

public relations  
*Campaigns*  
public relations



Winter Term 2011: Kelli Matthews

# Winter Term 2011

<b>Week 1 - 2</b> Client connections; Best practice research	<b>Week 3 - 4</b> Key messages, target audiences
<b>Week 5 - 6</b> Research & recommendations due; client presentations	<b>Week 7 - 8</b> Implementation
<b>Week 9 - 10</b> Implementation	<b>Portfolio Review &amp; Final</b> March 4: Portfolio Reviews

## Connect

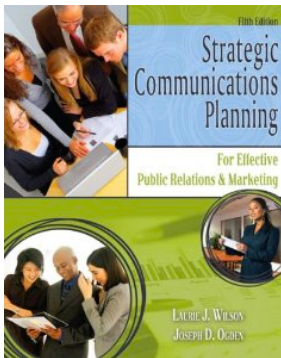
**Instructor:** Kelli Matthews

**Email:** [kmatthew@uoregon.edu](mailto:kmatthew@uoregon.edu)

**Office:** 214D

**Office Hours:** 1pm - 3pm Monday/Wednesday and by appointment.

## Textbook



Strategic Communications Planning for Effective Public Relations and Marketing. 4th or 5th edition.  
-by Laurie Wilson & Joseph Ogden

## Course Description

Public Relations Campaigns is the capstone course in the sequence of instruction offered in public relations. This course provides students with the opportunity to apply the fundamentals of what they have learned over their course of study to actual client work and real world business problems.

## Course Prerequisites

J350 Public Relations Principles, J440 Public Relations Writing and J453 Public Relations Problems & Plans.  
Recommended: J452 Advanced Public Relations Writing.

## Work of the Course

Each student in PR Campaigns will work in a team. As a team, you will work with a non-profit organization to conduct original research, create (and propose) a public relations plan for the client and implement part of the public relations plan as time and resources allow.

### My objectives for the course:

1. To learn, understand and use common qualitative and quantitative research methods in public relations.
2. To understand how to use the results from your research to write a strategic recommendation.
3. To present your strategic recommendations (PR Plan) to the class and your client.
4. To use your research to research to write a strategic communications/PR plan that addresses your client's business problem.
5. To implement all or part of your research and recommendations, to your client and your peers.
6. To gain confidence as a public relations professional in client relations, strategy, recommendations and quality of work.

This course serves as the bridge between academia and the "real world." You're expected to conduct yourself as a professional with your client and your team.

The class meetings will be conducted as seminars to help meet each of these objectives, including research methods, stakeholder identification, messages and channels and expert recommendations. We will also share work challenges and experiences, brainstorm ideas and develop strategies. We will also have guest speakers to provide insight into campaign work and specifically related to the work of the course.

# Work of the Course

## Course Requirements | Client Work

*The following should be submitted to the client*

### **PR Plan:**

A professional-quality public relations plan that incorporates the research your team conducts, considers the organization's budget and recommends appropriate and executable strategies.

### **Final Packet**

A final bound packet to include the client reports, the final public relations plan and campaign implementation material/deliverables to be submitted to Kelli and to the client during finals week.

### **Final Presentation:**

Each team will make a final presentation to their client during finals week.

## Client Reports

### **Research & Recommendation Report**

Each team will submit a client reports detailing the team's research and recommendations.

### **Research & Recommendations Presentation:**

Each team will "pitch" their research and recommendations to the client during week 6. The presentation will be based on the public relations plan and provide key tactics that the team recommends they implement in the second half of the class.

### **Long-Term Implementation Recommendation Report**

Each team will create a long-term implementation recommendation report that will recommend the next steps for implementing the team campaign

## Course Requirements | Other Work

### **Best Practice Report**

Each individual will create a best practice report drawing on secondary research related to the client's business problem, audiences, industry or issues.

### **Research Plan**

Each team will create an outline of a research plan for review.

### **PR Plan Draft:**

The draft of your final PR plan will be submitted to Kelli for feedback and revision during week 6. I expect public relations plans to be creative and insightful, moving beyond the expected to offer real solutions that will reach the client's target audience.

### **Portfolio Review:**

The student will make a presentation to a professional jury of the student's public relations campaign project and other portfolio material in a one-on-one review and mock interview situation. Each student will be assigned a 30-minute time slot to present to a small panel of professionals on **Friday of Week 9 (March 4, 2011)**.


Reviews will take place in PORTLAND. We will help coordinate transportation. Please make arrangements now to miss work.

## More on Portfolio Reviews

The culmination of your academic career in public relations is the professional portfolio review. On Friday of week 9, each student will individually present the complete portfolio of their work to a panel of two or three professionals who work in public relations. Each review lasts 30 - 45 minutes with time for questions and feedback from the panel.

<http://prosintraining.com/prcampaigns> for more tips.

# Grading Summary

	<b>Client Work</b> Draft PR Plan (5% of total) Final Report (Including final PR plan + implementation) *includes peer review	% of Grade (weighted)  25%
	<b>Client Related</b> Best Practices - secondary research (individual) Research & Recommendations Report Long-Term Implementation Recommendation Report Weekly Reports	% of Grade (weighted) 10% 15% 10% 5%
	<b>Presentations</b> Client Presentation: including feedback from client Portfolio Reviews	% of Grade (weighted) 15% 10%
	<b>Other</b> Attendance & Participation: includes informal presentations and in-class activities.	% of Grade (weighted) 10%

## Deadlines

All deadlines are firm. PLEASE DO NOT ask me or expect me to accept late work.

I do reserve the right to make changes to the attached reading and topic schedule, which, in turn, might affect the deadline schedule. Such changes would only be made if absolutely unavoidable, due to, for example, guest speakers' schedules.

## Classroom Protocol

You are expected to be in class on time, every time the class meets. Every student is expected to accept responsibility for getting assignments, understanding precisely what is expected, and getting the work done to a high professional standard on or before specified deadlines.

## Disabilities

Students with documented disabilities who may need accommodations, who have any emergency medical information the instructor should know of, or who need special arrangements in the event of evacuation, should make an appointment with the instructor as early as possible, no later than the first week of the term.

## Computer Use

You are encouraged to bring your laptop to class & use it to participate in team projects, research and share ideas and connect via Twitter. What's not ok: Dinking around on Facebook, shopping, checking on your fantasy football team, etc. Provided you stay on track, your laptop is a welcome addition to my classroom.

## A Word on Twitter

This is not a social media-focused class and I'm not going to teach you how to use Twitter during class time. But if you're already on Twitter or are interested in participating, I welcome discussion. Please use the hashtag #J454.

You can learn more about Twitter here: <http://www.prosintraining.com/2010/09/brand-tweeting-new-tips-for-twitter-newbies.html>

	Date	Description	Reading
<b>Topic: Overview, Team Assignments, PR Theory</b>			
<b>Week 1</b>	4-Jan	Course Overview, Team Assignments, Professionalism	W/O - Chapter 12; <a href="http://bit.ly/h6yuAc">http://bit.ly/h6yuAc</a> ; BB - Weber Shandwick
	6-Jan	Ethics; Basic PR Theory; Best Practices Report	
Assignments: Weekly report due by Friday; Client contact and meeting by Friday			
<b>Topic: Research</b>			
<b>Week 2</b>	11-Jan	Research methods: Focus Groups, Survey Construction	W/O - Chapter 3 <a href="http://bit.ly/fgH7pC">http://bit.ly/fgH7pC</a> BB - Research Plan, Additional Readings
	13-Jan	Creating a research plan	
Assignments: <b>Best Practices Due (Wednesday)</b> ; Weekly Report (Friday)			
<b>Topic: Planning</b>			
<b>Week 3</b>	18-Jan	Team reports: research plans	W/O - Chapter 4
	20-Jan	Research Work Day	
Assignments: Informal Presentation on Audiences (Monday); Weekly Report (Friday)			
<b>Topic: Presentations</b>			
<b>Week 4</b>	25-Jan	Elements of a PR Plan: Situation Analysis, Target Audiences, Objectives, Strategies and Tactics	W/O - Chapter 5 - 7
	27-Jan	Elements of a PR Plan: Timeline & Budget; Writing the Research Report	
Assignments: <b>Research reports (Monday)</b> , Weekly report (Friday)			
<b>Topic: Presentations</b>			
<b>Week 5</b>	1-Feb	Presentations: Delivery & Content	W/O - Chapter 8 - 10; 11
	3-Feb	Team meetings with Kelli - No Class	
Assignments: Weekly report (Friday)			
<b>Topic: Implementation</b>			
<b>Week 6</b>	8-Feb	<b>Client Presentations</b> 2 pm: Soft Star Shoes	
	10-Feb	<b>Client Presentations</b>	
<b>DRAFT PLAN DUE ON PRESENTATION DAY</b>			
<b>Topic: Implementation</b>			
<b>Week 7</b>	15-Feb	Next Steps; Portfolio Review Prep	W/O - Chapter 10 <a href="http://bit.ly/g7qwgO">http://bit.ly/g7qwgO</a>
	17-Feb	Team Reports Measurement & Evaluation Long-Term Implementation Report/Recommendations	
Assignments: Weekly report (Friday)			
<b>Topic: Implementation</b>			
<b>Week 8</b>	22-Feb	Work Day	
	24-Feb	Team Reports	
Assignments: <b>Long-Term Implementation Recommendation Report (Wednesday)</b> ; Weekly report (Friday)			
<b>Topic: Implementation</b>			
<b>Week 9</b>	1-Mar	Work Day	
	3-Mar	Team Reports; Peer Review & Practice Reviews	
<b>Portfolio Reviews: FRIDAY MARCH 4 in PORTLAND</b>			
<b>Topic: Implementation</b>			
<b>Week 10</b>	8-Mar	Final Team Reports; Debrief Portfolio Reviews	
	10-Mar	Final Client Packets Due	
<b>Final Client Packets Due Friday</b>			

## Weekly Report Suggestions

Use the weekly report as an opportunity to share success, frustrations, ask questions and get feedback. Each week, the topic of your report may vary. Consider the following questions or topics when you write your report.

Reports need to be submitted via a Google document (word processor). Add each week's report to the previous week (most current at the top), so it's one continuous document. Share your document with [kelli.matthews@gmail.com](mailto:kelli.matthews@gmail.com).

- Week 1: client contact, initial impressions, client meeting preparation, client meeting details.
- Week 2: client contact, audience exploration (who does the client think the audience is? what is your impression?), initial research ideas (what kind of research do you think you'll do? how will you get access to the people you need to talk to?), challenges or concerns?
- Week 3: client contact, clear identification of audiences, research progress/barriers/challenges/questions, challenges or concerns?
- Week 4: client contact, clear identification of audiences, research progress/barriers/challenges/questions, planning questions/concerns, challenges or concerns?
- Week 5: client contact, preparations for presentations
- Week 6: client contact, impressions from presentations, issues that came up and next steps for implementation.
- Week 7: client contact, implementation activities (pending, current, complete)
- Week 8: client contact, implementation activities (pending, current, complete)
- Week 9: client contact, implementation activities (pending, current, complete)

