Dear PR Senior:

Welcome to CMMN A318, Public Relations Cases & Campaigns, the final PR course in the public relations sequence. This course is only open to students who are enrolled with a major or minor in Mass Communication or a major in Theatre-Communications.

Prerequisites
You must have completed CMMN A250, A316 and A317 and have a minimum of C for CMMN A101. There are no exceptions.

You should have learned how to create a PR proposal; develop a client history; determine the client’s challenge, need or opportunity; define a strategy and the tactics that will achieve that strategy; and analyze the end results. You should be able to create a timeline, budget, RFP, media materials, special events and evaluation systems.

Objectives
This course will cover:
• research and development of a total PR campaign.
• analysis of previous campaigns through case studies.
• media and client relations.
• time management.
• evaluation processes.
• professional presentation skills.

As a result of this course, you will be able to do the following:
• create and execute a complete PR campaign.
• provide a community service through teamwork and course requirements.

This course is the culmination of the PR curriculum and brings together all of the elements learned in the prerequisite courses, including media relations, special events planning, PR writing, crisis management and much more. We will base our study on the RACE model of public relations: research, action, communication and evaluation.

Projects
This class is unlike any you’ve taken before; it is a self-directed, real-world class with a real client and definitive goals and objectives. You will be given an agency job with a title and responsibilities. You will work to create a designated portion of your agency’s campaign. Working with your other agency members, you will create and execute the campaign. It is important that you understand and fulfill your individual and agency responsibilities.

Textbook Readings and Supplies:
• You can get a copy of Public Relations Resources from the library on e-reserve. If you have questions, ask at the circulation desk. Bring it to class with you every day.
• You will need your AP Stylebook.
• Your text is Public Relations Cases, (7th ed.) by Jerry A. Hendrix and Darrell C. Hayes. (ISBN 0-495-05028-8), published by Thomson/Wadsworth. You can purchase it online or through the bookstore.
• You must have a Macintosh formatted disk (or jump drive) for use in the lab. Put your name on it and keep it with you. You will need it every day.

Information saved on the hard drive could be eliminated at any time, due to maintenance, electrical outages or carelessness on the part of other students. “I don’t have my disk with me” is not an acceptable excuse for late work or lack of productivity.

Grading
While most team-oriented projects yield a team grade, this class is about individual responsibility and achievement within the agency to which you are assigned. You will have individual assignments due each day for class, assignments generated in class and assignments given as part of your agency meetings outside of class. Each person receives an individual grade at the conclusion of the semester; there are no guaranteed As, despite the success of the campaign or any agency competition determined by the client.

Student learning will be assessed through a variety of responses to specific topics.

Passing work will meet the following criteria:
• It will demonstrate an ability to write professional and effective messages for specific media and audiences.
• It will demonstrate an ability to creatively promote a PR client.
• It will demonstrate an ability to meet client demands.
• It will demonstrate an ability to work professionally in group situations.
• It will demonstrate an ability to implement a complete PR campaign.

Questions?
Should you have questions about any aspect of this course, don’t hesitate to talk with me. I’m looking forward to an interesting and productive semester. I hope you are, too.

Valerie J. Andrews, M.J.
Assistant Professor
School of Mass Communication
310 C/M
(504) 865-3427
vandrews@loyno.edu

FALL 2007 OFFICE HOURS
Monday - Thursday
1:30 - 3:00 p.m.
Other hours by appointment
Classroom etiquette

- Cell phones are absolutely forbidden in class FOR ANY REASON.
- Do not be tardy.
- There will be NO tobacco use – including smoking, dipping, chewing, spitting.
- Food and drink are not allowed in the lab.
- Throw trash away at the end of class.
- Keep unnecessary noise to a minimum. That includes knuckle cracking, paper crunching, online sounds and squeaky chairs.
- You MAY NOT chew gum in class.
- In the classroom, a student does not have the right to engage in conduct which is disruptive to the educational process. Such conduct (e.g., abusive language, threats, disruptive talking and laughing, violent actions, etc.) may cause removal from that class meeting and can result in removal from the course with a grade of W. A second such disruption may result in exclusion for one or two terms or dismissal from the university.

Grading

- Late assignments receive a 50% point reduction off the top.
- More grading issues are noted under Grading Policies and under Project Specifications, located elsewhere in this packet.

Plagiarism

Specifically, cheating, plagiarism, and misrepresentation are prohibited. Plagiarism is defined by Alexander Lindley as “the false assumption of authorship: the wrongful act of taking the product of another person’s mind, and presenting it as one’s own” (Plagiarism and Originality). Plagiarism may take the form of repeating another’s sentences as your own, adopting a particularly apt phrase as your own, paraphrasing someone else’s argument as your own, or even presenting someone else’s line of thinking in the development of a thesis as though it were your own.” (MLA Handbook, 1985)

For more information, see http://bulletin.loyno.edu/2006undergraduate/academic_regs/contents.html.

Deadlines and absences

- Requests for changes in deadlines, assignments or other scheduling are rarely granted.
- All assignments are due on or before the deadline, which is the beginning of class on the due date. Papers submitted after class or slipped under my door are late.
- I don’t take roll; however, you’re responsible for information that you miss. If you’re absent, get the notes from a classmate. I do not lend my notes; however, I’ll be happy to answer specific questions on the material.
- If you miss an exam for any reason, you will be required to take a comprehensive, essay-style final exam during the regularly scheduled final exam period for this course.

University Regulations

[I]t is ultimately the student’s responsibility to comply with the regulations and completion of requirements for his or her chosen program of study. (http://bulletin.loyno.edu/2006undergraduate/academic_regs/contents.html)

Tutorial Services

The Academic Resource Center provides course-related tutoring across the curriculum. Subject areas [including] Communications.

For more information, see http://bulletin.loyno.edu/undergraduate/1999/acadprogs.html

Office hours

- I keep regular, posted office hours, and I’m available at other times by appointments.
- If you leave me voice mail, be sure to include your name, the class you’re calling about and your phone number. You can call me at home between noon and midnight.

University Policy on Safety and Emergency Preparedness

Loyola University maintains a Web page with current information on emergency procedures and, during an emergency – particularly a hurricane – this page provides updated information on the university’s status. It is available at http://www.loyno.edu/emergency/

Changes to the university calendar, if necessary, will be announced as soon as practicable on the Loyola Web page and will be sent to students, faculty, and staff at their Loyola e-mail address. (http://www.loyno.edu/studentaffairs/hurr_brief.html)
PARTICIPATION

• This class is your PR capstone course and requires you to combine all the skills and concepts you’ve learned in previous PR courses. You will create and execute a PR campaign for a real client. That means real work, real deadlines and real involvement.
• Because this is a campaign with real, tangible goals, there is no room for apathy, inattention or absenteeism. Your grade reflects – and the success of your campaign depends upon – your enthusiastic, energetic and professional participation.
• You must make this class your number one priority this semester. It is the most important course you will take in your college career. That means you must be completely dedicated to its success.

CLASS FORMAT

• This is not a “take notes and tests” class. This is a self-directed class, set up to mimic the creative environments you will experience in an agency or in-house department. You’ll be given a job with a title and responsibilities. You will work to create a designated portion of the campaign. Working in conjunction with other agency members, you will create and execute the campaign. It is important that you understand and fulfill your individual and agency responsibilities.

CLASS OBLIGATIONS

• Your out-of-class work will require a minimum of 15 hours each week, often meaning assignments on nights, weekends and holidays. It may intrude on your work hours or social interests.
• Deadlines are serious and frequent. You must give all deadlines the attention they require.
• It is your individual responsibility to get the work done, particularly agency work that requires meetings outside of class. Failure to do so will ultimately affect the performance of the agency as well as your grade.
• Therefore, you will find me unreceptive to pleas to leave class early for sporting events (unless you are a recognized, rostered Loyola athlete traveling to a required event), social functions or other non-class-related activities.

OUTSIDE TEAM MEETINGS

• Your agency will be required to meet outside of class at least one time per week for 2-3 hours. This outside meeting is as important as your class time and will be graded. As an agency you will set up a day and time, and each member is required to attend these meetings. During meetings you will brainstorm, exchange information and interact the way a professional work group would.
• Attendance at these meetings is not optional. There are NO allowable excuses.

COMPUTER LABS

• The majority of your work will be done in a computer lab. Every agency member must have a backup disk with current and constantly updated files. Every agency member should have all other agency members’ campaign files on their disk. There will be disk checks.
• Each person must have their own disk. Don't leave it at home or in the lab. And don't share it with anyone. SHARING A DISK IS LIKE SHARING A NEEDLE.

AGENCY GOVERNANCE

• Your agency will monitor and be accountable for the actions of its members. That includes assignments, attendance and behavior. Don’t let your final grade reflect poor decisions on your part.
• Each agency member should have all of the agency work on their individual disks. This avoids claims that someone couldn't work on something because “someone else has that information.”
• Any internal agency problems should be resolved within the agency. Bringing them to me should be your last resort.
This tentative calendar is for your use in planning deadlines and assignments. Most assignments will be made by the agency. Other deadlines will be set as needed. You will set your own schedules for out-of-class meetings.

<table>
<thead>
<tr>
<th>week of AUGUST</th>
<th>assignments due</th>
<th>notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>27-31</td>
<td></td>
<td>29 Client meeting at 10:30</td>
</tr>
<tr>
<td></td>
<td></td>
<td>31 Agencies announced</td>
</tr>
<tr>
<td>week of SEPTEMBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-7</td>
<td>5 Preliminary research due</td>
<td>3 LABOR DAY/NO CLASS</td>
</tr>
<tr>
<td></td>
<td>5 Agency meeting day</td>
<td>5 Agency meeting day</td>
</tr>
<tr>
<td>10-14</td>
<td>10 Agency meeting schedule due</td>
<td>12 Agency meeting day</td>
</tr>
<tr>
<td>17-21</td>
<td></td>
<td>19 Agency meeting day</td>
</tr>
<tr>
<td>24-28</td>
<td>28 Proposals due at 10:30 a.m.</td>
<td>26 Agency meeting day</td>
</tr>
<tr>
<td>week of OCTOBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1-5</td>
<td></td>
<td>3 Agency meeting day</td>
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<tr>
<td>8-12</td>
<td></td>
<td>10 Agency meeting day</td>
</tr>
<tr>
<td>15-19</td>
<td></td>
<td>15 FALL BREAK/NO CLASS</td>
</tr>
<tr>
<td>22-26</td>
<td></td>
<td>24 Agency meeting day</td>
</tr>
<tr>
<td>29-11/1</td>
<td></td>
<td>31 Agency meeting day</td>
</tr>
<tr>
<td>week of NOVEMBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5-9</td>
<td></td>
<td>7 Agency meeting day</td>
</tr>
<tr>
<td>12-16</td>
<td></td>
<td>14 Agency meeting day</td>
</tr>
<tr>
<td>19-23</td>
<td></td>
<td>21-23 THANKSGIVING/NO CLASS</td>
</tr>
<tr>
<td></td>
<td>30 Peer evaluations due</td>
<td>28 Agency prep day</td>
</tr>
<tr>
<td>week of DECEMBER</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3-7</td>
<td>5 Client presentations at 10:30 a.m.</td>
<td>3 Agency dress rehearsals</td>
</tr>
<tr>
<td></td>
<td>7 Final plans books due</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Final course evaluations due</td>
<td></td>
</tr>
</tbody>
</table>
GENERAL GRADING POLICIES

• Late assignments receive a 50% point reduction off the top.
• Projects returned for REDO will be counted late when they are submitted.
• Grammar, spelling and punctuation must be accurate and reflect professional standards.
• All assignments must be typed and/or designed in appropriate formats. There are no exceptions.
• Final grades are determined by adding all the semester’s points together. Points will not be averaged, nor will they be curved.
• Specifications noted elsewhere in the syllabus or on handouts, must be followed. Failure to follow directions will result in a lower grade.
• All assignments should reflect comprehension of the topic, as well as a clear understanding of the instructions.
• We follow AP Style, unless otherwise specified. Failure to use AP Style will result in a lower grade.
• Presentation counts. Be neat.
• DO NOT use plastic page protectors.
• Include your name on everything you turn in.
• Make sure that papers not turned in with catalog envelopes (10”x13”) are stapled. No paper clipped papers (or pages with corners folded over) will be accepted.

GRADING SCALE

Percentages and letter grades for final grades

<table>
<thead>
<tr>
<th>GRADE</th>
<th>PERCENTAGE</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>91-100%</td>
</tr>
<tr>
<td>B</td>
<td>81-90%</td>
</tr>
<tr>
<td>C</td>
<td>71-80%</td>
</tr>
<tr>
<td>D</td>
<td>61-70%</td>
</tr>
<tr>
<td>F</td>
<td>below 61%</td>
</tr>
</tbody>
</table>

• Plagiarism will not be tolerated. Any student caught plagiarizing will receive a grade of ZERO on the project and will be dealt with through the proper university channels, according to the provisions of the Honor Code.
• By October 26, the last date to withdraw from the university, you will receive feedback on your performance in this class. You will have at least 2 graded projects returned to you.

PROJECTS

A. INDIVIDUAL PROJECTS
70% of final grade

FIRST DAY ASSIGNMENTS  100 pts.
DAILY IN-CLASS ASSIGNMENTS  200 pts.
HOMEWORK ASSIGNMENTS  175 pts.
OUTSIDE TEAM MEETINGS  65 pts.
PEER EVALUATIONS  40 pts.
TEACHER EVALUATION  40 pts.
TOTAL INDIVIDUAL POINTS  620 pts.

B. AGENCY PROJECTS
30% of final grade

FINAL PLANS BOOK  100 pts.
PROPOSAL  50 pts.
CLIENT PRESENTATION  80 pts.
CLIENT’S CHOICE  10 pts.
TOTAL AGENCY POINTS  240 pts.

TOTAL SEMESTER POINTS  860 pts.

FINIAL GRADE BREAKDOWN

<table>
<thead>
<tr>
<th>grade</th>
<th>points</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>783-860</td>
</tr>
<tr>
<td>B</td>
<td>697-782</td>
</tr>
<tr>
<td>C</td>
<td>611-696</td>
</tr>
<tr>
<td>D</td>
<td>525-610</td>
</tr>
<tr>
<td>F</td>
<td>&lt; 525</td>
</tr>
</tbody>
</table>
INDIVIDUAL PROJECTS

Individual grades are given in a number of areas that relate to the campaign as a whole. These grades are not given to the agency but to the individual only. It is your responsibility to make sure that your work is credited and that your attendance is noted. For assignments labeled below with It is your responsibility to list your assignment on the assignment sheet each week you will need to make sure that your AE keeps track of your work and attendance. It will be the AE’s responsibilities to turn in the work sheets weekly.

FIRST DAY ASSIGNMENTS 100 pts.

In order to get started quickly on the campaign, you will need to do some initial, individual research. This research will be used within your agency as background information. (For specifications and grading, see First Day Assignment.)

DAILY IN-CLASS ASSIGNMENTS 200 pts.

In-class assignments are given every day in class. You must turn in a written report or a key element of the campaign at the end of each class to receive that day’s in-class grade. Each assignment is worth 5 points. These assignments are graded on completion, relevance and content. It is your responsibility to list your assignment on the assignment sheet each week.

HOMEWORK ASSIGNMENTS 175 pts.

Out-of-class assignments are given every day in class. You must turn in a written report or a key element of the campaign at the beginning of every class to get that day’s outside assignment grade. Each assignment is worth 5 points. These assignments are graded on completion, relevance and content. It is your responsibility to list your assignment on the assignment sheet each week.

OUTSIDE TEAM MEETINGS 65 pts.

Each agency is required to meet outside of class at least one time per week for 2-3 hours. Each outside meeting will yield individual assignments, which are worth 5 points. These assignments are graded on completion, relevance and content. Your attendance at these meetings is mandatory. It is your responsibility to list your assignment on the assignment sheet each week.

PEER EVALUATIONS 40 pts.

Each agency member will evaluate their colleagues. Scores will be totalled and averaged to determine the grade, based on a 40-point scale. Evaluations are due the last day of class. (See Evaluation Forms.)

TEACHER EVALUATION 40 pts.

Each member of the team will receive a final teacher evaluation. (See Evaluation Forms.)

AGENCY PROJECTS

Each agency project will result in a single grade for all members of that agency for that project.

FINAL PLANS BOOK 100 pts.

The major written project to be completed by each agency is a final plans book. All members of each agency receive the same grade on the book. The plans book includes all of the major parts of the campaign (client background, challenge/need/opportunity, strategy, tactics, evaluation), along with finished versions of all tactics and any supplementary materials that are appropriate to the campaign. This is due at the end of the semester and becomes a vital part of your portfolio.

You will need to submit at least TWO copies of your agency’s final book at the conclusion of the semester; one will be graded and the other goes to the client.

See also:
Evaluation Forms, in this syllabus
Writing a Plans Book, in this syllabus
Calendar for deadlines, in this syllabus
Writing a PR Proposal, in the PR Resources Packet
examples of proposals and campaigns books, in my office

PROPOSAL 50 pts.

Each agency will develop a proposal, in correct format, of your proposed campaign, complete with client background, research, SWOT analysis, strategy statement and tactics outline. The proposal incorporates the information from individual first-day assignments and includes the creative approach (slogan/theme) that your agency will use to develop the PR campaign. The proposal will be graded by the same specifications as the final plans book. (See Evaluation Forms.)

CLIENT PRESENTATION 80 pts.

At the conclusion of the semester, formal presentations on the competing campaigns will be made to the client by the agencies. This is a formal presentation. Each agency member is required to participate in some way. Because this simulates “real world” experience, this is a competition. The client’s choice of winning campaign (see below) will be based in part on the client presentation. (See Evaluation Forms and PowerPoint Notes.)

CLIENT’S CHOICE 10 pts.

Because this is a competitive challenge, the client will choose one agency as the “winner” of the account. Only the winning agency will receive points for this area.
EVALUATION FORMS  

PLANS BOOK EVALUATION

CONTENT  
50 points

FOLLOWING INSTRUCTIONS  
10 points

GRAMMAR, SPELLING, PUNCTUATION  
20 points

PR ACUITY  
10 points

OTHER/MISCELLANEOUS  
10 points

TOTAL_________ out of 100*  
* for proposal, the final score will be divided by 2 to yield a score out of 50

PRESENTATION EVALUATION

Agencies will be ranked in each area on a scale of 0-4, with 0 being the lowest (F or disagree) and 4 being the highest (A or agree).

PRESENTATION SKILLS
- member introductions appropriate 0 1 2 3 4
- topic introduction appropriate 0 1 2 3 4
- volume of speakers’ voices 0 1 2 3 4
- professional behavior 0 1 2 3 4
- obvious preparation 0 1 2 3 4
- familiarity with material (not reading from notecards or slides) 0 1 2 3 4
- presentation style and format appropriate to class and topic 0 1 2 3 4
- appropriate closing (asking for questions) 0 1 2 3 4
- staying in time limit 0 1 2 3 4

CONTENT
- material well organized 0 1 2 3 4
- material relevant to the topic 0 1 2 3 4
- material relevant to the class 0 1 2 3 4
- material thoroughly covered 0 1 2 3 4
- obvious use of outside resources 0 1 2 3 4

SUPPORTING MATERIALS
- handouts effective 0 1 2 3 4
- audio/visuals effective 0 1 2 3 4
- handouts/visuals creative 0 1 2 3 4
- handouts/visuals professional 0 1 2 3 4

MISCELLANEOUS  
0 1 2 3 4

OVERALL  
0 1 2 3 4

TOTAL_________ out of 80

PEER EVALUATIONS

You are grading on a 0-4 scale, with 4 (A) being highest and 0 (F) being lowest.

1. Participation as a part of the agency 0 1 2 3 4
2. Participation as part of the class 0 1 2 3 4
3. Responsibility for assigned tasks 0 1 2 3 4
4. Responsibility as an agency leader 0 1 2 3 4
5. Ability to manage deadlines 0 1 2 3 4
6. Professionalism 0 1 2 3 4
7. Public relations acuity 0 1 2 3 4
8. If you were assigned to work WITH this person again, would you do so (check one): willingly (4) begrudging (2) not at all (0)
9. If you were assigned to work UNDER this person, would you do so: willingly (4) begrudging (2) not at all (0)
10. Overall, how would you rate this person? 0 1 2 3 4

TOTAL_________ out of 40

TEACHER EVALUATION

You are being rated on a scale of 0 to 4, with 0 being lowest (an F) and 4 being highest (an A). Your total score will be your grade on the teacher evaluation portion of your grade.

1. Participation as a part of the agency 0 1 2 3 4
2. Participation as part of the class 0 1 2 3 4
3. Responsibility for assigned tasks 0 1 2 3 4
4. Responsibility as an agency member 0 1 2 3 4
5. Ability to meet deadlines 0 1 2 3 4
6. Professionalism 0 1 2 3 4
7. Public relations acuity 0 1 2 3 4
8. Involvement during any special events 0 1 2 3 4
9. Contribution to the overall campaign 0 1 2 3 4
10. Miscellaneous 0 1 2 3 4

TOTAL_________ out of 40
Each class member will be assigned to an agency no later than the end of the first week of class. Your bio sheet requests will be taken into consideration, but the final decision will be based on a variety of factors, including client needs and agency requirements.

Each agency is led by an account executive (AE). Agency members will be given specific assignments, including at least one primary “title” or area of responsibility. (see descriptions below)

Other assignments may be added as the campaign develops. This may require reassignments within a team or within an agency.

Not every campaign needs every job type. For example, some clients do not require fundraising, so there may be no Sponsorship team in that campaign.

**ACCOUNT MANAGEMENT**

Account Executives (AEs) provide leadership for the agency and may work with other agencies’ leaders to ensure all members are working toward a common goal.

*Responsible for:*
- all communication between agency and client, streamlining the communication process
- maintaining a professional image of the agency with the client
- oversight of entire campaign
- facilitating communication among agency members
- coordinating agency assignments in every class and outside work meeting
- overseeing the creation and completion of the agency’s final campaigns book
- overseeing agency presentations
- working with any constituency attached to the client

**RESEARCH**

Research teams compile research findings and conduct additional research as needed to provide a well-informed foundation for the campaign. Research directors assign and oversee fact-finding responsibilities.

**Responsible for:**
- overseeing all research elements of the campaign
- developing an overall strategic approach to the campaign
- assigning additional research duties as needed among agency members

**MEDIA RELATIONS & CREATIVE SERVICES**

Media Relations disseminates the information needed to carry out the campaign and develops and maintains good relations with media. This team works with all areas of the agency to ensure materials are professional and accessible.

**Responsible for:**
- developing media relationships, including but not limited to creating a media list
- coordinating with University Relations on approvals as needed
- directing appropriate materials to relevant media in a timely fashion

Creative Services is the artistic center of the agency, developing “products” needed to carry out the campaign. This group is part of Media Relations but works separately. It works with all areas of the agency, particularly the Media group, to ensure all materials are professional and accessible.

**Responsible for:**
- all communication materials generated by the agency for the client
- generating appropriate publicity and promotional materials
- supervising all advertising for the campaign, including letters to solicit sponsorships on behalf of the Sponsorship team.
- working with the AE to create client presentation materials
- assisting the AE in coordinating the final campaigns book.

**LOGISTICS & SPONSORSHIP**

Logistics handles the physical aspect of the campaign, particularly for special events. This team is in charge of any “activities” put on by the agency.

**Responsible for:**
- development and oversight of any special events
- working with the Media group to provide information as needed for promotional purposes
- coordinating activities with the University Development office as needed or with other venues.
- developing and maintaining any timelines and budgets, including developing RFPs.

Sponsorship, which comes under Logistics but works separately, handles the “money” aspect of the campaign, particularly in the event of fundraisers. This team works with Research to identify external support for the campaign.

**Responsible for:**
- developing a list of potential sponsors and contacting identified businesses and individuals
- coordinating fundraisers with the Logistics group
- working with the Creative group to ensure creation of appropriate informational materials for fundraising purposes
- coordinating activities with the University Development office as needed or other venues’ representatives

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**AGENCY DUTIES & STRUCTURE**

**ACCOUNT MANAGEMENT**

Account Executive

- Logistics & Sponsorship Team
- Media Relations & Creative Team
- Research Team

**Assistant AE**
ASSIGNMENTS:
You will begin immediately researching your client’s business environment and PR techniques that have been used successfully in promoting similar clients.

These assignments should begin today. You will use what you learn to provide background for your meeting with the client, as well as for your proposal.

The information will evolve into the traditional proposal to be submitted early in the semester.

This project is due SEPTEMBER 5.

SPECIFICATIONS:
Your materials must be submitted in a 10”x13” catalog envelope with your name on the outside. You can staple or use a butterfly clip to keep the pages together. Materials should be submitted as noted below.

Include:
1. Cover sheet with your name, email and phone number
2. Table of contents with specifics
3. The following 5 sections

Section 1. Background
Thorough, complete background on the School of Mass Communication at Loyola.
• Provide a very detailed background. Look for information from the university’s official publications and Web site, but look at other resources that may be available.
• Avoid using Wikipedia and similar sites that are reader-contribution content oriented unless you have substantial support for the validity of that information from a variety of other sources.
• Feel free to include samples (visuals, articles, examples, other ads, media releases) that inspire you or add to your understanding of this client’s environment.
• Look at the School of Mass Communication as part of the university as a whole. Know the university’s history and current situation.

• Cover, briefly, the geographical areas that are relevant to the client (city, state, region).
• Background section should be a minimum of 5 typed pages, excluding any samples that you include.

Section 2. Case Studies
Three PR case studies from appropriate* resources, one each on the following topics:
• crisis management concerning a university department or college (as opposed to the entire university)
• innovative promotional ideas on promoting new departments, majors or programs or revitalizing existing ones
• award-winning campaigns for universities or individual departments

Section 3. Analysis
Brief (1-2 page) analysis of EACH case study. Use complete sentences.

Section 4. Competition
Annotated list of competitive programs, not just in the city but elsewhere that would vie for the attention of existing or potential Mass Communication majors

Section 5. Media
Comprehensive media list; potential sources of information dissemination about the client

GRADING:
Your first day assignment is worth 100 points total. It should follow all rules for professional submission. (See Grading Policies.) It will be graded along the following lines:
• specific assignments 50 points
• following instructions 10 points
• grammar/spelling/punctuation 20 points
• PR acuity 10 points
• other/miscellaneous 10 points

* Appropriate resources
Appropriate resources include credible PR studies from academic, scholarship, professional and business journals, as well as professional organizations’ and agencies’ Web sites. All print outs should include the source (URL is OK) and the date of the publication of the information and the author.

Be sure that you are actually using a case study and not a media release or news story.

You can look for case studies under various agencies. They usually promote themselves via their own successes.

Other sources are professional journals, not to be confused with news releases in other media. Some of the journals that may provide case studies include:

- Communication World
- Journal of Public Relations Research
- O’Dwyer’s PR Daily
- PR News
- Public Relations Quarterly
- Public Relations Review
- Public Relations Strategist
- Public Relations Tactics
- Journal of Communication
- Journal of Communication Management
- Journal of Marketing Communications

In addition, you can use individual PR agency and university sources, newspapers and magazines to gather background on your client and the competitive environment.