Who’s Running This?

Professor: Bailey Thompson, Ph.D.
Email: thompsonba@sfasu.edu
Phone: (936)-468-1319
Office: Boynton 201
Office Hours: M/W: 12:00pm-1:00pm
T/Th: 12:30pm-2:00pm

Where Do We Meet?

Class Location: Boynton 210
Class Times: T/Th 11:00am-12:15pm

What Books Do We Need?

Name: Strategic Public Relations Management: Planning & Managing Effective Communication Campaigns
Authors: Austin & Pinkleton
Edition: 3rd
Publisher: Taylor
ISBN: 9780415517690

What’s This Course About?

Examination of skills, techniques and knowledge used in public relations campaigns. Prerequisites: MCM 380, MCM 381 and advanced standing.

What Are We Supposed to Learn?

- Students will be able to collect, analyze, explain, and apply data.
- Students will be able to develop message strategies and tactics based on data analysis.
- Students will be able to apply public relations theories in practical client situations.
• Students will be able to work with a real-life client, devise a realistic and useable public relations campaign through hands-on experience, and produce tangible products for portfolios.
• Course will broaden students’ ability to address challenges and solve public relations campaign planning problems and challenges.

What are some of SFA policies?

Withdrawal Policy

The last day to drop the course without a “WP or WF” varies by semester. Please consult the SFA Academic Calendar should you anticipate needing to drop the course.

Students with Disabilities

To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004 / 468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations.

Grade Withheld Policy (Semester Grades A-54)

Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

Professor’s Academic Freedom Policy

PR is often used to clean up messes. Such messes may involve sex, drugs, violence, corruption, and any number of things that we as a society frown upon. Some of the material dealt with in this class may be perceived as controversial or offensive to some students. College is all about learning new things and being exposed to different topics and viewpoints. I urge you all to both listen and speak your mind during class.

Academic Dishonesty

Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your
own. Examples of plagiarism are (1) submitting an assignment as if it were one's own work when, in fact, it is at least partly the work of another; (2) submitting a work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one's paper without giving the author due credit. Using other’s speeches or preexisting PowerPoint presentations is considered academic dishonesty and will be treated accordingly.

Basically- don’t cheat, I’ll catch you, and then I’ll have to report you- and that’s not fun for anyone.

Boynton Lab Schedule

The Boynton Lab will be available for weekly use. The lab schedule will be posted by the second week of the semester. Use the lab- that’s what it’s here for!

Lab Facility, Computers, and Printers

I know it’s tempting, but food and/or drinks are not allowed in the lab do to the nature of the equipment. Please help us with this policy by being responsible with yourself first. Printing that is unrelated to your registered class (which uses Boynton 202 or 209 labs) may revoke ALL printing privileges. Printing to the Color Printer requires approval and must be for specific class assignments. Lab assistants are available for general assistance. If you experience a problem with computer equipment, please note the problem in detail, computer used and report this information to the lab assistant.

PRSSA

The Public Relations Student Society of America (PRSSA) is a student organization whose membership is open to any SFA student. PRSSA regularly features guest speakers, as well as additional opportunities to learn more about the field of PR. This is a formative time in your lives, and any experiences outside the classroom that you have can help shape the course of the rest of your life. I cannot give extra credit for joining the organization, but STRONGLY ENCOURAGE you to do so, as it opens up many, many doors to your future careers.

What are Bailey’s Policies?

24/7 Rule

Your grades are just that- your grades. Not mine. If you have questions about a grade you earned on an assignment, I urge you to contact me about it (via email) to set up an appointment to come in and talk about it. I want you to know what you did wrong, and what you did right. However, please observe the 24/7 policy- take 24 hours after receiving a grade to cool off, try to understand your mistakes, and then shoot me an email. Make a plan- don’t just come in and say “I don’t like my grade, it should be higher, change it!” Be ready to explain to me what you did, provide justification for your answer, and for why you think the grade is not reflective of what you
believe it should be. You will also have 7 days after a grade is posted to contact me to discuss or dispute it. After those 7 days, all grades will stand as is.

Phones in Class

I fully understand the habitual checking of cell phones- I too fall victim to it. Therefore, I simply ask that you not use your phone excessively during class. Class is not the time to have a long drawn out text conversation, or to check your Facebook and Insta twenty times. If I see excessive cell phone use I reserve the right to ask you to leave the class, and you will be counted absent.

This policy also applies to computer and laptop use.

Rolling in Late

I understand things happen- a bus runs late, you hit the snooze button one too many times, you forget to put gas in your car the night before, etc. Please just let me know via email if and why you’re running late. However, please arrive to class on time. If you habitually show up late to work, you will most likely get fired. The same applies in class- if you are consistently arriving late for class, I reserve the right to count you absent.

Sneaking out Early

I expect you to not only arrive on time, but to remain in class for its entirety. This class is scheduled from 11:00am until 11:50am. I expect you to remain in class for the full 50 minutes. (Yes, even on Fridays). If an emergency comes up, please let me know.

Late Work & Late Tests

Late work will not be accepted for any reason.
If a group turns in an assignment or project late, all group members will receive a 0. No exceptions.

Extra Credit

Do not expect extra credit in this course. There may be one or two times during the semester that I offer it, but that is up to my discretion. Extra credit will also not be given on an individual basis- if I offer it, it will be in class to all those present during that class.

What’s The Attendance Policy?

I will take attendance every class via a sign in sheet that will be passed around. It is up to you to make sure that you sign in every class- if you forget, you will be counted absent regardless.

You will receive 2 freebie absences during the semester. Use these three days at your discretion. You may use them for sick days, sleepy days, mental health days, traveling, whatever. However, these freebie days do not apply to test days.
Doctor’s notes will not be accepted in this course as an “excused” absence except in the case of extended hospitalization.

The only excused absences will be for university sponsored events (athletics, etc.) and observance of holy days. If one of the exceptions applies to you, you MUST let me know 7 days in advance and be ready to provide the appropriate documentation.

Please see section on attendance grade deductions for information on the consequences of missing class.

D2L

All powerpoints and course material will be posted on D2L. Check it, use it.

Contacting Bailey

Please contact me via SFA email, not D2L email. My email address is thompsonba@sfasu.edu.

Group Work

This course is EXTREMELY heavy on group work. Under most circumstances, all group members will receive the same grade for each assignment. However, students who do not regularly attend class, or students who are reported by their group for not completing work will be subject to lower grades.

I fully understand the frustration of working in groups. There will rarely be perfect groups with each member contributing exactly the same amount of excellent work on each and every assignment. However, working in groups is part of life. I will mediate major issues when/if necessary, but for the most part, I want the groups to work out minor issues amongst yourselves.

If there is an extreme instance in which the entire group feels one member is not contributing and they wish to remove the member from their group, I will need an email from the group, detailing the issues in full. At which point, I will set up a meeting with the entire group, and we will discuss the issues and come to a decision as a group.

You will be required to complete peer evaluations at various times throughout the semester. This is your time to be honest about who did what, if someone didn’t pull their weight on a certain assignment, etc.
How Will We Be Graded?

<table>
<thead>
<tr>
<th>Grade Breakdown</th>
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<tbody>
<tr>
<td>Peer Evaluations (Individual grade)</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes (5@2% each) (Individual grade)</td>
<td>10%</td>
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<tr>
<td>Attendance (Individual grade)</td>
<td>10%</td>
</tr>
<tr>
<td>Situational Analysis</td>
<td>10%</td>
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<tr>
<td>Research Proposal &amp; Instrument(s)*</td>
<td>0%</td>
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<tr>
<td>Research Findings Report</td>
<td>15%</td>
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<tr>
<td>Campaign Plan</td>
<td>15%</td>
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<tr>
<td>Final Campaign Book</td>
<td>20%</td>
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<tr>
<td>Final Presentation**</td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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Final Grade Deductions:

Each missing/late peer evaluation - 5
Every absence after second - 5
Class misconduct - X (instructor’s discretion)

FINAL GRADE FOR COURSE = [Sub-Total – Deductions]

* The Research Proposal & Instrument assignment is not graded, but failure to turn it in by the due date will result in -20 penalty on the Research Findings Report assignment.

** All students must attend and contribute to their team’s pitch – otherwise, they will receive a 0/F for this component.

I will not discuss grades via email or phone other than to set up an appointment to discuss them in person.

Final Grade Rounding Policy

I will round final grades with a .5 or higher. I will not raise final grades with a .4 or lower for any reason.

I will also not round “9” grades. Therefore, if you make an 89 in the class, do not email me asking if I will bump in to a 90. Unless you make an 89.5 or higher, I will not round.
MCM 383 Public Relations Campaigns  
Fall 2017

Written Work:

Your writing will be evaluated based on content, clarity, grammar, spelling, punctuation, syntax, and most importantly, by how well written pieces strategically address and achieve organizational and public relations goals and objectives.

ALL work that you turn in should be of professional quality. Any work that contains more than five (5) spelling, grammar, typographical, or other proofreading errors will be returned, ungraded, for correction. Resubmissions will be due within 24 hours after they are returned and will be eligible for a MAXIMUM grade of a C (75%) on that assignment (no exceptions). In the professional world, sloppy work reflects poorly on your qualifications and talents. My resubmission policy is generous, because once you are in a professional setting, you are not likely to get a second chance with your PR clients. Therefore, always make sure to leave yourself adequate time to proofread your assignments!

•Unless otherwise noted, use Times Roman font, 12-pt. type, and 1” margins for all assignments.

Assignments

Quizzes (10% of Final Grade)

You will have 5 individual quizzes during the course of the semester covering chapters from the textbook. They are listed on the course schedule. There will be no makeup quizzes for students who miss class on that day.

Peer Evaluations (10% of Final Grade)

The primary outcomes of this course are public relations campaigns developed by the account teams. Your participation in your account team’s effort will be closely monitored through peer evaluation. Thus, the members of an account team may receive a different grade for each group assignment depending on the quality of their contribution to the team effort. Be aware that investing comparable time and effort in campaign development and implementation will have an effect on your account team’s performance and your individual grade. For example, your team receives an 85/B on a group assignment, but the peer evaluations indicate that you contributed little or nothing to the effort. In this case, you would receive substantially lower than an 85; possibly as low as a 0/F if warranted.

Peer evaluations will be submitted after each group assignment: (1) the situation analysis, (2) the research findings report, (3) the campaign plan, (4) the final book, and (5) the pitch. For each assignment, peer evaluation scores from each team member are averaged for each student. The instructor will use this information along with personal observations/assessment to adjust the student’s individual grade on each assignment if necessary. The average grade for individual assignment evaluations will constitute 5% of your grade in the course.
A sixth and final peer evaluation will be used to assess your overall contribution for the entire course. Your grade on the final peer evaluation (as determined by your fellow account team members) will count toward 5% of your final grade in the course.

Due to the importance of the peer evaluations, it is every student’s responsibility to honestly evaluate their teammates in a professional, timely manner. Peer evaluations submitted to the instructor after the deadline will incur a -5 penalty on the submitting student’s final grade in the course.

Please note that you can be fired from your group. In extreme circumstances (as determined by the instructor) you may be “fired” (i.e., removed) from the group if the other group members petition me and I approve. In this case, you will have to complete the remainder of the campaign on your own. You will also be solely responsible for producing any remaining group assignments, producing your two copies of the final book, and pitching the client.

To sum up: Although your team may produce an outstanding campaign plan, a lack of individual effort and/or failure to demonstrate mastery of the concepts from the course (and the overall public relations program) on the team and individual assignments may result in you receiving a D or an F.

Other Assignments

The assignment descriptions and specifics for: situational analysis, research findings report, campaign plan, campaign book, etc. can be found in our course packet.

AP Style

You MUST follow AP style for this course. Your grade will be significant impacted if you are not writing using this style. If you do not have an AP stylebook or do not have access to their website, you should.

Attendance

Attendance is worth 10% of your final grade. Come to class and participate. After your 2 freebie absences, you will be deducted 10 points from this section of your grade. For example, if you have 4 absences, 3 will be excused and 1 will not be. You will then receive a 90 for your grade. 5 overall absences would result in an 80, and so forth.

Weekly Calendar

The weekly calendar will be available in the course packet.
Syllabus Acknowledgement Form

Due: In Class Thursday, August 31st

I acknowledge that I have received a copy of the syllabus for MCM 383: Public Relations Campaigns. I am aware of the attendance, conduct, grading, and other policies as outlined in the syllabus.

Print your name: ____________________________________________________

Sign your name: ____________________________________________________

Date: ____________________________________________________

Failure to return a signed copy of this slip to the instructor will result in a final grade penalty of -10 per day