

## COM312: Public Relations Techniques

**Credit Hours:** 3

**Contact Hours:** This is a 3-credit course, offered in accelerated format. This means that 16 weeks of material is covered in 8 weeks. The exact number of hours per week that you can expect to spend on each course will vary based upon the weekly coursework, as well as your study style and preferences. You should plan to spend 14-20 hours per week in each course reading material, interacting on the discussion boards, writing papers, completing projects, and doing research.

### Faculty Information



Faculty contact information and office hours can be found on the faculty profile page.

### Course Description and Outcomes



**Course Description:**

This course introduces the basic principles associated with writing in a variety of styles and to multiple publics. Students learn how to construct specialized written documents such as backgrounders, biographies, pitch letters, and news releases. Students will also learn the features of effective design and what design options exist.

**Course Overview:**

The course provides a broad overview of the public relations profession, touching on the most basic scenarios a publicist might encounter on the job.

In addition, throughout the course, students will develop practical skills that will give them a head start in any public relations job. These skills include: knowing the basic concepts of good writing, learning persuasive writing, thinking strategically and creatively about what makes news, understanding how to work with journalists, knowing how to write press releases and story pitches for various media (including print, broadcast, and social media), understanding how to use websites and social media for publicity, understanding how photos and graphics can enhance a story pitch, knowing how to write speeches and give presentations, and understanding the legal framework for public relations.

By the end of the course, the student will have successfully completed the design of an entire public relations campaign.

**Course Learning Outcomes:**

1. Understand proper writing styles with sensitivity to the requirements of different situations, media, and publications.
2. Demonstrate competence in writing mechanics and grammar, headlines, labels, structure, and the ability to express information clearly to the audience.
3. Develop understanding of what news is and the nuances of how it is defined by a wide variety of media: general news publications and broadcast outlets, specialized trade publications, websites, blogs, and internal communications.
4. Employ persuasive writing techniques and knowledge of when to apply them in PR contexts.

## Participation & Attendance



Prompt and consistent attendance in your online courses is essential for your success at CSU-Global Campus. Failure to verify your attendance within the first 7 days of this course may result in your withdrawal. If for some reason you would like to drop a course, please contact your advisor.

Online classes have deadlines, assignments, and participation requirements just like on-campus classes. Budget your time carefully and keep an open line of communication with your instructor. If you are having technical problems, problems with your assignments, or other problems that are impeding your progress, let your instructor know as soon as possible.

## Course Materials



### Required:

Wilcox, D. L., & Reber, B. H. (2013). *Public relations writing and media techniques* (7th ed.). Boston, MA: Pearson. ISBN-13: 9780205211678

### Suggested:

**NOTE:** All non-textbook required readings and materials necessary to complete assignments, discussions, and/or supplemental or required exercises are provided within the course itself. Please read through each course module carefully.

## Course Schedule



### Due Dates

The Academic Week at CSU-Global begins on Monday and ends the following Sunday.

- Discussion Boards: The original post must be completed by Thursday at 11:59 p.m. MT and Peer Responses posted by Sunday 11:59 p.m. MT. Late posts may not be awarded points.
- Opening Exercises: Take the opening exercise before reading each week's content to see which areas you will need to focus on. You may take these exercises as many times as you need. The opening exercises will not affect your final grade.

- Mastery Exercises: Students may access and retake mastery exercises through the last day of class until they achieve the scores they desire.
- Critical Thinking: Assignments are due Sunday at 11:59 p.m. MT.

Week #	Readings	Assignments
1	<ul style="list-style-type: none"> <li>• Chapters 1 &amp; 2 in <i>Public Relations Writing and Media Techniques</i></li> <li>• Lawrence, L. (2015, January). Biggest PR disasters of 2015. <i>PRsay blog: Public Relations Society of America</i>.</li> <li>• Peruse any three of the following PR blogs: <i>PRNewswire, Ragan's PR Daily, PRsay, Spin Sucks, Meltwater, PR Conversations, Influence &amp; CO, Bulldog Reporter: On Deadline Blog, or Muck Rack Daily</i>.</li> <li>• Consume media to become familiar with the media you may be contacting and pitching as a PR professional. Focus on national media this week. Browse several major newspapers (in print or online), such as the <i>New York Times, Washington Post, and Los Angeles Times</i>. Watch national news programs or broadcast and cable networks, such as <i>ABC World News Tonight, NBC Nightly News, PBS NewsHour, CNN New Day, or Fox News America's Newsroom</i>.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Critical Thinking (80 points)</li> </ul>
2	<ul style="list-style-type: none"> <li>• Chapters 3 &amp; 4 in <i>Public Relations Writing and Media Techniques</i></li> <li>• Kaulback, M. (2016, December). Know your audience: What media types are best for your brand? [Blog post.] Retrieved from <a href="https://www.bulldogreporter.com/know-your-audience-what-media-types-are-best-for-your-brand/">https://www.bulldogreporter.com/know-your-audience-what-media-types-are-best-for-your-brand/</a></li> <li>• Mikolich, N. (2016). Adapting strategies for effective storytelling in the social media era [Blog post.] Retrieved from <a href="http://prsay.prsa.org/2016/08/12/adapting-strategies-for-effective-storytelling-in-the-social-media-era/">http://prsay.prsa.org/2016/08/12/adapting-strategies-for-effective-storytelling-in-the-social-media-era/</a> - comments</li> <li>• Consume media to become familiar with the media you may be contacting and pitching as a PR professional. Focus on local media this week. Browse your local newspapers and news websites. Listen to local radio programs and watch local TV news programs.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Critical Thinking (95 points)</li> <li>• Portfolio Milestone (10 points)</li> </ul>
3	<ul style="list-style-type: none"> <li>• Chapters 5, 6, &amp; 10 in <i>Public Relations Writing and Media Techniques</i></li> <li>• Smart, M. (2016, December 5). How to pitch media so they actually LIKE it [Blog post]. <i>PRsay blog: Public Relations Society of America</i>. Retrieved from <a href="http://prsay.prsa.org/2016/12/05/how-to-pitch-media-so-they-actually-like-it/">http://prsay.prsa.org/2016/12/05/how-to-pitch-media-so-they-actually-like-it/</a></li> <li>• Warren, M. (2016, November 22). Three things to do before you pitch [Blog post]. <i>Muckrack Daily</i>. Retrieved from <a href="https://muckrack.com/daily/2016/11/22/three-things-to-do-before-you-pitch/">https://muckrack.com/daily/2016/11/22/three-things-to-do-before-you-pitch/</a></li> <li>• Wynne, R. (2016, June 13). How to write a press release. <i>Forbes</i>. Retrieved from <a href="http://www.forbes.com/sites/robertwynne/2016/06/13/how-to-write-a-press-release/#439ab6e7505e">http://www.forbes.com/sites/robertwynne/2016/06/13/how-to-write-a-press-release/#439ab6e7505e</a></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Critical Thinking (95 points)</li> </ul>
4	<ul style="list-style-type: none"> <li>• Chapters 9 &amp; 8 in <i>Public Relations Writing and Media Techniques</i></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> </ul>

	<ul style="list-style-type: none"> <li>• Evans, M. (2016, January 28). #PRin2016: The evolution of the news release [Blog post]. Retrieved from <a href="http://prsay.prsa.org/2016/01/28/prin2016-the-evolution-of-the-news-release/">http://prsay.prsa.org/2016/01/28/prin2016-the-evolution-of-the-news-release/</a></li> <li>• Farooq, M. (2016, November 25). 10 types of visual content that go viral [Blog post.] Retrieved from <a href="https://www.meltwater.com/blog/10-types-of-visual-content-that-go-viral/">https://www.meltwater.com/blog/10-types-of-visual-content-that-go-viral/</a></li> <li>• PWR New Media. (2016). Whitepaper: How to make journalists happy &amp; earn more covering doing it – PWR new media’s 2016 Journalist Survey. Retrieved from <a href="http://pwrnewmedia.com/resources/journalist-survey-2016/">http://pwrnewmedia.com/resources/journalist-survey-2016/</a></li> <li>• Thomas, L. C. (2012). Think visual. <i>Journal of Web Librarianship</i>, 6(4), 321-324.</li> </ul>	<ul style="list-style-type: none"> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Portfolio Milestone (10 points)</li> </ul>
5	<ul style="list-style-type: none"> <li>• Chapter 12 in <i>Public Relations Writing and Media Techniques</i></li> <li>• Angeles, S. (2016, December 14). How to use Twitter Live Video for business [Blog post.] Retrieved from <a href="http://www.businessnewsdaily.com/9634-twitter-live-video.html">http://www.businessnewsdaily.com/9634-twitter-live-video.html</a></li> <li>• Evans, M. (2016, January 28). #PRin2016: The evolution of the news release [Blog post]. Retrieved from <a href="http://prsay.prsa.org/2016/01/28/prin2016-the-evolution-of-the-news-release/">http://prsay.prsa.org/2016/01/28/prin2016-the-evolution-of-the-news-release/</a></li> <li>• Iyer, M. (2016, November 24). Is live video the next big thing? <i>Hindustan Times</i>. Retrieved from <a href="http://www.hindustantimes.com/tech/is-live-video-the-next-big-thing/story-erzYIsF3thV429kYnTodPJ.html">http://www.hindustantimes.com/tech/is-live-video-the-next-big-thing/story-erzYIsF3thV429kYnTodPJ.html</a></li> <li>• Kolowich, L. (2016, May 9). How to use Facebook Live: A complete guide. [Blog post.] Retrieved from <a href="https://blog.hubspot.com/marketing/facebook-live-guide#sm.0000mb9po0u75fhzt3o17kvlDry0e">https://blog.hubspot.com/marketing/facebook-live-guide#sm.0000mb9po0u75fhzt3o17kvlDry0e</a></li> <li>• Samson, J. (2016, December 2). SEO 101: Using social networking to boost website traffic. [Blog post]. Retrieved from <a href="https://www.meltwater.com/blog/seo-101-using-social-networking-to-boost-website-traffic/">https://www.meltwater.com/blog/seo-101-using-social-networking-to-boost-website-traffic/</a></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Critical Thinking (100 points)</li> <li>• Portfolio Milestone (10 points)</li> </ul>
6	<ul style="list-style-type: none"> <li>• Chapters 7 &amp; 11 in <i>Public Relations Writing and Media Techniques</i></li> <li>• Blum, A. (2016, November 28). A smart way to get your client in the news: Surveys and studies [Blog post]. Retrieved from <a href="https://muckrack.com/daily/2016/11/28/a-smart-way-to-get-your-client-in-the-news-surveys-and-studies/">https://muckrack.com/daily/2016/11/28/a-smart-way-to-get-your-client-in-the-news-surveys-and-studies/</a></li> <li>• Davis, W. (2016, December 5). Fake or real? How to self-check the news and get the facts. <i>NPR: All Tech Considered</i>. Retrieved from <a href="http://www.npr.org/sections/alltechconsidered/2016/12/05/503581220/fake-or-real-how-to-self-check-the-news-and-get-the-facts">http://www.npr.org/sections/alltechconsidered/2016/12/05/503581220/fake-or-real-how-to-self-check-the-news-and-get-the-facts</a></li> <li>• Placid, R., Wynekoop, J., &amp; Feicht, R. W. (2016). Twibel: The intersection of Twitter and libel. <i>Florida Bar Journal</i>, 90(8), 32-39.</li> <li>• Vermillion, S. (2016). How to write a successful op-ed in 6 steps. <i>Public Relations Tactics</i>, 23(11), 6.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> <li>• Mastery Exercise (10 points)</li> <li>• Portfolio Milestone (20 points)</li> </ul>
7	<ul style="list-style-type: none"> <li>• Chapters 13, 14, &amp; 15 in <i>Public Relations Writing and Media Techniques</i></li> <li>• Gregg’s Classroom. (2016, January 16). <i>Writing for business</i> [Video file]. Retrieved from <a href="https://www.youtube.com/watch?v=QrCzGp9DdzU">https://www.youtube.com/watch?v=QrCzGp9DdzU</a></li> </ul>	<ul style="list-style-type: none"> <li>• Discussion (25 points)</li> <li>• Opening Exercise (0 points)</li> </ul>

	<ul style="list-style-type: none"> <li>Treasure, J. (2014, June 24). How to speak so that people want to listen [Video file]. Retrieved from <a href="https://www.youtube.com/watch?v=eIho2S0ZahI&amp;t=454">https://www.youtube.com/watch?v=eIho2S0ZahI&amp;t=454</a></li> </ul>	<ul style="list-style-type: none"> <li>Mastery Exercise (10 points)</li> </ul>
8	<ul style="list-style-type: none"> <li>Chapters 17, 18, &amp; 19 in <i>Public Relations Writing and Media Techniques</i></li> <li>Taylor, D., &amp; Johnson, D. (2016, June 27). The secret history of bacon. <i>The Washington Post</i>. Retrieved <a href="https://www.washingtonpost.com/video/business/the-secret-history-of-bacon/2016/06/27/d2daa166-3c80-11e6-9e16-4cf01a41decb_video.html">https://www.washingtonpost.com/video/business/the-secret-history-of-bacon/2016/06/27/d2daa166-3c80-11e6-9e16-4cf01a41decb_video.html</a></li> <li>Choose three of the following PR blogs to browse: <i>PRNewswire</i>, <i>Ragan's PR Daily</i>, <i>PRsay</i>, <i>Spin Sucks</i>, <i>Meltwater</i>, <i>PR Conversations</i>, <i>Influence &amp; CO</i>, <i>Bulldog Reporter: On Deadline Blog</i>, or <i>Muck Rack Daily</i>.</li> </ul>	<ul style="list-style-type: none"> <li>Discussion (25 points)</li> <li>Opening Exercise (0 points)</li> <li>Mastery Exercise (10 points)</li> <li>Portfolio (300 points)</li> </ul>

## Assignment Details



This course includes the following assignments/projects:

### Module 1

#### CRITICAL THINKING ASSIGNMENT (80 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### Option #1: Reading and Comparing Public Relations Blogs

After reading three of the PR blogs mentioned in the required readings, compare and contrast the style and content of the blogs.

For each blog, make sure to answer the following questions:

- Who is the audience for the blog?
- Is there more than one author of the posts? What is the expertise of each author?
- What aspects of this blog were interesting to you?
- Would you be interested in reading this blog on a regular basis, either as a student or PR professional? Why or why not?

List three things you learned about PR that you did not know before reading the blogs.

Your well-written paper should meet the following requirements:

- Use the readings from this or any other module.
- Your paper should be 2-3 pages long, not including the title and reference pages.
- Format your paper in accordance with the *CSU-Global Guide to Writing and APA*.

#### Option #2: Reading Public Relations Trade Publications

Read one issue of a trade publication in the public relations field. You may choose such publications as *PRWeek*, *PR Tactics*, *O'Dwyer's PR Report*, or *the Ragan Report*. You may find these in the CSU-Global Library.

Make sure to answer the following questions:

- Who is the audience for the publication?
- What is the expertise of the people who wrote the articles?
- What aspects of this publication were interesting to you?

- Would you be interested in reading this publication on a regular basis, either as a student or PR professional? Why or why not?

List three things you learned about PR that you did not know before reading the publication.

Your well-written paper should meet the following requirements:

- Use the readings from this or any other module.
- Your paper should be 2-3 pages long, not including the title and reference pages.
- Format your paper in accordance with the *CSU-Global Guide to Writing and APA*.

## **PORTFOLIO PROJECT REMINDER**

This course requires a final Portfolio Project, due in Week 8. This week, please review the two options you have in the Portfolio Project, available on the Week 8 assignments page. Begin thinking about which option you will choose and possible ideas for your project. If you wish, reach out to your instructor for guidance.

## **Module 2**

### **CRITICAL THINKING ASSIGNMENT (95 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Preparing for an On-Site Reporter Visit and News Feature**

*Business Week* has decided to write a news feature about your company's innovative approach to conserving energy and reducing greenhouse gases in its manufacturing plants. A reporter and a photographer will be visiting the company headquarters in 10 days.

What should you, as director of corporate communications, do to prepare for their visit? Include a summary paragraph and:

- your internal preparations for your PR team, executive management, corporate experts on the issue, and facilities
- advance information you will provide to the reporter
- questions you will ask the reporter and photographer in advance
- your anticipated follow-up

Your well-written paper should meet the following requirements:

- Use the readings from this or any other module in addition to two to three peer-reviewed articles/professional sources.
- Your paper should be 2-3 pages long, not including the title and reference pages.
- Format your paper in accordance with the *CSU-Global Guide to Writing and APA*.

#### **Option #2: Preparing and Organizing a for a News Conference**

You have been hired to organize a news conference for Target Corporation, which is announcing a major expansion into your state. Outline and describe the steps for organizing this news conference. The resulting plan should be the blueprint of the entire event, including:

- site selection
- use of visual aids
- list of speakers
- list of guests
- list of media and reporters to invite
- list of all technical needs, including arrangements for the conference to be streamed by webcast to reporters throughout the state

Your well-written paper should meet the following requirements:

- Use the readings from this or any other module in addition to two to three peer-reviewed articles/professional sources.
- Your paper should be 2-3 pages long, not including the title and reference pages.
- Format your paper in accordance with the *CSU-Global Guide to Writing and APA*.

### **PORTFOLIO PROJECT MILESTONE (10 points)**

#### **Option #1: Portfolio Project Ideas**

Review Portfolio Project Option #1 in Module 8. Send your instructor two possible ideas for your project. Rank them by your preference.

Afterward, you and your instructor will come to a mutual agreement on which idea you will use for your project.

#### **Option #2: Portfolio Project Ideas**

Review Portfolio Project Option #2 in Module 8. Send your instructor two possible ideas for your project. Rank them by your preference.

Afterward, you and your instructor will come to a mutual agreement on which idea you will use for your project.

## **Module 3**

### **CRITICAL THINKING ASSIGNMENT (95 points)**

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### **Option #1: Making Your News Release Newsworthy**

Answer the six questions listed under “Is Your News Release Newsworthy?” in Chapter 5 of the textbook as if you were preparing a news release for the following situations:

- 1) A new play is opening at the city’s professional repertory theater.
- 2) The local Red Cross chapter is kicking off its annual drive for blood donations.

Your well-written paper should meet the following requirements:

- Use the readings from this or any other module in addition to two to three peer-reviewed articles/professional sources.
- Your paper should be 2-3 pages long, not including the title and reference pages.
- Format your paper in accordance with the *CSU-Global Guide to Writing and APA*.

#### **Option #2: Pitching Your Story to the News Media**

The Minnesota Zoo’s exhibit on insects will have a variety of bugs on display, but the main attraction will be a walk-through butterfly garden, in which a thousand butterflies will be feeding, resting, and emerging from cocoons.

Write an email pitch to the following media to do a story on the exhibit:

- 1) the lifestyle editor at the Minneapolis Tribune
- 2) the assignment editor at a leading television station in the Twin Cities

Also describe what photographs and/or video, if any, you are including in the pitch. (You do not need to include *actual* photographs and video; just describe them.)

Your well-written paper should meet the following requirements:

- Use the readings from this or any other module in addition to two to three peer-reviewed articles/professional sources.
- Your paper should be 2-3 pages long, not including the title and reference pages.
- Format your paper in accordance with the *CSU-Global Guide to Writing and APA*.

## Module 4

### PORTFOLIO PROJECT MILESTONE (10 points)

#### Option #1: Writing a News Release for Print

Write a print news release for your Portfolio Project.

#### Option: #2: Writing a News Release for Broadcast

Write a broadcast news release (TV or radio) for your Portfolio Project.

## Module 5

### CRITICAL THINKING ASSIGNMENT (100 points)

Choose one of the following two assignments to complete this week. Do not do both assignments. Identify your assignment choice in the title of your submission.

#### Option #1: Analyzing and Grading Websites

Examine the websites of two different organizations that represent and advocate for farmers: the Gulf Citrus Growers Association and the California Avocado Commission.

Analyze and grade each website on:

- 1) The design and layout of the home page
- 2) Site navigation and ease of access to information of interest to you
- 3) Readability of text items
- 4) Prominence of links to their social media platforms
- 5) Accessibility to the organization's contact information, including email feature

Your well-written paper should meet the following requirements:

- Use the readings from this or any other module in addition to two to three peer-reviewed articles/professional sources.
- Your paper should be 2-3 pages long, not including the title and reference pages.
- Format your paper in accordance with the *CSU-Global Guide to Writing and APA*.

#### Option #2: Analyzing and Grading Social Media Accounts

Examine the social media accounts of two different organizations that represent and advocate for farmers: the Gulf Citrus Growers Association and the California Avocado Commission.

Analyze and grade each of their social media accounts on:

- 1) Design consistency between the social media accounts
- 2) Social media engagement with followers
- 3) Quality of photos and video posted on social media

Explain if you would be interested in following either organization on social media. If so, which platform(s) and why or why not?



Your well-written paper should meet the following requirements:

- Use the readings from this or any other module in addition to two to three peer-reviewed articles/professional sources.
- Your paper should be 2-3 pages long, not including the title and reference pages.
- Format your paper in accordance with the *CSU-Global Guide to Writing and APA*.

#### **PORTFOLIO PROJECT MILESTONE (10 points)**

##### **Option #1: Creating Social Media Posts with Photos**

Using free stock photos or photos you take, create one Facebook post, one tweet and one Instagram post related to your Portfolio Project.

##### **Option #2: Creating Social Media Posts with Video**

Using your smartphone, make a Facebook Live video related to your Portfolio Project.

OR

Using your smartphone, make a short 10-to-15 second video related to your Portfolio Project, and then create one Facebook post, one tweet and one Instagram post related to your Portfolio Project.

### **Module 6**

#### **PORTFOLIO PROJECT MILESTONE (20 points)**

##### **Option #1: Media Pitch and Portfolio Project Outline**

Write a media pitch for a feature story related to your Portfolio Project. Also, please submit a draft outline for your Portfolio Project to your instructor for review.

##### **Option #2: Op-Ed and Portfolio Project Outline (20 points)**

Write an op-ed related to your Portfolio Project. Also, please submit a draft outline for your Portfolio Project to your instructor for review.

### **Module 8**

#### **PORTFOLIO PROJECT (300 points)**

Choose one of the following two assignments to complete by the end of the course. Do not do both assignments. Identify your assignment choice in the title of your submission.

##### **Option #1: Traditional Campaign**

Design a traditional PR campaign plan for a government agency or a not-for-profit organization that wants to promote a cause. This campaign can be targeted at the city, state, or national level.

Here are some possible examples:

- Your state health department hires you to promote healthy eating for school children, healthy eating for seniors, eating on a food-stamp budget, or a similar topic.
- The League of American Bicyclists hires you to promote bicycling as a great family activity in your city or state and make residents aware of family-friendly bike trails in your area.

- The Almond Advisory Board, a trade group of almond growers, hires you to promote almonds and increase their consumption.
- The Alliance of Artists Communities hires you to promote residency programs in the U.S. and Canada for dancers from around the world.

Following the guidelines in textbook Chapter 18, your written plan is the blueprint of the entire campaign. Your plan should start with an executive summary and then outline the steps it will take to execute the program: 1) situation, 2) objectives, 3) audience, 4) strategies, 5) tactics, 6) calendar, 7) budget, and 8) evaluation.

The tactics or “how to do it” section will be heart of the plan. In addition to writing the plan, you should also write:

- a press release
- a series of social media posts for Facebook, Twitter, and Instagram
- a blog post
- either a Public Service Announcement or a brief speech that an expert might give as part of your campaign

Your well-written paper should meet the following requirements:

- Use the readings for any module, four to six peer-reviewed articles or professional sources, and public relations blogs.
- Your final project should be 8-10 pages long, not including the title page and references. Include the 8-step plan, Press Release, Social Media Posts, Blog Post and PSA/Speech in the same document.
- Format your document according to the *CSU-Global Guide to Writing and APA*.

### **Option #2: Low-Budget PR Campaign**

Design a low-budget PR campaign that focuses on social media and networking strategy for a small-to-medium size company that wants to expand its brand recognition and sales in other markets. This campaign could be targeted at a regional or national level.

You should choose a successful company in your town or city, which you think has potential to expand its brand recognition. For example:

- You may think your local sandwich shop, which currently has two locations, should expand regionally and compete with established firms like Subway or Panera Bread.
- You may think your local health club offers a well-appointed weight room, top-notch cardio equipment, and outstanding classes at bargain, having the potential to compete with popular clubs like Planet Fitness, Equinox, or Gold’s Gym.

This option will likely require field work on your part, such as taking photos of the business and its products and possibly interviewing the company’s owners to learn more information about the business. (The owners don’t need to *actually* want to expand their business for you to choose their company for this project.) This can be a fun option to do most of your research in person, rather than from your computer.

Following the guidelines in textbook Chapter 18, your written plan is the blueprint of the entire campaign. Your plan should start with an executive summary and then outline the steps it will take to execute the program: 1) situation, 2) objectives, 3) audience, 4) strategies, 5) tactics, 6) calendar, 7) budget, and 8) evaluation.

The tactics or “how to do it” section will be heart of the plan. In addition to writing the plan, you should also write or create:

- a press release
- a series of social media posts for Facebook, Twitter, and Instagram
- a blog post
- One of the following:
  - create a social media contest to build brand interest
  - a Facebook Live video that is either:
    - a tour of the business and what it does

- someone demonstrating or using the business’s product

Your well-written paper should meet the following requirements:

- Use the readings for any module, four to six peer-reviewed articles or professional sources, and public relations blogs.
- Your 8-step plan should be 3-4 pages long.
- Your additional writings should be in three separate documents (Press Release, Social Media Posts, Blog Post)
- If you do a Facebook video, you can submit it by either 1) downloading and sharing the MP3 file or 2) uploading to a space like YouTube or Vimeo and sharing the link with your instructor. (See <http://www.socialmediaexaminer.com/how-to-repurpose-your-facebook-live-videos/>.)
- Format your document according to the *CSU-Global Guide to Writing and APA*.

## Course Policies



### Course Grading

20% Discussion Participation  
 0% Opening Exercises  
 8% Mastery Exercises  
 37% Critical Thinking Assignments  
 35% Final Portfolio Project

### Grading Scale and Policies

A	95.0 – 100
A-	90.0 – 94.9
B+	86.7 – 89.9
B	83.3 – 86.6
B-	80.0 – 83.2
C+	75.0 – 79.9
C	70.0 – 74.9
D	60.0 – 69.9
F	59.9 or below

### In-Classroom Policies

For information on late work and incomplete grade policies, please refer to our [In-Classroom Student Policies and Guidelines](#) or the Academic Catalog for comprehensive documentation of CSU-Global institutional policies.

### Academic Integrity

Students must assume responsibility for maintaining honesty in all work submitted for credit and in any other work designated by the instructor of the course. Academic dishonesty includes cheating, fabrication, facilitating academic dishonesty, plagiarism, reusing /re-purposing your own work (see *CSU-Global Guide to Writing and APA* for percentage of repurposed work that can be used in an assignment), unauthorized possession of academic materials, and unauthorized collaboration. The CSU-Global Library provides information on how students can avoid plagiarism by understanding what it is and how to use the Library and Internet resources.

### Citing Sources with APA Style

All students are expected to follow the *CSU-Global Guide to Writing and APA* when citing in APA (based on the APA Style Manual, 6th edition) for all assignments. For details on CSU-Global APA style, please review the APA resources within the CSU-Global Library under the “APA Guide & Resources” link. A link to this document should also be provided within most assignment descriptions in your course.

### Disability Services Statement

CSU–Global is committed to providing reasonable accommodations for all persons with disabilities. Any student with a documented disability requesting academic accommodations should contact the Disability Resource Coordinator at 720-279-0650 and/or email [ada@CSUGlobal.edu](mailto:ada@CSUGlobal.edu) for additional information to coordinate reasonable accommodations for students with documented disabilities.

**Netiquette**

Respect the diversity of opinions among the instructor and classmates and engage with them in a courteous, respectful, and professional manner. All posts and classroom communication must be conducted in accordance with the student code of conduct. Think before you push the Send button. Did you say just what you meant? How will the person on the other end read the words?

Maintain an environment free of harassment, stalking, threats, abuse, insults or humiliation toward the instructor and classmates. This includes, but is not limited to, demeaning written or oral comments of an ethnic, religious, age, disability, sexist (or sexual orientation), or racist nature; and the unwanted sexual advances or intimidations by email, or on discussion boards and other postings within or connected to the online classroom.

If you have concerns about something that has been said, please let your instructor know.