

Prac: Blueston Pub Rela Firm

COMM-4421P

Fall 2020 Section E01 3 Credits 08/12/2020 to 12/05/2020 Modified 08/11/2020

Description

Practical experience with the student-managed public relations firm that primarily includes hands-on experience through service learning and experiential learning projects for private, nonprofit, and public sector clients. Emphasis is placed on strategic planning, research, data analysis, campaign development, copywriting, promotional design, and use of social media across traditional and digital media platforms. Repeatable; Maximum of 3.0 credit hours may be applied to the Mass Communications major.

Requisites

Prerequisites:

COMM 3313 and COMM 1154 Minimum Grade: C and ENGL 1102 Minimum Grade: C and COMM 4451 and (COMM 4414 or COMM 4484 or COMM 4413)

Corequisites:

Contact Information

Instructor: Professor Taylor Bryant

Office: Humanities 217

Email: lbryant@westga.edu

Office Hours: Tuesday/Thursday 2 p.m. - 4 p.m. (Also available by appointment)

Preferred Method - Text Message: 404.923.0754

Meeting Times

Due to COVID 19 and medically approved accommodations for the faculty, this course will be taught online for the semester.

Materials

There is not a required textbook for the course. Access to Zoom, Google Meet and high speed internet for research are required.

Outcomes

IMPORTANT: Outcomes and assessments subject to change based on knowledge and skills of students enrolled in the course.

Learning Outcome	Assessment
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<p>Students will demonstrate active learning and accept personal responsibility for acquiring proficiency in the broad concepts and specific details of the advertising, marketing, and public relations profession.</p>	<p>Personal Performance; Group Performance; Billable Hours; Final Reflection; Weekly Activity Reports</p>
<p>Students will apply the knowledge and skills needed to work in a real advertising/public relations agency that applies 'Integrated Media Communication' and has professional-level expectations for client service.</p>	<p>Initial Proposal & Presentation; Final Report & Portfolio; Final Client Presentation; Professional Performance; Weekly Activity Reports</p>
<p>Students will create and manage the execution of a comprehensive communications campaign for one or more agency clients.</p>	<p>Weekly Activity Reports; Initial Proposal & Presentations; Final Report & Portfolio; Final Client Presentation</p>
<p>Students will demonstrate proficiency in collaboration, strategic planning, evaluation research, writing, and interpersonal communication.</p>	<p>SWOT Analysis; Final Report & Portfolio; Target Audience Assessment, as appropriate</p>
<p>Students will improve upon personal, professional, and group performance that comes from the evaluations of the instructor, the client(s), and other students in the class.</p>	<p>Personal Performance; Group Performance; Professional Performance</p>
<p>Students will improve their self-awareness of individual strengths and take responsibility for consequences of one's own actions.</p>	<p>Personal Performance; Group Performance; Professional Performance</p>
<p>Students will develop autonomy and independence from faculty and assume responsibility for community partnerships.</p>	<p>Weekly Activity Reports; Initial Proposal & Presentation; Final Report & Portfolio; Final Client Presentation</p>
<p>Students will demonstrate necessary leadership skills such as those needed to plan, recruit, orient, train, motivate, evaluate, assess needs and create budgets and formulate plans within contextual constraints.</p>	<p>Weekly Activity Reports; Group Performance; Final Reflection; Final Report & Portfolio</p>
<p>Students will demonstrate metacognition of lessons learned in the course and how to apply that in their future endeavors through thoughtful reflection.</p>	<p>Final Reflection</p>

✓ Evaluation

Assignments	Points
Personal Performance	100
Group Performance (Midterm & Final Peer Evals)	100
Professional Performance (Individual)	50
Billable Hours	50
Pre/Post Reflection Questionnaire	50
SWOT Analysis	50
Initial Proposal & Presentation	100
Weekly Activity Reports (10)	50
Final Report to clients	200
Final Portfolio (of collective works) to professor	100
Client evaluation of final report/deliverables	100
Client Final Presentation	50
Total:	1000

The following grading scale will be used in this class:

A= 900-1000

Excellent. Mastery of the assignment at the highest level of attainment.

B = 800-899.99

Good. Strong performance demonstrating a high level of attainment.

C= 700-799.99

Average. Acceptable performance demonstrating anadequate level of attainment.

D= 600-699.99

Inferior.A marginal performance; a minimal passing level of attainment.

F = 599.99 and below

Failure. Unacceptable performance revealing almost no understanding of content.

Extra credit. Any extra credit given during the semester will be sporadic and at the instructor's discretion –not at student request.

Assignments

IMPORTANT: Assignments subject to change based on the needs of the client.

Client(s) Project(s)

Working effectively in groups is a vital part of industry experience, especially when it comes to market, public, and consumer communication programs. You will work with a team of fellow students to work on the actual execution, implementation, and evaluation process of an established strategic communication campaign(s) or on project based work with local nonprofits. Specifics on each step of the project(s) is broken down below. Keeping a physical and visible timeline of projects and deliverables is vital to the success in this course. Detailed information on organization/team structure, client objectives, course assignments, and rubrics will be discussed in class. All work must be submitted through CourseDen for grading.

Personal Performance

100 Points

Personal performance is assessed by attendance, personal professionalism, and active participation in the course. This includes, but is not limited to, in-class assignments/activities, response assignments, knowledge assessments, personal professionalism of commitment, attitude, and behavior. Each unexcused absence results in 20 points deduction from this section.

Group Performance

100 Points

Group performance is assessed by peer/self-evaluations. Specifically, your course grade will be based in part on performance evaluations by team members (90 points) and your evaluation of fellow team members (10 points). Be honest about your own performance and that of others. Be sure to support your evaluations with specific information and examples.

Professional Performance

50 Points

Attire. Students are expected to dress business casual or professional dress with meeting with clients (in class or at their offices). Final presentation is professional dress. 25 points

Meetings with Professor. Regarding group/team meetings, students are expected to attend, participate, and arrive on time to these weekly or bi-weekly group meetings with the instructor. 25 points

Billable Hours

50 Points

Students will be expected to track time spent on work in the agency using TimeCamp.com. Billable hours in the industry is an evaluation tool presented to clients to show the amount of time that was spent on projects. In the span of 13 weeks, students should strive to be 100% billable (i.e., 65 hours). Students should plan to meet as a group for at least one hour a week, meet with the client(s) at least 30 minutes a week, meet with the instructor at least 30 minutes a week, and work in and out of class three hours a week. Hours devoted to this course should be for individual planning, creating, implementation, and evaluation work dedicated to the course. Each student is responsible for their own billable hour entries and meeting the billable hour expectation.

Pre/PostReflectionQuestionnaire

50 Points

During the first couple weeks of the course, students will fill out a pre-reflection survey (25 points) which examines what PR/AD professional skills they have and what they plan to receive out of this course.

Then, at the end of the semester, students will fill out a post-reflection survey or narrative (25 points) which examines what PR/AD professional skills they learned through this course and what PR/AD professional skills that they feel they still need to work on. Besides the reflection elements that students will get out of this reflection, these reflection evaluations will help the agency and its director continue to refine the agency to better serve future students and clients.

SWOT Analysis

50 Points

Prior to beginning implementation and during the implementation phase of a strategic communication campaign or plan, it is vital to conduct secondary research on the client and planned tactics in order to create a baseline for future evaluations. This proactive evaluation analysis is important to ensure the communication program produces anticipated results. Students will conduct a SWOT analysis and present the results to the client and instructor as a report.

Initial Proposal & Presentation

50 Points

Based on the SWOT analysis and outlined client(s) goals/needs, students will produce an initial proposal presentation with appropriate handouts which outlines a strategic communication campaign that will be executed over 8-weeks within the semester. The initial proposal will report on the main findings found in the SWOT analysis and outline the planned goals, objectives, tactics, timeline, and budget, as appropriate. Students will be required to submit the presentation and handouts to the instructor and present the presentation to the client. Students will need to present the initial proposal to the client by week 5 and approval for the 8-week campaign must be obtained by week 6.

Weekly Activity Reports

100 Points

During the semester, specifically during the 8-10 weeks of work the students will be conducting for the client, groups will submit weekly activity reports (10 in total) to the client and instructor. These reports are designed to help the groups reflect on the tasks completed the week prior and help plan the upcoming tasks for the week. Most importantly, these reports will help keep the client and instructor up to date on the progress of the campaign and help hold groups/students accountable.

Final Report & Portfolio

300 Points

At the end of the communication campaign, students will present and report on the final communication campaign or program results/deliverables and key messages (200 points). Specifically, students will evaluate and report on the effectiveness of the proposal and how it was executed by outlining how the opportunity statement was addressed in the campaign through the planned goals, objectives, strategies, and tactics. Examples of strategies and tactics used in the implementation process will also be included, with detailed information on its effectiveness (i.e., qualitative and quantitative analysis). In addition, this report will report on how the proposed campaign elements were strategically planned over time (detailed in a full timeline of events and activities) and appropriately account how much the campaign cost the client (detailed in a full budget breakdown explanation). Finally, this report will address all intended and unintended outcomes of the campaign and include a reflection and recommendation section for the client focused on where the organization should go next. *This report will be presented to the client and director in a final strategic communication's portfolio format* (100 points).

Final Client Presentations (25 min each)

50 Points

Each group of students will present the full communication plan or strategic program activities proposed (goals & objectives), implementation process (timeline & tactics of the 8-weeks of work), and possible results, if appropriate (quantitative & qualitative) to the client and instructor. The goal of this presentation is to clearly express all that you have done over the past 8-12 weeks and the end results of implementing the campaign or program. Presentations should be approximately 25 minutes and students should plan on actively participating in a Q&A session with the client.

Client Evaluation

100 points

The clients will evaluate the students' performance based on a grading rubric. Worth 100 points.

* Course Policies and Resources

Course Policies:

In general, you can expect that I will strive to maintain the highest ethical standard in evaluating

student performance in the course: **FAIRNESS**. My adherence to this standard guarantees that I will not extend special opportunities for extra credit, award extra points on exams, or give any other special grading treatment to some members of the class without also extending them to you. It also guarantees that if you make such requests of me in your own behalf, I will be unable to grant them without making them available to every class member. Please do not request extra credit opportunities, extra points on projects, or any other special treatment that I am unable to give to you without also giving to EVERY CLASS MEMBER.

Attendance: Attendance at all virtual classes/meetings is expected and is essential to your success in this course. It is not my responsibility to see that you are caught up.

Tardiness: You are expected to show up for class/meetings on time and stay the entire period.

Assignment Deadlines: Deadlines are critical in PR. The in-class presentations and the team project grades will be reduced by one letter for each day if they are late (except for university excuses that are officially documented). The final project will not be accepted late under any circumstance.

Course Requirements:

Your grade for the course is based on several types of assignments:

1. *Project Participation:* Effective class participation is based upon thorough

engagement with the course attendance, assignment, etc. Additionally, this one is also based on peer evaluation about your performance of the final project.

2. *Team Project:* To encourage synthesis of knowledge and skills across all of the course components, you will be required to complete a final team project. Students will work as a team and prepare a public relations program/campaign for the client. The proposal will be professionally written and produced; it may include all elements of a program plan.

@ College/School Policies

Mass Communications Degree Program Learning Outcomes

ACEJMC Professional Values and Competencies: The Bachelor of Science degree program in Mass Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC), and the Department is committed to preparing students with the requisite knowledge and skills to be successful in the media and communications industries after graduation. The Department has adopted as its Mass Communications degree program learning outcomes ACEJMC's 12 professional values and competencies, known as 6 X 6 MASS COMM SUCCESS, that all graduates of an ACEJMC accredited program should be aware of and able to demonstrate as scholars and professionals in the discipline. For the detailed list of the ACEJMC professional values and competencies, see the [UWG Undergraduate Catalog \(https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991\)](https://catalog.westga.edu/preview_program.php?catoid=11&poid=1991) or [ACEJMC - Standard 2. Curriculum and Instruction \(http://www.acejmc.org/policies-process/nine-standards/\)](http://www.acejmc.org/policies-process/nine-standards/).

6 X 6 MASS COMM SUCCESS

[6 X 6 MASS COMM SUCCESS
\(https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG\)](https://www.westga.edu/academics/coss/mass-communications/assets/pics/6x6_MC_Success_Graphic.JPG)

(click to view image)

1. Freedom of Speech & Press
2. History
3. Diversity
4. Global Impact
5. Theory
6. Ethics
7. Think Critically & Creatively
8. Research & Evaluate
9. Write Effectively
10. Self-Evaluate
11. Apply Numbers & Statistics
12. Apply Technology

Film & Video Production Degree Program Learning Outcomes

Overview: The Bachelor of Science degree program in Film & Video Production is designed to train graduates in the field who are agile, adaptable, and able to employ their skills in an array of roles from entrepreneurial content producers to on-set film work, both above and below the line. It will provide students with a comprehensive understanding of the machinery at work behind media production and distribution, along with a set of tangible, marketable, and transferable skills for an array of positions within the infrastructure of film and content production. The FVP degree program learning outcomes include:

1. Demonstrate critical thinking, aesthetic awareness and technical proficiency in the production and assessment of audio-visual film work.
2. Understand all phases and roles of film production in order to help formulate career goals.
3. Understand the various potentials of film as both a commodity for a targeted audience, and an act of authorship and creative expression.
4. Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of cinema in a global society.

Institutional Policies

Academic Support

Accessibility Services: Students with a documented disability may work with UWG Accessibility Services to receive essential services specific to their disability. All entitlements to accommodations are based on documentation and USG Board of Regents standards. If a student needs course adaptations or accommodations because of a disability or chronic illness, or if he/she needs to make special arrangements in case the building must be evacuated, the student should notify his/her instructor in writing and provide a copy of his/her Student Accommodations Report (SAR), which is available only from Accessibility Services. Faculty cannot offer accommodations without timely receipt of the SAR; further, no retroactive accommodations will be given. For more information, please contact [Accessibility Services \(https://www.westga.edu/student-services/counseling/accessibility-services.php\)](https://www.westga.edu/student-services/counseling/accessibility-services.php).

Center for Academic Success: The [Center for Academic Success \(http://www.westga.edu/cas/\)](http://www.westga.edu/cas/) provides services, programs, and opportunities to help all undergraduate students succeed academically. For more information, contact them: 678-839-6280 or cas@westga.edu.

University Writing Center: The [University Writing Center \(https://www.westga.edu/writing/\)](https://www.westga.edu/writing/) assists students with all areas of the writing process. For more information, contact them: 678-839-6513 or writing@westga.edu.

Online Courses

UWG takes students' privacy concerns seriously: technology-enhanced and partially and fully online courses use sites and entities beyond UWG and students have the right to know the privacy policies of these entities. For more information on privacy and accessibility for the most commonly used sites, as well as technology requirements visit the [UWG Online](#)

[\(https://uwgonline.westga.edu/\)](https://uwgonline.westga.edu/) site.

Students enrolled in online courses can find answers to many of their questions in the [Online/Off-Campus Student Guide \(http://uwgonline.westga.edu/online-student-guide.php\)](http://uwgonline.westga.edu/online-student-guide.php).

If a student is experiencing distress and needs help, please see the resources available at the [UWG Cares \(http://www.westga.edu/UWGCares/\)](http://www.westga.edu/UWGCares/) site. [Online counseling \(https://www.westga.edu/student-services/counseling/index.php\)](https://www.westga.edu/student-services/counseling/index.php) is also available for online students.

Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions. For more information on the University of West Georgia Honor Code, please see the [Student Handbook \(https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php\)](https://www.westga.edu/administration/vpsa/handbook-code-of-conduct.php).

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. The purpose of the official use of the student e-mail account is to provide an effective means of communicating important university related information to UWG students in a timely manner. It is the student's responsibility to check his or her email.

Credit Hour Policy

The University of West Georgia grants one semester hour of credit for work equivalent to a minimum of one hour (50 minutes) of in-class or other direct faculty instruction AND two hours of student work outside of class per week for approximately fifteen weeks. For each course, the course syllabus will document the amount of in-class (or other direct faculty instruction) and out-of-class work required to earn the credit hour(s) assigned to the course. Out-of-class work will include all forms of credit-bearing activity, including but not limited to assignments, readings, observations, and musical practice. Where available, the university grants academic credit for students who verify via competency-based testing, that they have accomplished the learning outcomes associated with a course that would normally meet the requirements outlined above (e.g. AP credit, CLEP, and departmental exams).

HB 280 (Campus Carry)

UWG follows University System of Georgia (USG) guidance: http://www.usg.edu/hb280/additional_information# (http://www.usg.edu/hb280/additional_information)

You may also visit our website for help with USG Guidance: <https://www.westga.edu/police/campus-carry.php> (<https://www.westga.edu/police/campus-carry.php>)

Mental Health Support

If you or another student find that you are experiencing a mental health issue, free confidential services are available on campus in the [Counseling Center](#). Students who have experienced sexual or domestic violence may receive confidential medical and advocacy services with the Patient Advocates in [Health Services](#). To report a concern anonymously, please go to [UWGcares](#).

ELL Resources

If you are a student having difficulty with English language skills, and / or U.S. culture is not your home culture, specialized resources are available to help you succeed. Please visit the [E.L.L. resource page](#) for more information.

COVID-19

Proctored Exams/Online Instruction: Students should be aware and plan ahead for the possibility of having to complete all courses and/or exams online or in a proctored environment. This means talking with your instructors about what minimum technical requirements (software and hardware) will be required should your class move online or a student's personal needs dictate. This also includes making plans for internet access at whatever location participation may occur.

Virtual or in-person proctored exams, if your instructor should require them, may result in an additional cost to the student. Please discuss these details with your instructor or see the information provided here.

Face Coverings: Effective July 15, 2020, University System of Georgia institutions, including the University of West Georgia, will require all faculty, staff, students, and visitors to wear an appropriate face covering while inside campus facilities/buildings where six feet social distancing may not always be possible. Face covering use will be in addition to and is not a substitute for social distancing.

Face coverings are not required in campus outdoor settings where social distancing requirements are met. Anyone not using a face covering when required will be asked to wear one or must leave the area.

Reasonable accommodations may be made for those who are unable to wear a face covering for documented health reasons.

Student FAQs: For more information about UWG COVID-19 guidance for students visit the [Student FAQ webpage](#) (<https://www.westga.edu/student-services/health/coronavirus-info/return-to-campus/students-faq-return-to-campus.php>).