

**CMN 4919-PRINCIPLES AND PRACTICES OF PUBLIC
RELATIONS CAMPAIGNS
SPRING 2024
SYLLABUS**

Instructor: Rashmi Thapaliya, Ph.D.
Time: TR 2-3:15 p.m.
Credit Hours: 3
Office: 2542 Buzzard Hall
Office Hours: 10-10:50 a.m. Tuesdays & Thursdays
10 a.m.-12:20 p.m. Wednesdays, other times by appointment
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Text: Bobbitt, R., & Sullivan, R. (2014). *Developing the public relations campaign* (3rd Edition). Boston: Pearson.

Course Overview: This course examines the methods and approaches to planning, pitching, and implementing public relations campaigns. It introduces students to a stakeholder approach to developing campaign strategy including preparing a project proposal, managing a campaign, and evaluating a campaign's success. The techniques addressed in this course are applicable to diverse clients and build on prior knowledge of public relations writing.

Course Objectives:

- Critique public relations campaigns to analyze the strategic value of their messages in relation to key stakeholders
- Explain the components of a successful strategic communications plan
- Plan the coordination of multiple communication strategies across multiple media platforms
- Produce a public relations campaign proposal
- Recognize professional expectations when working with a client to develop a public relations campaign, including an ability to listen to, understand and respond to client expectations

Class Policies

Communication with the Professor

Please use your university email to communicate with the professor. Please talk to me at any time if you have questions or concerns. I am here to help, but if you don't ask me, I can't help you.

All electronic communication should be professional. If you decide to communicate with the professor via email, you should:

- use only professional email (nothing like donotcallme@yahoo.com),

- always use the following subject line: PR CAMPAIGNS: MAIN REASON YOU ARE WRITING,
- have a professional greeting, include your full name, class (PR Campaigns) in your email,
- write email as you were to write an actual letter (use a standard greeting, clearly state the purpose of your email in the lead, choose words carefully, etc.), and
- be **SHORT**, professional, and respectful.

A grammatically correct, organized short email is a simple and effective way to show your respect and professionalism. **I reserve the right NOT to answer any emails that do not meet these requirements.** Any emails on weekdays will be answered within 48 hours. Weekend emails will be answered on the next weekday of classes (i.e., if there is a school holiday on Monday, the email will be answered on Tuesday).

Attendance: Attendance is the **KEY** to pass this class, you are expected to be in the class every day. That said, I understand that life happens. Family issues, health issues, and other concerns may, and do, occur. So everyone will get **THREE** absences with no penalty. They can be excused or unexcused. Use them wisely as anything beyond these absences, will result in point deductions. So, don't use up your three excused absences just because... something may come up later in the semester when you really do need to miss class.

For each absence after that you will lose 10 points (until 5 absences including the 3 with no penalty). After your sixth absence you will lose 100 points. You will get 0 for the attendance. If you are absent seven times or more then your final grade will be deducted by a letter grade in addition to getting 0 for the attendance.

Please do not arrive late to the class or leave early. If you arrive to class more than 5 minutes late then that will be considered as ½ absence. If you arrive late more than 2 times, then each tardiness will be considered absence.

If you miss a class, you are responsible for accessing the information we covered in class and for completing all readings and assignments that are due that class (by the current deadline) and the next class. **Do not contact the professor asking what you missed or if you missed anything important.** You are responsible for figuring out yourself what you missed and how best to prepare for the next class. Missing a class does not excuse you from completing assignments.

Make-up Policy: If you miss a class, you **will not be able to make-up any quizzes** and/or any in-class activities. However, if you have an excused, documented absence such as illness or family emergencies, you will have one opportunity to make-up missed quizzes. Please note that this option will be available **one time only** for missed quizzes. Please contact me ahead of time, or as soon as possible (in case of emergency), to take advantage of this option. Please note that **scheduled routine appointments with a doctor, dentist, etc. will not qualify you for this make-up option.**

Late work policy

Deadlines are critical in public relations and therefore they will also be critical in this

class. A late penalty of 20% deduction will be applied for late assignments (for 48 hours after the deadline). Late assignment will not be accepted after that and you will get 0 for the assignment. It is your responsibility to get your assignments done on time, please **DO NOT** expect me to grade your assignments after you have missed the deadlines.

Personal Electronics: You may use your laptops or iPads to take notes. However, even if you get a permission to use the device, you cannot use it for other activities (such as surfing the internet or accessing social media accounts). **If you do, you will be banned from using the device in class for the remainder of the semester.**

Lectures may not be recorded. If you are caught using your cellular phone or any other banned device during a quiz or exam, you will be considered in violation of the university's policy on academic dishonesty and I will assess the harshest punishment available. **If you surf the internet, send text messages, or utilize any technology during lectures, then you will lose class attendance points (10 points) each time I see you using your cell phones. If I see you using your phones more than two times, then you will lose (50 points) each time. I DO see you using your phones in the class. So don't be surprised if you get 0 for the attendance at the end of the semester if you have been using your cell phone in the class. I am NOT going to hear any excuses.**

Professionalism: The classroom is a place of learning. I will attempt to make that process as enjoyable as possible but the classroom is not a meeting place for casual conversation or a lounge for taking naps. It also is not a place for rudeness. Displays of disrespect for fellow students or the professor will not be tolerated. If you have a cellular phone, turn it off before you enter the room. If you forget and the phone goes off during class, turn it off immediately and stow it away. If you answer your phone, you must leave the room and may not return for the remainder of the period. **Do not use your cell phone or internet in any way during lectures! Do not walk out of the class during the lectures without an excuse. It will distract your professor and your fellow classmates. As a result, the learning process will be interrupted.**

Plagiarism and Cheating

For information on Eastern's policy on plagiarism and academic dishonesty, please check EIU's current Academic Regulations in the undergraduate catalogue.

You are responsible for knowing the university policy on what constitutes academic dishonesty. Here is the short version: **ALWAYS** give credit—I will assume that everything you turn in (unless otherwise noted) is your own personal work, not borrowed work or group-created work.

It is important to remember that plagiarism is not based upon intent. Just because it wasn't intentional or it was an accident does not mean that it was not plagiarism. It is! If you turn in something without giving credit to others whose ideas or words you used, you will definitely receive a 0 for the assignment; additional consequences can include failure of the course and even expulsion from the university.

If you collaborate with someone else on an assignment and turn in substantially similar work, you are both guilty of plagiarism.

If you turn in something written by someone else, expect to fail the course and be reported to the Dean of Students. Do your own work. Give credit where credit is due.

Grade Appeals

- You may always ask me about a grade you received on assignments, and I am open to REASONABLE appeals. If you would like to question a grade, please wait 24 hours after it has been handed back to you, but no longer than ONE week.
- I will NOT discuss grades at the end of the semester unless you believe I made an error in recording and/or calculating your score. Please be advised that I will ignore any requests for “mercy points” at the end of the semester.

Academic integrity

Students are expected to maintain principles of academic integrity and conduct as defined in EIU’s Code of Conduct (<http://www.eiu.edu/judicial/studentconductcode.php>).

Violations will be reported to the Office of Student Standards.

Students with disabilities

If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Accessibility & Accommodations (OAA). All accommodations must be approved through OAA. Please stop by McAfee Gym, Room 1272, or call 217-581-6583 to make an appointment.

Academic Support Center

Students who are having difficulty achieving their academic goals are encouraged to contact the Academic Support Center for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support academic achievement. The Student Success Center provides individualized consultations. To make an appointment, call 217-581-6696, or go to McAfee Gym, Room 2230.

Booth Library

Located in the center of campus, Booth Library is the best place to do research, find expert help, or study in a calm, distraction-free environment. In addition to the many print resources, Booth provides access to high quality e-books, journals and scholarship not freely available on the Web. Stop by the Reference Desk or go to <http://library.eiu.edu> to explore library resources. Get expert help with your research by contacting the Booth Library reference librarians. Visit, call 581-6072, or go to <http://booth.eiu.edu/ask> to connect with a librarian.

Graduate Students

If you are a graduate student, then you will have to complete additional assignment/s to get the graduate credit for the class. Please contact me regarding the additional assignment/s you are required to complete.

Assignments

Exams – There will be two exams throughout the semester – a midterm and a final. The final exam is comprehensive.

Quizzes- There will be 8 quizzes throughout the semester. The quizzes will cover the materials presented during a class/week and chapter/s assigned to read. One quiz with the lowest grade will be replaced with full points at the end of the semester.

Peer Evaluation-You will write peer evaluations for your group member’s participation

in the group project throughout the semester.

Discussions, In-Class Activities & Assignments- Students will participate in several in-class activities, discussions, and assignments throughout the semester. **You will have to be present in the class to get the points for these activities.**

Cases for Inspiration-To inspire your creativity in campaign development and providing examples of successful public relations campaigns, you will be responsible for reading the assigned integrated campaign case studies for discussion in the class. Two students will present the campaigns for each campaign presentation day and lead the discussion on why the campaign was successful or not, what could have been done differently, or how the campaign can be applied in other context.

Group Project Participation-The grades for group project participation will be based on your peer's evaluations.

Group Assignments

Agency Style Guide and Starting Summary

Secondary Research and Comparative Analysis

Primary Research

Strategic Planning

Schedule and Budget

Evaluation Plan

Campaign Book-You will combine all the segments above to write a campaign book

Campaign Presentation-You will present your campaigns during the last week of classes

Point Distribution

Grading

This class will be based on a system of 1250 points.

Midterm Exam	100 points
Final Exam	100 points
Quizzes	80 points
Agency Style Guide and Starting Summary	50 points
Secondary Research and Comparative Analysis	50 points
Primary Research	50 points
Strategic Planning	50 points
Schedules and Budget	50 points
Evaluation Plan	50 points
Campaign Book	150 points
Campaign Presentation	100 points
Peer Evaluation	70 points
In-Class Activities	100 points
Campaign Case Presentation	100 points
Group Project Participation	100 points
Attendance and Professionalism	100 points

Grading Scale

A (100-90%)

B (89-80%)

C (79-70%)

D (69-60%)

F (59-0%)

Tentative Class Schedule

Week	Topic	Activities
1(January 9 &11)	Class Introduction PR Campaigns	Discussions & In-Class Activities
2(January 16 &18)	PR Campaigns PR Campaigns Process	Discussions & In-Class Activities
3(January 23 &25)	How to Work in Teams? Team Member Assignment and Meeting	Assigned: Agency Style Guide and Starting Summary Discussions & In-Class Activities
4(Jan.30& Feb.1)	Planning: Background and Secondary Research	Discussions & In-Class Activities Student Case Presentations
5 (February 6 &8)	Planning: Background and Secondary Research	Assigned: Secondary Research and Comparative Summary Due: Agency Style Guide and Starting Summary (2/06) Due: Peer Evaluation 1 (2/06) Student Case Presentations
6 (February13 &18)	Planning: Primary Research	Discussions & In-Class Activities
7 (February 20&22)	Planning: Primary Research	Discussions and In-Class Activities Student Case Presentations Assigned: Primary Research Due: Secondary Research and Comparative Analysis (2/20) Due: Peer Evaluation 2 (2/20)
8 (February 27&29)	Planning: Primary Research	Work on Primary Research Assignment
9 (March 5 &7)	Strategic Planning	Discussions and In-Class Activities Due: Primary Research (3/05) Due: Peer Evaluation 3 (3/05) Assigned: Strategic Planning
10 (March 12 &14)	Strategic Planning Mid-Term Exam	Student Case Presentations
11 (March 19&21)	Spring Break	
12 (March 26& 28)	Implementation	Due: Strategic Planning (3/26) Due: Peer Evaluation 4 (3/26) Assigned: Schedule and Budget Student Case Presentations

13(April 2&4)	Implementation Evaluation	Due: Schedule and Budget (4/04) Due: Peer Evaluation 5 (4/04) Assigned: Evaluation Plan
14(April 9 &11)	Evaluation	Due: Evaluation Plan (4/11) Due: Peer Evaluation 6 (4/11) Assigned: Campaign Proposal Book
15(April 16&18))	Group Work Days	
16 (April 23&25)	Campaign Presentations	Due: Campaign Proposal Book (04/25) Due: Peer Evaluation 7(4/25)
17 (Finals Week)	Final Exam	5/02 @10:15 a.m.

