

**PR Campaigns Comms 4315: T Th 3:30-4:45 In Person and Zoom/Blackboard  
Spring 2021**

**Sid Balman, Visiting Professor Journalism and Communications**

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**Office Hours: M-Th By Appointment**

**1. Instructional Materials**

- No Required Textbook
- Blackboard/Zoom viewings and discussions
- Supplemental reading materials available online or provided by instructor
- Guest Lectures
- Outside research
- Access to Netflix, Twitter, Facebook and Instagram

**2. Course Overview**

- This course is designed to introduce the process for building integrated campaigns to influence public opinion, for example political, social justice or humanitarian.
- By the end of this course you will understand how these campaigns are conceived and executed on the relevant platforms and through the relevant channels
- There will be periodic video presentations and regular guest lecturers who have played instrumental roles in campaign development and execution
- Assignments and tests will be administered in person and on Zoom/Blackboard.

**3. Course Primary Learning Objectives**

- By the conclusion of this course the student should be proficient in:
  - i. The basics of Campaign development and execution
  - ii. How campaigns use public opinion research, messaging, branding, content, audience ID, social media, fundraising, media, events, analytics and crisis management
  - iii. The principles of “ethical campaigning”

**4. Student Learning Outcomes**

- The successful student will be able to:
  - i. Build and execute a campaign from start to finish
  - ii. Discern when the environment is ripe for a campaign
  - iii. Understand the principles of ethical campaigning

**5. Course Requirements**

- Students are expected to come to every class having completed the assignment for that day

- Students will work in a team to conceive, develop and execute an actual campaign intended to influence, inform and encourage specific action in a specific community or with a specific audience
- Assignments are due on the day indicated in the syllabus. Late assignments will not be accepted without a medical excuse from a doctor or a verified family emergency.
- Final Project
- Participation in class discussion required.
- Students in this class must abide by appropriate online behavior.

## **6. Criteria for Grade Evaluation**

- Each student will be graded on the basis of adherence to the assignment's guidelines in an effective and comprehensive way. Effort, improvement and class participation are the three most important criteria for grading.
- The criteria for the grade will be the campaign in which each student will participate
- Grading: A=90-100; B=80-89; C=70-79; D=60-69; F=0-59

## **7. Students with Disabilities:**

- It is Sul Ross State University policy to provide reasonable accommodations to students with disabilities. If you would like to request such accommodation because of a physical, mental or learning disability, please contact the ADA Coordinator for Program Accessibility, who is located in FH 112 or call Mary Schwartze at 432.837.8203. All requests for special accommodations must be related in writing to the professor prior to the second week of classes.

## **8. Academic Honesty:**

- "The University expects all students to engage in all academic pursuits in a manner that is beyond reproach and to maintain complete honesty and integrity in the academic experiences both in and out of the classroom. The University may initiate disciplinary proceedings against a student accused of any form of academic dishonesty, including but not limited to, cheating on an examination or other academic work, plagiarism, collusion and the abuse of resource materials."  
– Excerpt from the Student Handbook

## **9. SRSU Library Services**

- The Sul Ross Library offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, [library.sulross.edu](http://library.sulross.edu). Off-campus access requires your LoboID and password. Check out materials using your photo ID. Librarians are a tremendous

resource for your coursework and can be reached in person, by email ([srsulibrary@sulross.edu](mailto:srsulibrary@sulross.edu)), or phone (432-837-8123).

10. A copy of this syllabus will be posted on the Department of Fine Arts and Communications' web page and on Blackboard.

**See Following Page For Course Calendar/Syllabus**

**Course Calendar/Syllabus**

(Subject to Change at Instructor's Discretion)

Date	Assignment Due	Class
Tues, Jan 12	Introduction. Review the Syllabus. <b>(ZOOM)</b>	
Thurs, Jan 14	Read: <a href="http://www.campaignstrategy.org/articles/12basicguidelines.pdf">http://www.campaignstrategy.org/articles/12basicguidelines.pdf</a> <b>(ZOOM)</b>	Discuss campaign basics and Structure PPT
Tues, Jan 19	No Class Martin Luther King Day	
Thurs, Jan 21	Strategy Document From International Humanitarian Aid Campaigns: Bono's ONE Campaign & InterAction's Global Partnership for Effective Assistance (Distributed by Email) <b>(ZOOM)</b>	Discuss Campaign Strategy Document
Tues, Feb 2	Political Campaign Case Study <b>(RESUME IN-PERSON CLASSES FOR THE REST OF THE SEMESTER)</b>	Watch The War Room. Film runs slightly longer than class.
Thurs, Feb 4	Data, Research, Messaging and Audience: The Backbone of A Campaign Read Wilderness Society Public Opinion Research Document (distributed by email)	Discuss Wilderness Society Research Document
Tues, Feb 9	Guest Speaker Lake Research Partners, principal research firm for Biden Presidential Campaign <a href="https://www.lakeresearch.com">https://www.lakeresearch.com</a>	Guest Speaker
Thurs, Feb 11	Branding and Visuals Logo Tagline and Graphics Read: <a href="https://99designs.com/blog/marketing-advertising/brand-marketing/">https://99designs.com/blog/marketing-advertising/brand-marketing/</a>	Discuss Campaign Branding
Tues, Feb 16	Guest Speakers: Mustafa Hasnain and Yahya Ehsan CEO and Creative Director Creative Frontiers/Creative Animation Global Review web site content: <a href="https://www.cfrontiers.co">https://www.cfrontiers.co</a>	Guest Speakers

Thurs, Feb 18	Read: <a href="https://sproutsocial.com/social-media-campaigns/">https://sproutsocial.com/social-media-campaigns/</a>	Discuss Social Media Marketing
Tues, Feb 23	Guest Speaker: Violet Tsagkas, Social Media Trainer	Guest Speaker
Thurs, Feb 25	Read article: <a href="https://kindful.com/webinars/advocates-into-donors/">https://kindful.com/webinars/advocates-into-donors/</a>	Watch and Discuss Webinar from Article.
Tues, March 2	Fundraising Speaker: Max Martinez, candidate for mayor of Miami	Speaker
Thurs, March 4	Tools and Techniques for Earned Media	In Class PPT
Tues, March 23	No Class Spring Break	
Thurs, March 25	No Class Spring Break	
Tues, March 30	Speaker: Carol Giacomo: Editorial Board the New York Times, Diplomatic Correspondent Reuters <a href="https://indianapublicmedia.org/profiles/journalist-carol-giacomo.php">https://indianapublicmedia.org/profiles/journalist-carol-giacomo.php</a>	Lecture and Discussion with Carol Giacomo on what to expect when dealing with the media
Thurs, April 1	Campaign Analytics Guest Speaker: Chris Wolz CEO Forum One <a href="https://www.forumone.com/team/chris-wolz/">https://www.forumone.com/team/chris-wolz/</a>	Lecture
Tues, April 6	Final Project Working in a team and with the Professor, the class will develop a campaign that incorporates all the elements learned during the class. Class time will be used to measure progress and consult with the professor.	
Thurs, April 8	Final Project	

Tues, April 13	Final Project	
Thurs, April 15	Final Project	
Tues, April 20	Final Project	
Thurs, April 22	Final Project	
Tues, April 27	Present Final Project	