

MC 4005 Public Relations Campaigns Schedule*

Fall 2015

This schedule is subject to change.

Any changes will be announced in class and via Moodle.

If changes occur a new schedule will be posted on Moodle for students to access.

*Tentative schedule of readings, activities, presentations.

Week	Date Topic & Assignment(s)	Date Topic & Assignment(s)
1	<p>Monday, August 25</p> <p>Course Overview</p> <ul style="list-style-type: none"> • Course Overview Quiz • Read Syllabus & Schedule • Read AP Style Tip Sheet handout • Read Manship Essentials handout • Read Manship 1,2,3s handout 	<p>Wednesday, August 27</p> <p>Client Presentations, Resumes, Cover Letters & Research Certificates</p> <ul style="list-style-type: none"> ▪ Read: Sample resumes and cover letters on Moodle ▪ Due: Job Applications (EMAILED COPY of Resume, Cover Letter, IRB Research Certificate and IRB Security of Data Agreement) by 8 a.m. on Friday, August 28. <ul style="list-style-type: none"> ○ Human Subjects Training Link (IRB Research Certificate): http://phrp.nihtraining.com/users/login.php ○ IRB Security of Data Agreement: http://sites01.lsu.edu/wp/ored/institutional-review-board/irb-researchers/
2	<p>Monday, August 31</p> <p>Public Relations Process, Campaign Overview, Agency Meetings & Blogging</p> <ul style="list-style-type: none"> • Ethics and Intro Quiz • Read Code of Ethics handout • Read: Appendix B: Ethical Standards (text) • Read: Introduction (text) • Read: Sample Agency Style Guide on Moodle • Read: Image Use Handout on Moodle 	<p>Wednesday, September 2</p> <p>Phase 1: Formative Research Situation, Organization, Publics</p> <ul style="list-style-type: none"> • Formative Research Quiz • Read: Steps 1,2,3 of text • Read: Sources Handout on Moodle ▪ Read: Segmenting Reading on Moodle
3	<p>Monday, September 7 (no class) Labor Day</p>	<p>Wednesday, September 9</p> <p>Phase 1: Formative Research Public Relations Research Methods</p> <ul style="list-style-type: none"> • Research Methods Quiz • Read: Appendix A: Applied Research (text) • Due: Agency Presentations • Due: Agency Style Guide • Due: Weekly performance summary • Due: Mindfire Challenge 1
4	<p>Monday, September 14</p> <p>Phase 2: Strategy Goals, Objectives</p> <ul style="list-style-type: none"> ▪ Strategy, Goals, Objectives Quiz ▪ Read: Step 4 of text • Due: Weekly performance summary 	<p>Wednesday, September 16</p> <p>Phase 4: Evaluation</p> <ul style="list-style-type: none"> ▪ Evaluation Quiz ▪ Read: Step 9 of text ▪ Due: Client Letter of Agreement ▪ Read: Sample Letters of Agreement on Moodle ▪ Due: Blog Reflection 1 (Topic: service-learning)

		<p>(email me link to agency blog site)</p> <ul style="list-style-type: none"> ▪ Due: Primary Research Instrument and Evaluation Research Instrument for submission to IRB (email at end of class)
5	<p>Monday, September 21</p> <p>Phase 2: Strategy</p> <p>Action Strategies</p> <ul style="list-style-type: none"> • Action Strategies Quiz • Read: Step 5 of text • Read: Event Planning Reading on Moodle • Read: Event Outline Handout on Moodle ▪ Due: Weekly performance summary 	<p>Wednesday, September 23</p> <p>Phase 2: Strategy</p> <p>Proactive and Reactive Strategies</p> <ul style="list-style-type: none"> • Proactive/Reactive Strategies Quiz • Read: Step 5 of text • Read: Appendix D: Effective Media Management (text) • Read: Crisis Reading on Moodle • Due: Blog Reflection 2 (Topic: expertise in our field)
6	<p>Monday, September 28</p> <p>Phase 2: Strategy</p> <p>Message Strategies</p> <ul style="list-style-type: none"> • Message Strategies Quiz • Read: Step 6 of text • Read: Communication Audits • Due: Campaign Research Report Draft • Due: Weekly performance summary • Due: Peer Evaluation (Agency Formation & Research) 	<p>Wednesday, September 30</p> <p>Phase 3: Tactics - Communication Tactics</p> <ul style="list-style-type: none"> • Communication Tactics Quiz • Read: Step 7 of text • Read: Channels Handout on Moodle • Due: Event Plan Memo • Due: Blog Reflection 3 (Topic: professional values and competencies) • Due: Mindfire Challenge 2
7	<p>Monday, October 5</p> <p>Phase 3: Tactics</p> <p>Implementation</p> <ul style="list-style-type: none"> ▪ Implementation Quiz ▪ Read: Step 8 of text ▪ Read: Vendors Handout on Moodle ▪ Read: Budget Handout on Moodle ▪ Due: Weekly performance summary ▪ Due: Communication Audit and Creative Brief 	<p>Wednesday, October 7</p> <p>Professional Portfolios (Guest Speaker)</p> <ul style="list-style-type: none"> ▪ Due: Event Budget, Campaign Budget & Media, Event and Campaign Implementation Schedules ▪ Due: Peer Evaluation (Communication Audit/Creative Brief & Event Plan Memo) ▪ Due: Blog Reflection 4 (Topic: civic engagement and social responsibility)
8	<p>Monday, October 12 (Midterms)</p> <p>No Class</p> <p>Capstone Exam</p> <ul style="list-style-type: none"> • Due: Weekly performance summary 	<p>Wednesday, October 14</p> <p>No Class</p> <p>Capstone Exam</p> <ul style="list-style-type: none"> ▪ Due: Blog Reflection 5 (Topic: stewardship/client relationships)
9	<p>Monday, October 19</p> <p>Agency Meetings in Class – Review Intro/Research</p> <ul style="list-style-type: none"> • Due: Presentation of Intro/Research ▪ Due: Weekly performance summary 	<p>Wednesday, October 21</p> <p>Agency Work Outside of Class</p> <ul style="list-style-type: none"> • Due: Blog Reflection 6 (Topic: PR Writing) • Due: Mindfire Challenge 3

<p>10</p>	<p>Monday, October 26 Agency Meetings in Class – Review Key Publics</p> <ul style="list-style-type: none"> • Due: Presentation of Key Publics • Due: Weekly performance summary 	<p>Wednesday, October 28 (No class) Fall Break Agency Work Outside of Class</p> <ul style="list-style-type: none"> • Due: Blog Reflection 7 (Topic: PR Research) • Due: Peer Evaluation (Campaign Book to date)
<p>11</p>	<p>Monday, November 2 Agency Meetings in Class – Review GOST</p> <ul style="list-style-type: none"> • Due: Presentation of GOST ▪ Due: Weekly performance summary 	<p>Wednesday, November 4 Agency Work Outside of Class</p> <ul style="list-style-type: none"> • Due: Blog Reflection 8 (Topic: PR Strategies)
<p>12</p>	<p>Monday, November 9 Agency Meetings in Class – Review Implementation</p> <ul style="list-style-type: none"> • Due: Presentation of Implementation ▪ Due: Weekly performance summary 	<p>Wednesday, November 11 Agency Work Outside of Class</p> <ul style="list-style-type: none"> • Due: Blog Reflection 9 (Topic: Changes in PR Tactics/Channels) • Due: Peer Evaluation (Campaign Book to date) • Due: Mindfire Challenge 4
<p>13</p>	<p>Monday, November 16 Agency Meetings in Class – Review Evaluation</p> <ul style="list-style-type: none"> • Due: Presentation of Evaluation • Due: Weekly performance summary 	<p>Wednesday, November 18 Agency Work Outside of Class</p> <ul style="list-style-type: none"> • Due: Blog Reflection 10 (Topic: PR Evaluation)
<p>14</p>	<p>Monday, November 23 Agency Meetings in Class – Discuss Presentation and Campaign Book</p> <ul style="list-style-type: none"> • Due: Portfolios (Hard Copy and emailed link) • Due: Client Evals • Due: Blog Reflection 11 (Topic: PR Professionalism and Ethics) • Due: Weekly performance summary 	<p>Wednesday, November 28 (No class) Thanksgiving Break</p>
<p>15</p>	<p>Monday, November 30 Agency Work Outside of Class</p> <ul style="list-style-type: none"> • Due: Blog Reflection 12 (Topic: Course Objectives and Service-Learning - VIDEO) • Due: Weekly performance summary 	<p>Wednesday, December 2 Presentations</p> <ul style="list-style-type: none"> ▪ Due: Campaign Book (2 Hard Copies) ▪ Due: Campaign Presentations (Invite Clients) ▪ Due: Final Peer Evaluation (Overall professionalism, campaign book & presentation) ▪ Due: All Extra Credit