

*Course Outline*  
**PRL 3400**

September 4, 2019	<i>Review Syllabus and Course Outline</i> Chapter 1 – What is Public Relations Chapter 4 – Public Relations Departments & Firms <i>Make Groups for PR Newswire Analysis</i>
September 11, 2019	Chapter 2 – The Evolution of Public Relations Chapter 3 – Ethics and Professionalism <i>Group PR Newswire Analysis Presentation</i>
September 18, 2019	Chapter 5 – Research Chapter 6 – Program Planning <i>Group PR Newswire Analysis Presentation</i>
September 25, 2019	<b>SUBMIT IN WRITING CLIENT FOR FINAL PROJECT</b> Chapter 7 – Communication Chapter 8 – Evaluation <i>Group PR Newswire Analysis Presentation</i>
October 2, 2019	Chapter 9 – Public Opinion & Persuasion Chapter 10 – Conflict Management <i>Mid-term Review</i> <i>Group PR Newswire Analysis Presentation</i>
October 9, 2019	<b>MID-TERM</b> Chapter 14 – Preparing Materials for Mass Media <i>Group PR Newswire Analysis Presentation</i>
October 16, 2019	Chapter 11 – Reaching Diverse Audiences Chapter 12 – Public Relations and the Law <i>Group PR Newswire Analysis Presentation</i> <i>Work on Pitch Letter and Press Release</i>
October 23, 2019	<b>PITCH LETTER &amp; PRESS RELEASE DUE</b> Chapter 13 – The Internet and Social Media Chapter 15 – Radio and Television <i>Group PR Newswire Analysis Presentation</i>

October 30, 2019	Chapter 16 – Meetings and Events <i>Group PR Newswire Analysis Presentation</i> <i>Work on Social Media Write-up</i>
November 6, 2019	<b>SOCIAL MEDIA WRITE-UP DUE</b> Chapter 17 – Corporations Chapter 18 – Entertainment, Sports & Tourism <i>Group PR Newswire Analysis Presentation</i>
November 13, 2019	Chapter 19 – Politics and Government <i>Group PR Newswire Analysis Presentation</i> <i>Work on Final Project</i>
November 20, 2019	<b>FINAL PROJECT DUE</b> Chapter 20 – Global Public Relations Chapter 21 – Nonprofit, Health and Education <i>Group PR Newswire Analysis Presentation</i>
November 27, 2019	<b>NO CLASS</b>
December 4, 2019	<i>Group PR Newswire Analysis Presentation</i> Review & finish class topics Return any outstanding assignments Return Final Project
December 11, 2019	<b>Snow/Study Day</b>
December 18, 2019	<b>NO FINAL EXAM</b>

### Grading & Assignments

#### ***Class Participation/Discussion- 10%***

A truly great publicist is a voracious reader- newspapers, magazines, blogs, trade (vertical) publications. Examples are, The Wall Street Journal, The New York Times, [www.prnewswire.com](http://www.prnewswire.com), [www.prweek.com](http://www.prweek.com), [www.prsa.org](http://www.prsa.org).

Knowing what is going on in the world is the most basic skill that any solid publicist should have. So read. Read a lot. Watch the news. My goal is to get you to think about what you are reading and watching with a curiosity about how it got there. There will be time during every class for students to present their findings and engage us in an interesting discussion (often heated!). This exercise will be part of your class participation grade so be prepared!!

### ***PR Newswire (or other) Story Analysis – Group Project – 10%***

Each week every member of the group must come prepared with a story that they have read that they feel has a PR element to it. They must briefly describe it to their group. Each group must pick one story, answer the questions on the *PR Newswire Worksheet* (to be handed in at the end of class) and present it to the class (all groups may not have a chance to present each week). You will have about 20 minutes or so to work with your group and about 10 minutes to present to the class.

This assignment prepares you by making you look at publics, purposes and media. It also helps you look at what companies and organizations do and say to establish relationships with their target publics – i.e., their stakeholders.

Parameters for the stories:

- \* They may NOT be corporate financial reports, personnel appointments or advertising.
- \* They must have a public relations message as well as a “news” message”.
- \* They must be current – i.e., have been released since the start of the course.

### ***Mid-term – 20%***

The test will be on Chapters 1-10. Content will primarily come from the class presentations. A review the week before will highlight what material to focus on. The test will be a combination of multiple choice, true & false, short answer response and long answer response questions.

### ***Pitch Letter and Press Release – Individual – 15%***

Write a pitch letter to appropriate media outlet in representation of your client. Your client is the company you will be doing your final project on.

Letter should:

- be in standard business letter format
- include an introduction
- include the who, what, where, when, why
- state benefit to recipient and their target audience
- include contact info and/or call to action

Write a press release for company/organization/talent you have chosen.

News release should:

- be a follow-up to your pitch letter (topic written about in pitch letter)
- be in standard AP style format

### ***Social Media Project – Individual – 15%***

You will work to find **two** real world examples of best practices in common uses of social media as part of public relations efforts.

You will focus on **two** of the following areas (do not pick the same area for each example):

- A) Public relations best practices for *going viral and generating word of mouth*
- B) Public relations best practices for *creating content and gaining followers*
- C) Public relations best practices for *starting conversations and encouraging participation*
- D) Public relations best practices for *launching products or ideas*
- E) Public relations best practices for *starting a social movement (and/or motivating to action)*

Students will be required to submit a written report (at least 3 pages). Included should be what you chose and why; what was done and how was it accomplished; were objectives met, surpassed or not reached; was it effective; are there long term results; what changes would you make if any.

### ***Final Project – PR Campaign –Individual - 30%***

You will be responsible for the development of a public relations campaign. You will select your own client. Be on the lookout for companies that are launching new products, services or divisions. Perhaps you would rather pick a company that needs to refresh its image or consumer perception.

The campaign project should include:

- Summary Outlining Company and Issue/Crisis
- Research Company and Provide Analysis
  - company background info/ mission statement/ goals
  - overview of products and services
  - identify key issues that can negatively affect company ethically/ legally
  - id publics (internal/ external)
- Set Goals and Objectives -
  - who would be involved and how would it be executed?
  - include contingencies based on cause/ effect scenarios with strategies to handle unexpected scenarios
- Communication - Identify Key Message(s)
- Determine Proper Communication Vehicles to Use to Reach Target Market
- Intended Outcome
- Campaign Evaluation

You will be graded on:

- clear and concise thoughts.
  - relevant information, concepts and ideas.
  - application of terms, strategies and tactics used.
  - well written materials.
- Be Creative!!