workplace, you won't receive this either. Rather, you should do the best you can do and then I will give feedback following the assignment. I



do this intentionally so as not to limit (and many times in the workplace you have to create plans on your own rather than using a template). I caution you about using others' plans as an example from previous classes. Additionally, your instructor will post video guides and video feedback to the entire class. My feedback is more concerned with how to improve your work rather than what you did really well so if the feedback is fairly negative, please don't take it personally.

#### **DEADLINES AND POLICIES:**

**ALL ASSIGNMENTS ARE DUE ON THE THURSDAY OF THE DESIGNATED WEEK BY 11:59 P.M.—NO EXCEPTIONS!**

Example: (Due: July 15 at 11:59 p.m. is one minute before July 16).

Please use proper grammar and spell correctly in both the emails you send to me and in the papers you write. I know this is not an English class, but poor grammar and spelling errors indicate you did not spend enough time editing your paper and unfortunately, reflects poorly upon you. So please make sure you are aware of this and pay close attention to your writing in a university and business setting.

Everything submitted should be should be single-spaced with a max 1.25 spacing with headers (if applicable). Please use normal margins. The grading rubrics can be found in Canvas.

**ASSIGNMENTS (15%):** All assignments are with your partner (if you have one) and they are structured to help you with your final project. Please incorporate feedback from the assignments into your final project. When you upload your assignment if you are working with a partner, please make sure to include their names. One assignment should be uploaded per group. Also, it is the responsibility of the submitter to share the feedback from the instructor (this should auto shared as well).

All assignments will be turned in using Turnitin in Canvas.

**Please watch the video that outlines each assignment and the strategic plan guidelines describes the individual sections that are due based on the assignment deadlines in the calendar.**

Assignments cannot be turned in late so please account for technical issues and such. Assignments should all be done in Microsoft Word, not uploaded as a PDF, pages, txt, or works. The uploaded files should be named "last name.assignment name." The assignments will count as 20% of your Project grade. All assignments must include citations as footnotes (must be thorough) or APA style, both in-text and at the end. Please see the final project guide and syllabus for your due dates and directions.

**FINAL PROJECT (25%):** See supplementary project sheet for details of your final assignment. Feedback throughout the course and assignments should be integrated and turned in with your final plan. The Final Project comprises the individual assignments in this class as well as some additional materials.

**QUIZZES (20%):** Weekly quizzes will be given after each chapter. You will have 10 minutes to complete each quiz. For most weeks (please see syllabus for any changes), quizzes will open at 12:01 on Sundays of each week that you have a chapter reading, and you will have until Friday, 11:59 p.m. to complete the quizzes. You also have to take a Syllabus quiz that can be taken as many times as you want. See calendar for due date.

**GRADING RUBRIC:** CAN BE FOUND IN THE INTRODUCTION SECTION OF THE ONLINE COURSE

**EXAMINATIONS (40%):** There are two exam dates – the final exam is not cumulative. THERE ARE NO MAKE-UP EXAMINATIONS – If you miss an exam, you will receive a grade of zero. Generally, the exams are a combination of essay and multiple-choice questions. Exams will have time limits. For both exams, the PowerPoints and book chapters will be on the test – also any supplementary materials discussed may be as well. Both tests are 50 multiple-choice or true/false questions and you have 1 hour and 15 minutes to complete the test.

Tests will be given through HonorLock (see guidelines under this section). **You cannot access ANY materials (textbook, internet, notes, etc.) while you are taking the test.** Please see the calendar below for the passwords.

Exams are open during a 72-hour window that starts at 12:01 am will close at 11:59 p.m. (last time to schedule is at 9:30 p.m.). You can only take it once (no repeats) and there are absolutely no make-ups so plan accordingly.

**POLICIES FOR ASSIGNING GRADE POINTS:**

[HTTPS://CATALOG.UFL.EDU/UGRAD/CURRENT/REGULATIONS/INFO/GRADES.ASPX](https://catalog.ufl.edu/UGRAD/CURRENT/REGULATIONS/INFO/GRADES.ASPX)

*\*\* [Include specific details about the assignments as necessary]*

**GRADING SCALE:**

*The grading scale for the course is as follows:*

A	92-100%
A-	90-91%
B+	88-89%
B	82-87%

B-	80-81%
C+	78-79%
C	72-77%
C-	70-71%
D+	68-69%
D	62-67%
D-	60-61%
E	below 60%

## COURSE SCHEDULE:

### A WEEKLY SCHEDULE OF TOPICS AND ASSIGNMENTS (REQUIRED):

Disclaimer: This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

**CALENDAR IS ON THE NEXT PAGE**

Week	Week of	Topic	Reading & Assignment
1	January 3 (starts Wed.)	Module 1: Introduction and Ethics	<p><b>READING(S):</b> RS: Introduction, 1-19; Appendix B, 410</p> <p><b>ASSIGNMENTS:</b> Discussion Board: Introduce yourself to the class. What are your goals in this class? What do you like to do outside of class? While this is not a graded assignment, I do encourage you to respond to some of your classmates' postings.</p> <p>You will also need to take a Syllabus quiz that counts for minimal points. You can take it over again as many times as you need. It is available through Jan. 12. If you don't take the Syllabus Quiz, you cannot access other modules.</p> <p>Please note you have quizzes every week there is a chapter so make sure you complete the quizzes by Friday, 11:59 p.m.</p> <p><b>QUIZ:</b> (Syllabus Jan 12). Chapter One Quiz will be due on Jan 14 (please note this is different than the rest of the semester to give you time to get settled in)</p>
2	January 10	Module 2: PR Theories Types of Research	<p><b>READING(S):</b> Rhee, Y. (2004). An overview of PR Theory. <a href="http://www.csus.edu/indiv/r/rheey/rhee_an%20overview.pdf">http://www.csus.edu/indiv/r/rheey/rhee_an%20overview.pdf</a></p> <p><b>ASSIGNMENT:</b> Professor will assemble into pairs this week. If there is someone you want to work with (up to three people), please let me know, or if you want to complete the assignment by yourself. If you want to do that, please email me no later than Jan 12 at <a href="mailto:tina@instituteforpr.org">tina@instituteforpr.org</a> (remember to include the course number – 3801 – somewhere in your subject line). You do not get a reduced requirement for completing the assignment solo. Otherwise, I will assign you to a partner after this deadline.</p> <p><b>QUIZ:</b> Jan 14</p>
3	January 17	Module 3: Situation Analysis	<p><b>READING(S):</b> RS: Analyzing the Situation, 21-28</p> <p>* Professor will assemble into pairs/groups this week. All assignments for the rest of the semester will be submitted as a pair. Only ONE member uploads each week and it's critical that each group member's name is on the assignment.</p> <p><b>QUIZ:</b> Jan 21</p>
4	January 24	Module 4: Organization Analysis	<p><b>READING(S):</b> RS: Analyzing the Organization, 41-56</p> <p>Leifer, R., &amp; Delbec, A. (1978). Organizational/Environmental Interchange: A Model of Boundary Spanning Activity. The Academy of Management Review, 3(1), 40-50. Retrieved from <a href="http://www.jstor.org/stable/257575">http://www.jstor.org/stable/257575</a></p>

			<p><b>ASSIGNMENTS:</b> Work with your group to choose a company for your project. Now that you have selected the company for your project, it's time to turn in the Research portion of your campaign. Go to the Team Campaign Guidelines document (in the introduction section of Canvas). You will use this as a guide for ALL your assignments. Make sure you watch the videos about each assignment before you start each assignment. In between the assignments with due dates, you should be working on all the sections of your plan.</p> <p>For the research portion, turn in the following sections: External Analysis, The Client, The Competition, Situation Analysis, and Primary Research. Limit: <u>Minimum</u> of six pages (see spacing guidelines in assignment) with in-text citations and reference list (doesn't count toward page minimum). Submit one assignment per group - include everyone's name. The assignment must include citations in-text and in the references section. Also refer to the grading rubric on Canvas. <b>Due: Thursday, Jan 27</b></p> <p><b>QUIZ: Jan 28</b></p>
5	January 31	Module 5: Publics Analysis	<p><b>READING(S):</b> RS: Analyzing the Publics, 57-92</p> <p>Grunig, J. E. (2009). Paradigms of global public relations in an age of digitalization. Prism, 6(2), <a href="http://www.prismjournal.org/fileadmin/Praxis/Files/globalPR/GRUNIG.pdf">http://www.prismjournal.org/fileadmin/Praxis/Files/globalPR/GRUNIG.pdf</a></p> <p><b>QUIZ: Feb. 4</b></p>
6	February 7	Module 6: Goals and Objectives	<p><b>READING(S):</b> RS: Establishing Goals and Objectives, 95-112</p> <p><b>NOTE:</b> Please note that the Smith book does a terrible job of writing objectives. Please review my lecture as the best guide for writing objectives.</p> <p>Guidelines for Setting Measurable Public Relations Objectives. (2009). Institute for Public Relations: <a href="http://www.instituteforpr.org/wp-content/uploads/Setting_PR_Objectives.pdf">http://www.instituteforpr.org/wp-content/uploads/Setting_PR_Objectives.pdf</a></p> <p><b>ASSIGNMENT:</b> This should be the KEY PUBLICS section of your Final Plan. Research is critical for this assignment. Minimum of four single-spaced pages. See Team Campaign Guidelines Document and watch the video. <b>Due: Thursday, Feb .10</b></p> <p><b>QUIZ: Feb. 11</b></p>
7	February 14	Module 7: Action and Response Strategies	<p><b>READING(S):</b> RS: Formulating Action and Response Strategies, 113-169</p> <p><b>QUIZ: Feb. 18</b></p>

8	February 21	Module 8: Developing the Message Strategy	<p><b>READING(S):</b> RS: Developing the Message Strategy, 172-223.</p> <p>Summerfield, S., &amp; Benninghoven, S. (2014). Successfully communication with key messages. SAE Communications. <a href="http://aapa.files.cms-plus.com/SeminarPresentations/2014Seminars/14PRGR/Summerfield%20handout%202.pdf">http://aapa.files.cms-plus.com/SeminarPresentations/2014Seminars/14PRGR/Summerfield%20handout%202.pdf</a></p> <p><b>ASSIGNMENT:</b> Goals and Objectives: See Team Campaign Guidelines Document. Complete 12.a and 12b (you do not have to complete 12c and 12d until the next assignment). Watch the video. Limit: One page. Due: Thursday, Feb. 24</p> <p><b>QUIZ:</b> Feb. 25</p>
9	February 28	Module 9: Campaign Checkpoint	<p>Work on campaign * You should have a fairly solid plan and your campaign is well underway.</p> <p><b>ASSIGNMENT:</b> EXAM 1 on Tuesday, March 1 through Thursday, March 3 (Modules 1 to 7)</p> <p><b>Password:</b> publicrelationsmidterm</p>
10	March 7		<b>SPRING BREAK (TAKE A BREAK!)</b>
	March 14	Module 10: Tactics Pt 1	<p><b>READING(S):</b> RS: Selecting Communication Tactics, 227-263</p> <p><b>ASSIGNMENT:</b> Please sign up for your final exam time on Proctor U</p> <p><b>QUIZ:</b> March 18</p>
11	March 21	Module 11: Tactics Pt 2	<p><b>READING(S):</b> RS: Selecting Communication Tactics, 264-303</p> <p><b>QUIZ:</b> March 25</p>
12	March 28	Module 12: Media Relations	<p><b>READING(S):</b> RS: Implementation of Strategic Plan, 304-311; RS: Effective Media Engagement, p. 442</p> <p><b>ASSIGNMENT:</b> Design the strategies and tactics for your strategic plan. Include a rationale for each of the chosen strategies. Limit: None. Due: Thursday, March 31</p> <p><b>QUIZ:</b> April 1</p>
13	April 4	Module 13: Budget and Calendar  Module 14: Evaluation and Measurement	<p><b>READING(S):</b> RS: Implementation of Strategic Plan, 312-326; RS: Evaluating the Strategic Plan, 331-356</p> <p>Michaelson, D., &amp; Stacks, D. W. (2011). Standardization in public relations measurement and evaluation. <i>Public Relations Journal</i>, 5(2), 1-22.</p> <p><b>QUIZZES FOR BOTH MODULES:</b> April 8</p>

14	April 11	Final Campaign Plan	WORK ON FINAL CAMPAIGN
15	April 18	Final Campaign Plan	FINAL PLAN: Final Plan & peer evaluation sheet (if with more than one person). <b>Due on Wednesday, April 20</b>
16	April 25		FINAL Campaign Due: <b>Sunday, April 24 to Tuesday, April 26</b> <b>Password: publicrelationsfinal</b>