

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

PR 107 - B
PUBLIC RELATIONS CAMPAIGNS (21673)

Spring 2016
Thursdays 6:30-9:30 p.m. • Brower Hall, 0101

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 real-life 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 and self-confidence 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 every week on Prof. Jeff Morosoff's weekly blog "Public Relations Nation" at <http://jmorosoff.wordpress.com>. Prof. Morosoff posts a new item every week, usually on Sunday.

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 must be available for agreed-upon meetings outside the classroom with the instructor, the client(s), and the account team.
- Students will conduct themselves as professionals with clients at meetings, over the telephone, or in writing and online communications. Appropriate attire (business casual) should be worn to meetings at a client's office.
- Prof. Grossman must be cc'd on all email communication with clients.

- 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 deliverables will be discussed and reviewed on a class-by-class basis.
- Attendance at School of Communication-sponsored lectures and other outside events, 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.

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. I am on campus Tuesdays and Thursdays and can meet with students by appointment on those days.

Assignments

- Assignments must be submitted on the due date and in class via hard copy. Do not send any assignment via email unless pre-approved by the instructor.
- 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.
- Work done for another class will not 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. Factored into the grade will also be a confidential end-of-semester peer evaluation.

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 (SWOT) 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 Presentations	Each team will make two classroom presentation on their campaigns: one at the start and one at the conclusion of the semester.	20%
Portfolio	Students will submit a personal portfolio of all work completed during the semester.	20%
Individual Presentation	Each week, one student will be scheduled to identify, discuss, and analyze a current issue, event, situation or crisis with significant public relations implications and present it 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 “I” (Incomplete)

When requested by the student, an instructor may grant, at her/his discretion, a grade of Incomplete (‘I’). It will 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, which is the grade the student will receive if the missing work is not completed. The instructor will decide the time frame to complete the required course work, which can be no later than the last day of the next full semester. 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, does not tolerate dishonesty, and will revoke privileges of the community to 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 opportunities to learn about academic honesty at the University’s Writing Center.

If an 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 semester so that appropriate accommodations can be made. Accommodations are provided on an individualized, confidential, as-needed basis. 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 B – SPRING 2016 COURSE CALENDAR (subject to change)

HOFSTRA PR-107 B: Public Relations Campaigns, Sec. 21673 Thurs 6:30pm-9:30pm, Brower 0101		
1	01/26/2016	CLASS CANCELLED
2	2/2/2016	Course introduction and overview. Review of course objectives, policies, procedures, and assignments. Class will review the technique of creating a situation analysis.
3	2/9/2016	Class will meet with clients and prepare draft situation analysis for discussion 02/05/15.
4	2/16/2016	Students will discuss clients and refine and analyze their situation analysis. Teams will form. Proposals will be drafted.
5	2/23/2016	Students will review and refine proposals. Present mock presentations in preparation for 03/01/16.
6	3/1/2016	Proposals: Teams will present their proposals to their respective clients.
7	3/9/2016	Campaign implementation: Teams will use class time to work on their respective client campaigns.
8	3/15/2016	Campaign implementation: Teams will use class time to work on their respective client campaigns.
9	3/22/2016	Guest speaker: A PR professional will visit the class to discuss current and future prospects for employment in the PR industry.
	3/31/2016	No Class: Spring Break
10	4/5/2016	Students meet in-class with clients to provide a progress report.
11	4/19/2016	Campaign implementation: Teams will continue work on client campaigns and will prepare for continued collaboration during the spring recess.
12	4/26/2016	Campaign implementation: Teams will use class time to work on their respective client campaigns.
13	5/3/2016	Campaign implementation: Teams will use class time to work on their respective client campaigns. Assignment: Prepare individual portfolios.
14	5/10/2016	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.