

COURSE TITLE: Public Relations Campaigns

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I. Catalog Description

Application of public relations principles and techniques in working with a professional client to prepare and execute a public relations campaign for an individual business or not-for-profit organization; analysis of actual and proposed solutions. (3 hours)

II. Prerequisite(s)

MC 332 Publicity Techniques with a minimum grade of “C”
MC 434 Case Studies in Public Relations with a minimum grade of “C”
Senior Standing

III. Objectives

To provide extensive experience in public relations campaign construction; to use research strategies as the basis for studying the techniques of problem-solving in public relations; to provide the students with an opportunity to be involved in practical applications of public relations problem-solving techniques; to provide professional assessment of a campaign proposal for a business or not-for-profit organization.

IV. Course Content

A. **Public Relations in the Twenty-First Century** **1 week**

1. Understanding the Challenges/opportunities PR practitioners face
2. Recognizing the effects of organizational structures on the workplace
3. Knowing why internal publics are increasingly important
4. Identification of new global markets
5. Identification of bases of power

B. **Public Relations and Technology** **1 week**

1. Understanding the terminology of technology
2. Identification of software programs used in public relations
3. Adapting Technology to public relations techniques

C. **Ethical and Legal Concerns** **1 week**

1. Determining ethical orientation

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2. Knowing how to use models to aid decision making
3. Understanding how laws affect practitioner communications

- D. Campaign Components** **2 weeks**
1. Learning how to write effective goal/objective statements
 2. Knowing how the MBO approach complements PR
 3. Understanding the role of campaign team members
 4. Assembling the Campaign Team for program planning
 5. Recognizing budgetary categories
 6. Supervising campaign Evaluation
- E. Research and Theories** **1 week**
1. Understanding the importance of research in public relations
 2. Application of the research process
 3. Identification of the types of research and modeling appropriate to a research agenda
 4. Understanding how credibility may help or hinder messages
- F. Strategic Planning** **2 weeks**
1. Understanding the characteristics of rational, natural and open systems
 2. Discerning the differences between strategic planning and long-range planning
 3. Comparing budgeting strategies
 4. Recognizing promotional message approaches and appeals
 5. Developing a problem statement and setting objectives for the problem
 6. Understanding the difference between strategy and tactic
- G. The Product Campaign** **1 week**
1. Understanding marketing public relations
 2. Recognizing the importance of integrated communications
 3. Designing benchmarks and its steps
- H. The Issues Campaign** **1 week**
1. Understanding issues management
 2. Identifying the life cycle of an issue
 3. Understanding how activist groups help shape an issue
- I. The Information Campaign** **1 week**
1. Knowing when an information campaign is needed
 2. Identifying elements of the counterattacks
 3. Applying concepts in successful case studies

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J. The Special Event Campaign 1 week

1. Identifying the six characteristics of a special event
2. Recognizing the potential pitfalls of charity involvement
3. The basics of event planning

K. The Crisis Campaign 1 week

1. Explaining how organizations benefit from crisis planning
2. Identifying crisis themes
3. Recognizing the stages of crisis
4. Understanding the process of crisis communication

L. International and Intercultural Realities 1 week

1. Living in a Global Village
2. Recognizing when cultural differences matter
3. Recognizing difficulties in “translating” messages/campaigns

M. Campaign Analysis and Measurement 1 week

1. Understanding the value of systematic evaluation
2. Distinguishing the differences between results and impact
3. Identifying evaluation styles applicable to public relations

V. Text

Fran R. Matera and Ray J. Aitique, Public Relations: Campaigns and Techniques, Allyn and Bacon, 2000.

VI. Evaluation of Students

- A. Examinations—one during week 5 and one during week 8.
- B. A lengthy campaign project with a written and oral component will constitute the final examination.
- C. A variety of at least eight written and/or oral projects to analyze campaign strategies will be scheduled throughout the semester.