Name: Dr. Janice Cho
Email: Janice.cho@sfasu.edu
Office: BO 206
Office Hours: T/TR 10-10:50 & 1:00-2:50
Department: Department of Media and Communication
Class meeting time and place: BO 209 T/TR 12:30-1:45 pm
Course Duration: Jan 18 - May 10, 2024

Course Description

This course delves into the multifaceted world of fashion public relations and marketing, utilizing the textbook by Perlman and Sherman as a foundational guide. Each week, students will engage with chapter readings, relevant case studies, and participate in practical group activities and major assignments to apply theoretical knowledge in real-world contexts. Since in-class sessions will focus on practical, hands-on applications of the chapter readings, which may produce portfolio-worthy work, it is essential that students come to class having completed the readings and possessing a fundamental understanding of the material. This preparation is crucial for effectively engaging in practical activities and discussions.

Required Textbook

Fashion Public Relations by Sherman, Gerald J.
Edition: 10
Publisher: MAC HIGHER
ISBN10: 156367775X
ISBN 13: 9781563677755

Students are responsible for ensuring they have a functioning computer, reliable Wi-Fi access, and the required textbook to successfully continue with their coursework.

Course Requirements & Policies

2 Major Assignments

Assignment 1: Strategic PR Plan (Individual) – 125 pts

- **Objective:** Develop a strategic PR plan for a fashion brand of your choice.
- **Details:** Include comprehensive research, clear objectives, creative strategies, detailed tactics, and evaluation methods.

  Title: Choose a title that succinctly conveys the essence of your PR plan.
  Executive Summary: Provide a clear summary of objectives and strategies.
  Situation Analysis: Conduct a market analysis, including SWOT.
  Objectives: Define SMART objectives for the PR plan.
  Target Audience: Describe your primary audience with detailed demographic and psychographic profiles.
  Strategies and Tactics: Outline comprehensive strategies and tactics, with rationale and implementation plans.
  Timeline: Develop a detailed, realistic timeline for each activity.
  Budget: Provide an itemized budget covering all costs.
  Evaluation Methods: Specify metrics and tools for evaluating the PR plan.
  Conclusion: Summarize key components and expected outcomes.
Assignment 2: PR Campaign (Group) - 150 pts

- **Objective:** Groups will develop a campaign book and present a PR campaign for a fashion brand or product.
- **Grade breakdown:**
  - Campaign book: 100 pts
  - Peer evaluation: 25 pts
  - Presentation: 25 pts
- **Details:** Presentations should be comprehensive, covering research, planning, implementation stages, and evaluation, followed by a Q&A session. Submit both digital and printed & bound book version.

Slide 1: Title Slide with group members' names.
Slide 2: Introduction to the brand/product and campaign focus.
Slide 3: Detailed market research findings.
Slide 4: Outline SMART objectives of the campaign.
Slide 5: Detailed campaign strategies and tactics.
Slides 6-10: Showcase campaign creatives and their impact.
Slide 11: Visual timeline of campaign activities.
Slide 12: Comprehensive budget breakdown.
Slide 13: Evaluation methods and metrics.
Slide 14: Q&A session preparation.
Slide 15: Conclusion and thanks.

**Pop Reading Assignment/Quizzes (75 pts):** Weekly readings must be completed before each class. No late quizzes will be accepted. Quizzes can be either provided in class or through d2l, upon instructor’s discretion.

**Group Collaboration (100 pts):** Effective teamwork and collaboration are crucial for group activities and assignments. Assignments will be evaluated based on creativity, research depth, strategy alignment, practicality, and presentation skills. Students will engage in multiple group collaborations, from semi-short in-class projects to a major 100 pts project level assignment with their final project group members. The course will contain approximately 5 semi-group projects, excluding the major 150 pts project.

**Sample Group Activities:**

- PR Strategy Brainstorming
- Social Media Planning
- Event Planning Exercise
- Crisis Management Role-Play
- Influencer Collaboration Pitch

**Attendance and Participation (50 pts):** Regular attendance and active participation in discussions and group activities are mandatory. Attendance will be taken each class day, and it is the student's responsibility to sign in. Attendance will be kept by passing around a sign-in sheet. Do not sign in for someone who is absent. I will be checking the signatures on the sign-in sheets for irregularities. If I determine that you have been having someone else sign in for you, I will consider this to be academic dishonesty and will take appropriate measures under the SFA academic dishonesty policy, up to and including failing you in the course.

**Late Works:** Late submissions will not be accepted except under exceptional circumstances, such as medical emergencies or other unforeseeable events, and only if the instructor is notified in advance. The decision to accept late work under these conditions is at the instructor's discretion and requires appropriate documentation.

**24/7 Policy:** I enforce a strict 24/7 policy regarding grade discussions. Students are required to approach me within 24 hours after grades are posted. After this initial 24-hour period, a window of 7 business days is available for any discussions or queries related to the posted grade. Once this 7-day period lapses, the opportunity to discuss or contest the grade is closed. This policy is designed to encourage students to stay informed about their grades and to prevent last-minute appeals for grade adjustments at the end of the semester. Additionally, waiting for 24 hours
before initiating a discussion allows time for any necessary cooling off, ensuring that any dialogue with the instructor is conducted in a professional manner.

**Upper-Level Class and Professionalism Expectations:** As you advance in your studies at the junior and senior levels, you should expect course work to become more demanding. You are expected to complete all readings and activities assigned to the best of your ability, and this work should be at a more advanced level than what was expected in courses in the core curriculum courses. In an upper-level class, you are expected to prepare more and complete assignments from knowledge in your class readings, your own research, and personal experience. As AD/PR student, you are expected to conduct yourself in a professional manner and professionally engage in collaborative work environment. All communications in this class (including assignment submissions, email messages, and class discussions) should present you as a professional in the field. This means that you should always use professional language, proper spelling/grammar/punctuation, appropriate addresses, and completeness in your communications. Each communication you make will help shape your professional image, and this class is the time to practice this. Always proofread your messages from the standpoint of your receiver and make adjustments as needed.

**Grading Breakdown**

- Attendance: 50 pts
- Reading Quizzes: 75 pts
- Group Activities: 100 pts (5* 20 pts)
- Assignment 1 (Strategic PR Plan): 125 pts
- Assignment 2 (PR Campaign Book & Presentation): 150 pts
- Total: 500 pts

**Course Calendar**

**Disclaimer:** The course schedule, including the dates, course content, and assignments, are subject to change at the instructor's discretion. Students have the responsibility to attend class to be notified of these changes. Do not expect announcements or memos regarding schedule changes to be shared on D2L or via email. It is advised that students collect contact information from classmates to share and receive such updates. Staying informed about any modifications announced by the instructor during the semester is crucial.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Day of Week</th>
<th>Course Content</th>
<th>Assignment</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>2024-01-18</td>
<td>Thursday</td>
<td>Course introduction</td>
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<td>1</td>
<td>2024-01-23</td>
<td>Tuesday</td>
<td>Fashion PR Fundamentals (Chapters 1, 2)</td>
<td>Chapter 1 reading</td>
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<td>2024-01-25</td>
<td>Thursday</td>
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<td>2</td>
<td>2024-01-30</td>
<td>Tuesday</td>
<td></td>
<td>Chapter 2 reading</td>
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<tr>
<td>3</td>
<td>2024-02-01</td>
<td>Thursday</td>
<td></td>
<td>Attendance tracking begins</td>
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<tr>
<td>3</td>
<td>2024-02-06</td>
<td>Tuesday</td>
<td>Setting up a PR Campaign (Chapters 3, 4, 5)</td>
<td>Select group members (same individuals for final and semi projects)</td>
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<tr>
<td>4</td>
<td>2024-02-08</td>
<td>Thursday</td>
<td></td>
<td>Chapter 3 reading</td>
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<td>Week</td>
<td>Dates</td>
<td>Day of Week</td>
<td>Course Content</td>
<td>Assignment</td>
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<td>4</td>
<td>2024-02-13</td>
<td>Tuesday</td>
<td>Chapter 4 reading</td>
<td>Group activity 1 starts</td>
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<td>2024-02-15</td>
<td>Thursday</td>
<td>Chapter 5 reading</td>
<td>Group activity 1 submission</td>
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<td>5</td>
<td>2024-02-20</td>
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<td>Chapter 6 reading</td>
<td>Group activity 2 starts</td>
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<td>6</td>
<td>2024-02-22</td>
<td>Thursday</td>
<td>Developing PR stories (Chapters 6, 7, 8, 9, 10)</td>
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<td>2024-03-05</td>
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<td>2024-03-07</td>
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<td>Group activity 3 starts</td>
<td>Group activity 2 submission</td>
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<td>2024-03-12</td>
<td>Tuesday</td>
<td>Chapter 8 reading</td>
<td>Group activity 3 submission</td>
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<td>Chapter 9, 10 reading</td>
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<td>2024-03-19</td>
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<td>Easter Holiday</td>
<td>Spring holiday</td>
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<td>Executive functions and duties (Chapters 11, 12, 13)</td>
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<td>2024-03-26</td>
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<td>Dr. Cho out for conference</td>
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<td>2024-03-28</td>
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<td>Chapter 12 reading</td>
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<tr>
<td>13</td>
<td>2024-04-16</td>
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<td>Open content day</td>
<td>Spring holiday</td>
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<td>14</td>
<td>2024-04-18</td>
<td>Thursday</td>
<td>Open content day</td>
<td>Group activity 5 ends</td>
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### Absences (HOP 04-110)

An Institutional Absence may be granted to a student who participates as a representative of the University in academic (including research), extra- or cocurricular, or athletic activities. Students will be excused for institutional purposes from otherwise required academic activity only when a valid Institutional Absence is approved by the appropriate administrative unit or official and the documentation of approval is provided to the faculty member at least five (5) days in advance.

Institutional absences will not be approved for keystone events, defined as: a special or unique assignment, test, project, experience, or other academic exercise identified by the Faculty member as critical for successful completion of standards of the class and unable to be missed. These events must be identified on the syllabus at the beginning of the semester and communicated to the students. Events added to the syllabus at a later date will not qualify for Keystone Event status. Keystone Events where the date/time is changed will no longer be considered a Keystone Event. Students should make themselves aware of any Keystone Events identified in the syllabus to ensure there are no conflicts.

For keystone events where the assignment dates vary, it is incumbent upon the students to work with their faculty member to not select a conflicting date.

More information on Institutional Absences, including how to apply, can be found at https://www.sfasu.edu/deanofstudents/student-resources/institutional-absences.

### Academic Integrity (4.1)

Academic integrity is the responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways, including instruction on the components of academic honesty and abiding by university policy on penalties for cheating and plagiarism.

#### Definition of 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. Please read the complete policy at http://www.sfasu.edu/policies/student-academic-dishonesty-4.1.pdf.

Use of any artificial intelligence (AI) software or tool, such as ChatGPT, to complete any assignment, including but not limited to any exams, research projects, or written work produced in the class, is considered a violation of the Academic Dishonesty policy and will be treated by the instructor as such.

**Withheld Grades Semester Grades Policy (5.5)**

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 coursework 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 to compute the grade point average. For additional information, go to https://www.sfasu.edu/policies/course-grades-5.5.pdf.

**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 promptly may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilityservices/.

**Student Wellness and Well-Being**

SFA values students' overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

**On-campus Resources:**

- **The Dean of Students Office** (Rusk Building, 3rd floor lobby)
  www.sfasu.edu/deanofstudents
  936.468.7249
  dos@sfasu.edu

- **SFA Human Services Counseling Clinic** Human Services, Room 202
  www.sfasu.edu/humanservices/139.asp
  936.468.1041

**The Health and Wellness Hub** “The Hub” Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:

- Health Services

*Updated: February 2023*

- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008 thehub@sfasu.edu

Crisis Resources:

• Burke 24-hour crisis line: 1.800.392.8343
• National Suicide Crisis Prevention: 9-8-8
• Suicide Prevention Lifeline: 1.800.273.TALK (8255)
• Crisis Text Line: Text HELLO to 741-741
Course Syllabus Acknowledgement Form

Course Title: MCOM 4375 Fashion PR

This form serves as an acknowledgment and agreement to the terms and conditions outlined in the course syllabus. By signing this form, you confirm that you have read, understood, and agreed to adhere to the policies, requirements, and expectations set forth in the syllabus for the aforementioned course.

Key Points of Agreement:

- Course Requirements: I understand it is my responsibility to complete all course requirements, including readings, assignments, and participation in class activities.

- Attendance and Participation: I acknowledge the importance of regular attendance and active participation in the course.

- Assignment Submission: I am aware that late submissions are generally not accepted, except under exceptional circumstances, at the discretion of the instructor, and with prior notification.

- 24/7 Grade Discussion Policy: I understand that I must approach the instructor within 24 hours of grades being posted, and that discussions regarding grades will be closed after 7 business days from the posting date.

- Technology and Materials: I accept the responsibility to secure a functioning computer, reliable Wi-Fi, and the required textbook(s) to continue with the coursework.

- Professional Conduct: I agree to maintain professional conduct in all interactions and communications related to this course.

Acknowledgement:

I, __________________________, hereby acknowledge that I have read and understood the course syllabus for MCOM 4375 Fashion PR. I agree to abide by the policies and requirements as outlined and understand that failure to adhere to these guidelines may impact my course grade and standing.

Student Signature: __________________________

Date: ________________