

Hofstra University School of Communication
Department of Journalism, Media Studies, and Public Relations

PR 107 - D
PUBLIC RELATIONS CAMPAIGNS (21428)

Spring 2015
Thursdays 6:30-9:30 p.m.
Lawrence Herbert School of Communication, Room 300

Prof. Mark J. Grossman

Contact Information

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Course Overview

Public Relations Campaigns is the capstone course in Hofstra's Bachelor of Arts in Public Relations curriculum. The class will operate as a pro-bono public relations agency for two non-profit organizations. Students will assume the roles of junior account executives in a PR agency, and the instructor will serve as the agency "director." The agency will develop situation analyses, proposals, and actions designed to address the organizations' public relations needs within the timeframe of the semester. Students may be given specialized roles, using the public relations practices, tools and skills developed in previous courses while strengthening their understanding of the client-agency relationship. Professional writing skills are essential and students will be called upon to enhance their abilities throughout the semester. Agency work will be supplemented by class lectures and readings, discussions, and resume and interview preparation including mock interviews, development of a personalized "elevator speech," and creation of a professional LinkedIn profile.

Goals

- The class will act as a public relations agency with a real-life client or clients, actual deadlines, and completed projects.
- Students will develop a fully-realized, portfolio-ready public relations campaign.
- Students will implement all aspects of their client-approved campaign.
- Students will recognize and employ the proper interpersonal skills required for successful teamwork.
- Students will raise the level of their writing and verbal skills to those of a professional public relations practitioner.
- Students will develop client relations skills including the flexibility to work within client demands and expectations.
- In addition to the selection of campaign leaders, students will have the ability to take a leadership role within certain aspects of each campaign.

Objectives and Outcomes

Students will...

- improve public relations practices and skills developed in previous courses.
- strengthen their understanding of clients and their public relations needs.
- develop a greater ability to create and implement public relations campaigns.
- become capable of assessing, evaluating and meeting a client's needs in a timely and fiscally-responsible manner.
- understand the need for flexibility and patience when it comes to dealing with client expectations, scheduling issues and implementation.
- improve their professional writing and verbal presentation style.
- develop the poise necessary to conduct client meetings and give formal presentations.
- understand how to operate as a pro bono agency.

Readings

You are required to subscribe, read, and comment on Prof. Jeff Morosoff's weekly blog "Public Relations Nation" at <http://jmorosoff.wordpress.com>.

You are expected to read at least one highly credible major daily newspaper each day (ie. New York Times, Wall Street Journal, etc.) paying particular attention to: (1) sections that deal with business, media, technology, and advertising/marketing, and (2) stories and features that could impact, or have a relationship with, your client. If purchasing a subscription or online access, look for student discounts.

You are also expected to regularly read trade publications for PR professionals and journalists. A good way to do that is to subscribe to the publications' Twitter feeds. Some examples are: @PRNews, @RaganComms, @PRSANewPros, @PRDaily, @PRSA, and @Mediabistro.

Course Requirements

- Early class discussions will focus on the skill areas which may be called upon in the course. An effort is then made to match the strengths and interests of individuals to the assigned tasks.
- Students must exhibit the professionalism of a junior account executive. As such, attendance and participation count at all in-class and out-of-class meetings.
- Students will conduct themselves as professionals with clients at meetings, over the telephone, or in writing and online communications.
- Since the majority of the work in class is directed by the client and the instructor, students must strictly adhere to deadlines.
- The work of this class agency will depend upon the clients' needs, and task assignments will be discussed and reviewed on a class-by-class basis.

- Students must be available for agreed-upon meetings outside the classroom with the instructor, the client(s), and the account groups.
- Attendance at School of Communication-sponsored lectures and other outside lectures, along with pertinent research, may be required.

Participation

This class involves sharing information and instruction. Your attitude, participation, willingness to work as a team member, and a demonstrated understanding of the subject matter will be included in your grade. Meetings regarding your progress are encouraged.

Attendance

You are expected to attend and be on time for every class. More than two unexcused absences or more than three times excessively late will result in points deducted from your grade (one point for each excessive absence, one-half point for each excessive lateness) for the semester. Absences or lateness are excused only when the instructor is notified in advance of class. Documentation may be required. Please e-mail the instructor if you know you will be absent or late.

Personal Media

The use of personal electronic devices (cell phones, laptops, tablets, electronic readers, etc.) are to be used for classwork only. If you use a device like this for social or personal communications, you will be asked to leave the classroom.

Communication

To contact me outside of class, please send me an email to schedule a phone appointment. If you email me in the evening or over the weekend, you may not get a response until the next business day.

Assignments

- Assignments must be submitted on the due date and in class via hard copy. Accepting an assignment late is at the discretion of the instructor.
- All assignments must be typed, double-spaced, and stapled. Spelling and grammar must be correct.
- Do not send any assignment via email unless told to by the instructor.
- No work done in another class will be accepted. The instructor reserves the right to discuss students' work with colleagues as a way to assure originality. Student work may be subject to review through Turnitin.com and other tools to ensure originality and proper citations of all sources.

Grades

Final grades will be determined by leadership, performance, competence, and contributions to the completion of the assigned projects. Grades will also be significantly impacted by each student's confidential end-of-semester peer evaluations.

It is essential to maintain a complete record of all class activities including client meetings and contacts, and keep copies of all work submitted for inclusion in the portfolio.

You are entitled to fairness, consistency, clarity, and good teaching. You are not entitled to a good grade. You must earn good grades by mastering the content and subject matter.

While grading can be subjective and based on observations and interactions, frequent meetings and discussions with the instructor are encouraged. Be assured that you will always be treated fairly and equally. There will be no extra credit assignments or grade curves.

The following rubric outlines how grades will be determined.

Grading Rubric

Attendance and participation	This includes blog comments.	15%
Situation Analysis	Students will write a situation analysis for each of the adopted clients.	10%
Team Evaluation	Because students will work within teams, team members will be asked to evaluate their own performance as well as the performance of other team members.	20%
Campaign Presentation	Each team will make a classroom presentation on their campaign.	20%
Portfolio	Students will submit a personal portfolio of all work completed during the semester.	20%
Individual Presentation	Students will identify, discuss and analyze a current issue, event, situation or crisis with significant public relations implications and present to the class. The presentation must be exclusively from a public relations point of view.	15%
		100%

NUMBER/LETTER GRADE EQUIVALENTS

100-94	A	Exceeds all expectations	78-75	C+	Work that is either below expectations or misses some of the requirements.
93-90	A-	Meets all expectation and exceeds some expectations.	74-72	C	
89-86	B+		71-69	C-	
85-82	B	Good work that meets basic competencies.	68-65	D	Missing work or poorly executed projects.
81-79	B-		0-64	F	

Grade of INC (Incomplete)

When requested by the student, the instructor may grant, at her/his discretion, a grade of Incomplete ('I'). An 'I' grade should be given only when unforeseen circumstances prevent the student from completing course work on time. As part of the normal final-grade process, the instructor must submit an 'I' grade on-line to the Office of Academic Records with a default grade, the grade the student will receive if the missing work is not completed. The instructor will decide the time frame in which the student will complete the required course work. However, the deadline may not exceed the last day of the next full semester following the granting of an 'I' grade. Please refer to the online bulletin of undergraduate grades for the entire University policy and procedure for incomplete grades.

Academic Honesty

Hofstra University places high value upon educating students about academic honesty. At the same time, the University will not tolerate dishonesty, and it will not offer the privileges of the community to the repeat offender.

It is a student's your responsibility to know what plagiarism is and how to avoid it. If a student does not understand what plagiarism is and how you can avoid it, there are options. For further information about policies and procedures concerning violations of academic honesty, consult Faculty Policy Series # 11 in Hofstra's Guide to Pride and at the University Senate website (http://www.hofstra.edu/pdf/Faculty/Senate/senate_FPS_11.pdf). Students are also encouraged to take advantage of structured opportunities to learn about academic honesty such as the Writing Center.

If the instructor has reason to believe a student has plagiarized or engaged in any academically dishonest activity, the student will fail the course and be reported to the Provost's Office and Dean of Students.

Services for Students With Disabilities

If a student has a documented disability-related concern that may have an impact upon their performance in this course, they must meet the instructor within the first two weeks of the current semester, so that appropriate accommodations can be made. Accommodations are provided on an individualized, as-needed basis after the needs, circumstances and documentation have been evaluated by the appropriate office on campus.

For more information on services provided by Hofstra, and for submission of documentation of a disability, students should contact:

Services for Students with Disabilities
212 Memorial Hall
(516) 463-7075

All disability-related information will be kept confidential.

PR 107 – SPRING 2015 COURSE CALENDAR (subject to change)

HOFSTRA PR-107: Public Relations Campaigns, Sec. 21428 Thurs 6:30pm-9:30pm, Herbert School of Communications 300		
1	01/29/15	Course introduction and overview. Review of course objectives, policies, procedures, and assignments. Class will review the technique of creating a situation analysis. Class will meet with clients and prepare draft situation analysis for discussion 02/05/15.
2	02/05/15	Students will discuss clients and refine and analyze their situation analysis. Teams will form. Proposals will be drafted.
3	02/12/15	Students will review and refine proposals. Present mock presentations in preparation for 02/19/15.
4	02/19/15	Proposals: Teams will present their proposals to their respective clients.
5	02/26/15	Campaign implementation: Teams will use class time to work on their respective client campaigns.
6	03/05/15	Campaign implementation: Teams will use class time to work on their respective client campaigns.
7	03/12/15	Campaign implementation: Teams will use class time to work on their respective client campaigns.
8	03/19/15	Campaign implementation: Teams will use class time to work on their respective client campaigns.
9	03/26/15	Guest speaker: A PR professional will visit the class to discuss current and future prospects for employment in the PR industry.
10	04/02/15	Campaign implementation: Teams will continue work on client campaigns and will prepare for continued collaboration during the spring recess.
	04/09/15	No Class: Spring Break
11	04/16/15	Campaign implementation: Teams will use class time to work on their respective client campaigns.
12	04/23/15	Campaign implementation: Teams will use class time to work on their respective client campaigns. Assignment: Prepare individual portfolios.
13	04/30/15	Client event (LI STEM Hub) scheduled during the day. Other students meet in evening.
	05/07/15	No Class: Snow/Study/Reading day
14	05/14/15	Group presentations: Peer evaluations, and team and individual portfolios are due during this final class meeting.

Note: Please check the class page at www.ProfessorGrossman.com for updates.