

Sul Ross State University
COMM 4315 – Public Relations Campaigns

Semester: Fall 2016
Days: MW
Time: 11 – 12:15
Location: LH 201

Instructor: Dominique Vargas
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Office hours: Mon. & Wed. 10-11
Walk-ins or by appointment welcome

Course Description

A comprehensive study of case-method and campaign planning as they pertain to strategic communications in a modern society. Students learn the professional approach to the practice of strategic communication that includes all media, print, electronic, social networking, and broadcast/radio and how to evaluate its creative strategy and media selection.

Course Objectives

- Place public relations in a historical context by examining how persuasive theories have evolved over the years and have led to the development of modern communication techniques
- Differentiate between public relations and other forms of marketing communications
- Explain the role of research in the development of a strategic communications plan
- Analyze and understand the function and role of the news media in public relations
- Understand the use of tools for research & communication
- Learn effective public relations strategies to reach highly segmented stakeholders and diverse publics
- Understand the use of evaluation and measurement tools used to quantify behavioral and attitude change
- Develop and articulate a perspective for good and bad public relations techniques in today's fast-paced, Internet-connected world
- Identify public relations in the world around you

Student Learning Outcomes (Communication BA)

1. Demonstrates the ability to competently deliver public presentations, including the use of presentation technology such as presentation software, video, and audio.
2. The ability to analyze communication content for argument, including identification of major elements, such as claims, warrants, data, etc.
3. Demonstrates the ability to complete appropriate discipline specific writing assignments.
4. The ability to apply communication theory to the analysis of communication situations appropriate to each degree specialization.
5. Demonstrate competent use of media technology including video, audio, and internet-based technology.

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Textbook

Bobbit, R. & Sullivan, R. (2013). *Developing the public relations campaign: A team-based approach* (3rd ed.). New York: Pearson.
ISBN: 9780205066728

Class Attendance and Expectations

Attendance is required.

You are expected to attend class every Monday and Wednesday throughout the Spring 2017 semester.

If you must miss a class for a school-related activity, the absence must be discussed, and arrangements made regarding coursework, prior to the absence. If you must miss a class for an emergency or illness, please contact me by email or phone as soon as possible. Excessive absences may result in you being dropped from the course with a grade of "W" or "F" as per Sul Ross State University policy.

While I strongly encourage you to exchange cell phone numbers within your group to stay in contact outside of class, cell phones should not be used in the classroom. Please turn off your cell phone completely when you enter the classroom, that way you won't be tempted to accept a call or respond to a text message during class. If your phone disturbs the class, by ringing or by distracting from your participation in class discussions, or in any other manner, your phone will be taken up for the remainder of the class session, unless you'd rather leave the class and receive a zero for participation for the day. If you are experiencing some kind of emergency that requires you to have your phone, please notify your instructor before the start of class.

When it comes to public relations deadlines can damage credibility and potentially lead to termination of positions or relationships. Deadlines will be treated seriously in this course. All assignments are due on their due date at the start of class, unless otherwise designated. **ANY LATE ASSIGNMENT WILL NOT BE ACCEPTED AND WILL BE GIVEN A GRADE OF ZERO**, unless previously discussed or arranged, exceptions will require discussion.

Plagiarizing, cheating, or any other dishonest behavior in the classroom will not be tolerated. Rules and regulations regarding plagiarism, dishonesty, and other issues concerning classroom participation can be found in the University Rules and Regulations and Student Handbook. This course will abide by these established policies. A student found to be engaging in these activities will be penalized to the full extent of Sul Ross State University policy.

Note: your final exam is on Monday, May 8 at 10:15am, we will meet on this Monday at this time, no exceptions.

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ADA

Sul Ross State University is committed to equal access in compliance with the Americans With Disabilities Act of 1973. It is the student's responsibility to initiate a request for accessibility services. Students seeking accessibility services must contact Mary Schwartz, M.Ed., L.P.C., Accessibility Services Coordinator, Ferguson Hall, Room 112. The mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas 79832. Telephone: 432-837-8203. Email: mschwartz@sulross.edu.

Grades

This semester you will be able to obtain up to 1000 points, based on the allocations below. All assignments and grade distribution are subject to change as the semester continues, at the instructor's discretion.

Participation	200 (in the news/in class exercises)
News Release #1	50
News Release #2	75
News Release #3	100
Chapter Quizzes	100 (average from all chapter quizzes)
Social Media Assignment 1	75
Social Media Assignment 2	100
Social Media Assignment 3	100
Final Project	200

Total Semester Points Available 1000

- 900-1000 = A
- 800-899 = B
- 700-799 = C
- 600-699 = D
- 0-599 = F

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General Assignment Format

All written work must be proficiently written and grammatically correct. Act as if you are submitting to your boss or client at all times. Students will be expected to utilize the Writing Center and/or Smarthinking as needed. Unless otherwise specified, all written assignments must be typed with a 12-point Arial or Times New Roman font, double spaced and framed by one-inch margins.

Assignment Descriptions

Participation

Attendance, in class participation/assignments and in the news.

In the News

A good public relations professional is always in the know. It's important to stay up to date with newspapers, magazines, blogs, trade publications. In this class you are required to read, watch the news, know what's going on in the world. I want you to think about what you are reading and watching. Then I want you to tell us about it on a weekly basis. All news shared should be relevant to the field of public relations. You are required to share details of at least one news story each Monday during the semester, specific details, and relevant in some capacity to public relations.

News Release #1, #2, #3

You will be required to write three news releases this semester, they will increase in point value as the semester continues because your knowledge base and skill set will increase as well.

Chapter Quizzes

There will be a multiple-choice quiz that corresponds with each chapter of the required text. Quizzes must be taken in one sitting, within a one-hour time frame. Quizzes will open Monday at 8:00am on the week they are scheduled, and will need to be completed by 11:59pm on Sunday of the week they are scheduled.

Social Media Assignment 1

You will write a report and then make an in class presentation on the use of one social media tool for public relations purposes. Examples of social media tools include: Facebook, Yelp!, Instagram, Pinterest, Google+, LinkedIn, YouTube, Twitter, Snap Chat, etc. Student's selection must be approved as the same social media cannot be reported on more than once. You will share your report with your classmates.

Social Media Assignment 2

Select a local business to create short-term social media campaign for including hashtags and tweets. You will present in class.

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Social Media Assignment 3

Select a large company or corporation to follow on social media for at least two weeks. You must follow them for at least five days on at least three different social media. Analyze their use of social media. You will write an essay discussing your findings and present in class.

Final Project

To be announced

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Schedule of Assignments

Subject to change at the instructors discretion

Week 1

January 16 – January 22, 2017

Introductions

Syllabus Review

Discuss News Release Assignments

Discuss In the News

Week 2

January 23 – January 29, 2017

(Instructor will be out of the office this week – all class assignments will be on Blackboard, contact the instructor via email for any questions)

Chapter 1 Quiz – Blackboard – due by 11:59pm on January 29

Chapter 2 Quiz – Blackboard – due by 11:59pm on January 29

News Release – Blackboard – due by 11:59pm on January 29

Week 3

January 30 – February 5, 2017

News Release #1 presentation on Monday, January 30

In the News

Chapter 1 Discussion

Chapter 2 Discussion

Week 4

February 6 – February 12, 2017

In the News

Chapter 3 Discussion

Chapter 3 Quiz due by 11:59pm on Sunday, February 12

Week 5

February 13 – February 19, 2017

In the News

Chapter 4 Discussion

Chapter 5 Discussion

Chapter 4 Quiz due by 11:59pm on Sunday, February 19

Chapter 5 Quiz due by 11:59pm on Sunday, February 19

Social Media Assignment 1 due on Blackboard by 11:59pm on Sunday, February 19

Week 6

February 20 – February 26, 2017

Social Media Assignment 1 presentation Monday, February 20

In the News

Chapter 6 Discussion

Chapter 6 Quiz due by 11:59pm on Sunday, February 26

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Week 7

February 27 – March 5, 2017

In the News

Chapter 7 Discussion

Chapter 7 Quiz due by 11:59 pm on Sunday, March 5

News Release #2 due on Blackboard by 11:59pm on Sunday, March 5

Week 8

March 6 – March 12, 2017

News Release #2 presentations on Monday, March 6

In the News

Chapter 8 Discussion

Chapter 8 Quiz due by 11:59 pm on Sunday, March 12

Week 9

Spring Break

March 13 – March 17, 2017

Week 10

March 20 – March 26, 2017

In the News

Chapter 9 Discussion

Chapter 9 Quiz Due by 11:59pm on Sunday, March 26

Social Media Assignment 2 due on Blackboard by 11:59pm on Sunday, March 26

Week 11

March 27 – April 2, 2017

Social Media Assignment 2 presentations on Monday, March 27

In the News

Chapter 10 Discussion

Chapter 10 Quiz due by 11:59pm on Sunday, April 2

Week 12

April 3 – April 9, 2017

In the News

Chapter 11 Discussion

Chapter 11 Quiz due by 11:59pm on Sunday, April 9

Week 13

April 10 – April 16, 2017

In the News

Chapter 12 Discussion

Chapter 12 Quiz due by 11:59pm Sunday, April 16

Social Media Assignment 3 due on Blackboard by 11:59pm on Sunday, April 16

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Week 14

April 17 – April 23, 2017

Social Media Assignment 3 presentation on Monday, April 17

In the News

Final Project Work

News Release #3 due on Blackboard by 11:59pm on Sunday, April 23

Week 15

April 24 – April 30, 2017

News Release #3 presentation on Monday, April 24

In the News

Final Project Work

Week 16

May 1 – May 3, 2017

In the News

Final Project Work

Finals

May 5 – May 10, 2017

Final Project Presentation – Tuesday, May 9, 10:15am

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ALPINE FINAL EXAM SCHEDULE, SPRING 2017 TERM

Final examinations in Laboratory and Physical Education activity courses will be given during the last class period of the semester. For times not listed, consult with your instructor.

For Classes Meeting on:	Exam Date and Time will be:
Monday/Wednesday/Friday	Friday, May 5
8 a.m.	8 a.m. - 10 a.m.
10 a.m.	10:15 a.m. - 12:15 p.m.
1 p.m.	12:30 p.m. - 2:30 p.m.
3 p.m., 3:30 p.m.	3 p.m. - 5 p.m.
Monday Night Classes	6 p.m. - 8 p.m.
Tuesday/Thursday	Monday, May 8
9:30 a.m.	8 a.m. - 10 a.m.
11 a.m.	10:15 a.m. - 12:15 p.m.
2 p.m.	12:30 p.m. - 2:30 p.m.
3:30 p.m., 4 p.m.	3 p.m. - 5 p.m.
Tuesday Night Classes	6 p.m. - 8 p.m.
Monday/Wednesday/Friday	Tuesday, May 9
9 a.m.	8 a.m. - 10 a.m.
11 a.m.	10:15 a.m. - 12:15 p.m.
12 p.m., 12:30 p.m.	12:30 p.m. - 2:30 p.m.
2 p.m.	3 p.m. - 5 p.m.
Wednesday Night Classes	6 p.m. - 8 p.m.
Tuesday/Thursday	Wednesday, May 10
8 a.m.	8 a.m. - 10 a.m.
12:30 p.m.	10:15 a.m. - 12:15 p.m.
1 p.m.	12:30 p.m. - 2:30 p.m.
Thursday Night Classes	6 p.m. - 8 p.m.