

COURSE SYLLABUS

PBRL 4920

Public Relations Campaign

Instructor

Gary Ford

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Course Description

The class is designed to give the public relations student experience in obtaining a public relations project, preparing a project proposal, planning and managing a client project and evaluating the project's success. Students will work with an actual business or organization to develop a public relations project plan.

Incoming Competency of Student

Completion of PBRL 4320. This is an advanced seminar. Students are expected to be self-motivated, prepared for all discussions and assignments, and enthusiastic about helping outside clients solve their public relations challenges.

Course Statement of Objectives

- A. To enable students to apply public relations theories in practical client situations.
- B. To expose students to a multi-faceted project in public relations.
- C. To provide hands-on experience and tangible products for portfolios.
- D. To broaden the student's ability to address challenges and solve problems.

Text

There is no required text for this class. Handouts will be provided as needed.

Expectations

This course requires a high level of professionalism and commitment of time outside class to accomplish the client project assignment. Students are also expected to attend professional association luncheon meetings. Students are expected to present themselves in a professional manner when meeting with clients.

Grading

Student work will be evaluated against professional standards. Each student will be graded on their work individually and as part of the team. Quizzes will measure knowledge of current issues in public relations, both locally and nationally. A mid-term will be given following the portion of the class dealing with theoretical topics. Students are expected to attend at least two professional association meetings during the semester (IABC, PRSA, etc.). Half of the semester grade will be determined by performance on the client assignment, 30 percent by test scores, and 20 percent by attendance and participation, as follows:

Course Grading Continued

Attendance*	20%
Quizzes	10%
Midterm	20%
Personal Project	25%
Team Project	25%

* Missing four or more classes will result in a failing grade. A missed class must be made up with attendance at an additional professional event or an additional assignment to be determined by the instructor.

Course Schedule

Week One – Public Relations Campaigns and Projects

Overview of various types of campaigns and projects and how their objectives and how they are developed and managed

- Public Relations/Communications
- Image
- Product Promotion
- Internal Communications
- Community Relations
- Public Affairs
- Events

Week Two – Project Planning and Preparation: Part I

Discovering client needs, defining the scope of the project and researching client needs.

- Determine scope of the project
- Define the problem to be solved
- Develop the strategy to solve the problem
- Identify specific tactics and processes needed
- Establish a method for evaluating the completed work
 - What will success look like and how will it be measured?

Week Three – Project Planning and Preparation: Part II

Obtaining the needed information to plan and execute the project

- Identifying needs
- Due diligence
- Background research
- Messaging
- Stakeholder analysis

Week Four – Getting The Job

The RFP process, preparation of a project proposal and presenting your recommendation

- Competing for a job
- The RFP process
- Writing a proposal
- Presenting a proposal to clients
- Closing the deal

Week Five – Client Presentation and RFP

Client presents to class background on organization and its needs.

Gives class an RFP and asks for response in one week.

Week Six – Background research on client and formulate project plan for RFP

Research, prepare and write proposal for client project.

Week Seven – Present proposal to client and obtain okay to proceed

Week Eight – Managing The Project and Client Expectations

Anticipating client expectations, managing the process and planning for contingencies

- Understanding and communicating expectations
- Client relations
- Service issues
- Managing budget issues

Public Relations Research

Determining the understanding and beliefs of stakeholders.

- Making a case for change.
- Types of research: Qualitative vs. quantitative

Week Nine – Conduct Research

Week Ten – Proposal production

Week Eleven – Proposal production

Week Twelve – Proposal production

Week Thirteen – Proposal production

Week Fourteen – Proposal production

Week Fifteen – Review plan, practice presentation

Week Sixteen – Present final project plan to client