UVU UTAH VALLEY UNIVERSITY™

Master Course Syllabus

For additional course information, including prerequisites, corequisites, and course fees, please refer to the Catalog: https://catalog.uvu.edu/

Semester: Spring
Course Prefix: COMM
Course Title: Public Relations/ Strategic Communication Campaigns

Year: 2025
Course and Section #: 4850-002
Credits: 3

Course Description
Applies PR skills, case studies, and writing analysis to create strategic public relations campaigns for a number of clients. Requires students to generate a portfolio of work for one or more clients. Software fee of $20 applies. You will be assigned a client and project type to work within a group.

Course Attributes
This course has the following attributes:
☐ General Education Requirements
☐ Global/Intercultural Graduation Requirements
☐ Writing Enriched Graduation Requirements
☒ Discipline Core Requirements in Program
☐ Elective Core Requirements in Program
☐ Open Elective
Other: *Click here to enter text.*

Instructor Information
Instructor Name: Meghana Rawat

Student Learning Outcomes
1 – Hone PR writing skills (VNRs, AP letters, media kits
2 – Generate strategy using research about publics of interest to the client
3 – Create a fully integrated portfolio for at least one client
4 – Write news releases, compose storyboards for VNRs, create media kits using persuasive layout and design.
5 – Apply client research, syndicated research, and personal research to better understand target audience
6 - Organize a portfolio for use when seeking employment in industry

Course Materials and Texts
Howard, C. M., & Mathews, W. K. & Horsley, J. S. (2021). *On deadline: Managing media relations*. 6th edition. Waveland Press. ISBN: 978-1478646051

Course Requirements

Course Assignments, Assessments, and Grading Policy

Total-Points Breakdown   **Points**

Quizzes & Exams   150

Peer Evaluation   50

Media Relations Reflections Paper   40

Campaign Project and Final Report   440

Total Points   **680**

The following grading scale will be used in the course:

A = 94%-100%   A- = 90%-93.9%   B+ = 86%-89.9%   B = 83%-85.9%   B- = 80%-82.9%

C+ = 77%-79.9%   C = 73%-75.9%   C- = 70%-72.9%   D+ = 66%-69.9%   D = 63%-65.9%

D- = 60%-62.9%   F = 59% and below

** I do not round final grades—-do not ask me to. I will offer extra credit opportunities in class throughout the term. These opportunities cannot be made up **

Required or Recommended Reading Assignments

All required readings align with the lectures below.

General Description of the Subject Matter of Each Lecture or Discussion

Week 1: Course overview and the strategic communication plan and the 8 step process of campaigns

Week 2: Meet the client and fill in client contact sheet. Read media planning steps from Wilcox book

Week 3: How to do research? Read "A Public Relations Process" from Hayes and fill in client contract

Week 4: Read "Establishing Goals and Objectives" by Smith and submit Situational Plan for the client

Week 5: Read chapter 1 and 2 of On deadline and submit Team meeting notes and Peer Evaluation

Week 6: Read "Analyzing Publics" by Smith and submit quiz 2

Week 7: Finalize Key Messages. Read understanding Ethos, Pathos, Logos of messaging and finalize Group Report

Week 8: Complete Exam 1 and work on Campaign Plan – class completes a Strategic Communication Planning exercise and submit team meeting notes. Review plans for client presentation.

Week 9: How to build community relations – Read assigned chapter by Hayes. Read case study on Animal Shelter. Submit media relations paper, quiz 3 and team meeting notes.

Week 10: Spring Break!

Week 11: Reporting and Evaluating – Read Hayes assigned readings on Evaluating Public Relations Campaigns and case study – Air New Zealand. Discuss Campaign Plan and complete client presentation

Week 12: Finalizing Implementation Plans after client feedback. Read On Deadline chapters 5 and 6 and submit quiz 4

Week 13: Implement your campaign

Week 14: Implement your campaign

Week 15: Evaluate impact of campaign

Week 16: Evaluate impact of campaign

Week 17: Finals week – client presentation and submit the final campaign book

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Required Course Syllabus Statements

Generative AI
We will be developing skills in COMM4850 through awareness and practice. At times, the use of Generative AI such as ChatGPT may be useful, such as when brainstorming or researching various perspectives on an issue. We will explore AI tools and methods during some of our classes when the use of AI-Generated content is useful and does not inhibit learning relevant to course goals. Though AI can be useful in the discovery phase of creating a speech or building analytical skills, you should not use Generative AI tools to write your essays or produce assessment material. This includes NOT using editing tools like Grammarly to conduct major editing. A major editing means you are using words, phrases, and sentence structures that are different from your original writing. Grammarly is best used to correct basic grammar (commas, spellings, hyphens) and making sure you are writing in active voice - the goal should be to learn from it, not steal from it. If you are unsure if the use of AI is acceptable while working on assignments in this course, please ask me.

Using Remote Testing Software
☒ This course does not use remote testing software.

☐ This course uses remote testing software. Remote test-takers may choose their remote testing locations. Please note, however, that the testing software used for this may conduct a brief scan of remote test-takers' immediate surroundings, may require use of a webcam while taking an exam, may require the microphone be on while taking an exam, or may require other practices to confirm academic honesty. Test-takers therefore shall have no expectation of privacy in their test-taking location during, or immediately preceding, remote testing. If a student strongly objects to using test-taking software, the student should contact the instructor at the beginning of the semester to determine whether alternative testing arrangements are feasible. Alternatives are not guaranteed.

Required University Syllabus Statements

Accommodations/Students with Disabilities
Students needing accommodations due to a permanent or temporary disability, pregnancy or pregnancy-related conditions may contact UVU [Accessibility Services](#) at [accessibilityservices@uvu.edu](#) or 801-863-8747.

Accessibility Services is located on the Orem Campus in BA 110.

Deaf/Hard of Hearing students requesting ASL interpreters or transcribers can contact Accessibility Services to set up accommodations. Deaf/Hard of Hearing services can be contacted at [DHHservices@uvu.edu](#)

DHH is located on the Orem Campus in BA 112.

Academic Integrity
At Utah Valley University, faculty and students operate in an atmosphere of mutual trust. Maintaining an atmosphere of academic integrity allows for free exchange of ideas and enables all members of the community to achieve their highest potential. Our goal is to foster an intellectual atmosphere that

produces scholars of integrity and imaginative thought. In all academic work, the ideas and contributions of others must be appropriately acknowledged and UVU students are expected to produce their own original academic work.

Faculty and students share the responsibility of ensuring the honesty and fairness of the intellectual environment at UVU. Students have a responsibility to promote academic integrity at the university by not participating in or facilitating others' participation in any act of academic dishonesty. As members of the academic community, students must become familiar with their rights and responsibilities. In each course, they are responsible for knowing the requirements and restrictions regarding research and writing, assessments, collaborative work, the use of study aids, the appropriateness of assistance, and other issues. Likewise, instructors are responsible to clearly state expectations and model best practices.

Further information on what constitutes academic dishonesty is detailed in UVU Policy 541: *Student Code of Conduct*.

Equity and Title IX

Utah Valley University does not discriminate on the basis of race, color, religion, national origin, sex, sexual orientation, gender identity, gender expression, age (40 and over), disability, veteran status, pregnancy, childbirth, or pregnancy-related conditions, citizenship, genetic information, or other basis protected by applicable law, including Title IX and 34 C.F.R. Part 106, in employment, treatment, admission, access to educational programs and activities, or other University benefits or services. Inquiries about nondiscrimination at UVU may be directed to the U.S. Department of Education's Office for Civil Rights or UVU's Title IX Coordinator at 801-863-7999 – TitleIX@uvu.edu – 800 W University Pkwy, Orem, 84058, Suite BA 203.

Religious Accommodation

UVU values and acknowledges the array of worldviews, faiths, and religions represented in our student body, and as such provides supportive accommodations for students. Religious belief or conscience broadly includes religious, non-religious, theistic, or non-theistic moral or ethical beliefs as well as participation in religious holidays, observances, or activities. Accommodations may include scheduling or due-date modifications or make-up assignments for missed class work.
To seek a religious accommodation, a student must provide written notice to the instructor and the Director of Accessibility Services at accessibilityservices@uvu.edu. If the accommodation relates to a scheduling conflict, the notice should include the date, time, and brief description of the difficulty posed by the conflict. Such requests should be made as soon as the student is aware of the prospective scheduling conflict.

While religious expression is welcome throughout campus, UVU also has a specially dedicated space for meditation, prayer, reflection, or other forms of religious expression.