

ANGELO STATE UNIVERSITY

COMM 4335: Advertising/PR Campaigns & Cases

Spring 2022

Marta N. Lukacovic, Ph.D.



ANGELO STATE UNIVERSITY  
Department of Communication & Mass Media

**Instructor contact information:**

Email: [marta.lukacovic@angelo.edu](mailto:marta.lukacovic@angelo.edu) – If you have not received a response after 48 hours since your message was sent, please follow up.

Telephone: (325) 486 6089

Office: Porter Henderson Library 306M

Office Hours: MW 2:30 – 3:25pm; Tue 3:20 – 4:20pm on campus; or set up a separate appointment by e-mail (options for a meeting type; In-person or via Zoom)

**Required Textbook:**

**Public Relations Cases, 9<sup>th</sup> edition (by Darrell C. Hayes, Jerry A. Hendrix, and Pallavi D. Kumar)** – Cengage Learning

ISBN-13: 978-1111344429

**Possible Additional Required Readings:**

Posted on Blackboard and announced (via e-mail, Blackboard, and/or in class)

**Course Description:**

This course is focused on in-depth systematic examination of campaigns and cases in the field of strategic communication.

The course lectures, readings, and assignments are designed to help students better understand principles and practices of public relations and advertising campaigns.

**Student Learning Outcomes:**

By the end of the course, student should be able to:

- Internalize the key vocabulary of the strategic communication field
- Understand the roles of theories and research in campaign design
- Reflect on the importance of stakeholder relations and corporate social responsibility within strategic communication
- Elevate their abilities in using academic and trade literature of the field
- Analyze real-life cases
- Develop proposals that reflect excellence standards of public relations and advertising campaigns
- Present their work with professionalism, confidence, and while demonstrating ethical commitments

**Course Requirements - Assignments (1000 points):****Worksheets, Quizzes, Homework Assignments, and in-Class Activities = 100 points**

Students may be given several quizzes on chapter material throughout the course of the semester. Quizzes may consist of multiple-choice, true/false, and essay questions. Some quizzes will be announced ahead of time but unannounced pop-quizzes may also occur. Furthermore, there will be other activities (for examples worksheets to be completed in class or as homework).

**Participation = 50 points**

Students will be graded on their ability and willingness to discuss course material during class lecture. The following scale will be used to determine participation points:

50 points=Excellent 45 points=Good 40 points=better than average 30 points=average 20 points=fair 10 points=poor

- Points will be subtracted for unexcused absences

**Exams = 300 points**

Exams may consist of multiple-choice, true/false, and essay questions. Details regarding the exams will be discussed in class.

**Projects (Assignments, Papers, Presentations, etc.) = 475 points**

Handouts will be distributed and details regarding the assignments will be discussed in class. Assignments will include written work, research using academic and trade literature, in-class presentations, etc. Two main clusters of the assignments will be (I.) Campaign critiques and (II.) Campaign proposal development – these assignments will allow students to draw on their area of interest.

**Final Reflection = 75 points**

Upon completion of the course, student will write a short reflection paper summarizing their learning experience and connecting the relevance of course material to their future careers and roles as citizens (details will be discussed in class).

**Course Grading**

A=1000-900 points

B=899-800 points

C=799-700 points

D=699-600 points

F=599 points and below

**Course Policies & University Policies****1. Attendance**

Regular attendance is required in this course. Attendance will be taken and counted beginning the first day of class. The student is allowed to miss 3 days (MWF), 2 days (T/R), and 1 day (if class meets once a week) without penalty to the final grade. However, a student's absence will result in a zero for all work/assignments completed on that day. Once a student misses more than the allotted absences mentioned above, four (4) points will be deducted from the student's participation score for each additional absence. You will be counted absent if you are not present for the entire class. Three tardies (more than 10 minutes) will result in an absence.

To be considered excused for a class absence, the student must be excused through the school as they will be attending a school sponsored event. In these cases, it is the responsibility of the student to complete any assignments they will be missing prior to their departure. Please come talk to me if as soon as you know you will be missing a class.

**2. Late Tests/Exams**

If you miss a test due to an excused absence (i.e., hospitalization, funeral of close family member), you must make the test up within a reasonable length (no more than one week, desirably less.) All arrangements for making up work should be made prior to the absence, if possible, and is the student's responsibility. A typed, signed and dated explanation must be given to the instructor upon returning to class. Missing a test for an unexcused reason results in a zero for the exam.

**3. Late Assignments**

Generally, late work will not be expected unless the delay occurred due to an excused absence (verified by the University). Documentation will be required.

If extension is negotiated and granted prior to the deadline, student should expect 8% deduction for each late day.

#### 4. Academic Misconduct

Plagiarism will result in a zero for the assignment, and the instructor may pursue additional measures. Assignments are to be the original composition of each student. Outside sources are required for each assignment with proper citing in a bibliography as required.

#### 5. Honor Code Policy

Violations of academic integrity are very serious matters and are clearly documented in the ASU Student Handbook. The work a student submits in a class is expected to be the student's own work and must be work completed for that particular class and assignment. Plagiarism means intentionally or knowingly representing the words or ideas of another as one's own. This may include your own previous work. Plagiarism includes quoting or paraphrasing from other sources without acknowledging/citing the source of your information or presenting quoted material as your own words. You must be very clear about attribution of sources and you must know how to cite sources in a paper. Please see full Honor Code Policy at [http://www.angelo.edu/cstudent/documents/pdf/Student\\_Handbook.pdf](http://www.angelo.edu/cstudent/documents/pdf/Student_Handbook.pdf)

#### 6. Class Etiquette & Tech Devices Use

A. Please be a courteous student and peer. Use of cell phones in class will result in you being counted absent for the day, and will result in a 0 for any work completed on that day. *Students may not use Snapchat, Instagram, Facebook, or any other social media outlet to post pictures or videos of other students or their performance in the classroom. Failure to comply with this rule will result in you being reported to the Dean of Student Life.*

B. Students are **not allowed to use their laptops/tablets** to take notes, or text, IM, and surf the web while they are in class, or use their electronic devices to check the time during exams or quizzes. Glass & Kang (2018) note that several classroom studies have found a negative correlation between the amount of time spent using an electronic device during class and subsequent exam performance using both self-report measures of electronic device use (Fried, 2008; Jacobsen & Forste, 2011; Junco, 2012; Ravizza, Hambrick, & Fenn, 2014) and direct electronic monitoring (Kraushaar & Novak, 2010; Ravizza, Uitvlugt, & Fenn, 2017). For that reason, **all cell phones and electronic devices must be turned off during class time.**

- If you have a special condition and/or accommodation that necessitates electronic assistance, please discuss your case with the professor to request an exception. A doctor's note or other appropriate documentation will be required.
- If you use your devices during class time without professor's permission, your participation grade will be lowered.
- Conduct of behavior and academic honesty requirements as specified by the University should be followed in connection to the technological devices and digital media use

#### 7. Dress Requirement

Appropriate dress may be required for class presentations. Specific requirements will be announced by the instructor prior to the speech.

#### 8. Disability Statement

The Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability. It is the student's responsibility to initiate such a request by contacting:

Dr. Dallas Swafford, Director of Student Development  
 325-942-2047 office or 325-942-2211 Fax  
[dallas.swafford@angelo.edu](mailto:dallas.swafford@angelo.edu)  
 University Center, Suite 112B

## 9. Religious Holiday Observance

A. “Religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Texas Tax Code 11.20.

B. A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

C. A student who is excused under section 2 may not be penalized for the absence, however; the instructor may respond appropriately if the student fails to complete the assignment satisfactorily.

## 10. Title IX at Angelo State University:

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. Sex discrimination, sexual misconduct, public indecency, interpersonal violence, sexual assault, sexual exploitation, sexual harassment, and stalking are not tolerated at ASU. As a faculty member, I am a Responsible Employee meaning that I will report any allegations I am notified of to the Office of Title IX Compliance in order to connect students with resources and options in addressing the allegations reported. You are encouraged to report any incidents to ASU’s Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller J.D.

*Special Assistant to the President and Title IX Coordinator*

Mayer Administration Building, Room 210

325-942-2022

[michelle.boone@angelo.edu](mailto:michelle.boone@angelo.edu)

You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://www.angelo.edu/incident-form).

If you are wishing to speak to someone about an incident in confidence you may contact the *University Health Clinic and Counseling Center* at 325-942-2173 or the *ASU Crisis Helpline* at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may visit

## 11. Syllabus, Calendar, and Other Course Content Changes

The faculty member reserves the option to make changes as necessary to this syllabus, calendar, and the course content. If changes become necessary during this course, the faculty will notify students of such changes by email, course announcements and/or via a discussion board announcement. It is the student’s responsibility to look for such communications about the course on a regular basis.

**Course Schedule/ Calendar**

Week	Topics/Activities	Due Dates
1 Week of Jan. 18	<b>Introduction &amp; Syllabus PR in Action</b>	<b>Read Ch. 1</b>
2 Week of Jan. 24	<b>“ROPES”</b>	<b>Read Ch. 2</b>
3 Week of Jan 31	<b>Media Relations</b>	<b>Read Ch. 3 *Possible Quiz</b>
4 Week of Feb. 7	<b>Social Media</b>	<b>Read Ch. 4</b>
5 Week of Feb. 14	<b>Internal Communications</b>	<b>Read Ch. 5</b>
6 Week of Feb. 21	<b>Review (Tue) Exam (Thur.)</b>	<b>*Exam 1 (Thursday)</b>
7 Week of Feb. 28	<b>Community Relations</b>	<b>Read Ch. 6</b>
8 Week of Mar. 7	<b>Public Affairs &amp; Government Relations</b>	<b>Read Ch. 7 Presentations 1</b>
9 Week of Mar. 14	<b>Spring Break</b>	<b>Spring Break</b>
10 Week of Mar. 21	<b>Investor, Financial Relations, &amp; Consumer Relations</b>	<b>Read Ch. 8 &amp; 9 Presentations 1</b>
11 Week of Mar. 28	<b>International PR</b>	<b>Read Ch. 10</b>
12 Week of Apr. 4	<b>Relations with Special Publics</b>	<b>Read Ch. 11 Campaign Critique Assignment Due</b>
13 Week of Apr. 11	<b>Crisis Communication</b>	<b>Read Ch. 12</b>
14 Week of Apr. 18	<b>Integrated Marketing Communications Exam (Thur.)</b>	<b>Read Ch. 13 *Exam 2 (Thursday)</b>

<p style="text-align: center;"><b>15</b> Week of Apr. 25</p>	<p style="text-align: center;"><b>Presentations &amp; Learning Reflections</b></p>	<p style="text-align: center;"><b>Campaign Design Proposal Assignment Due – Tuesday</b></p> <p style="text-align: center;"><b>Presentations 2 – starting Thursday</b></p>
<p style="text-align: center;"><b>16</b> Week of May 2</p>	<p style="text-align: center;"><b>Presentations &amp; Learning Reflections</b></p>	<p style="text-align: center;"><b>Presentations 2</b></p>
<p style="text-align: center;"><b>17</b> <b>FINALS</b> Week of May 9</p>		<p style="text-align: center;"><b>Final Reflection Due (Thursday May 12<sup>th</sup> by Noon)</b> *See Assignment Sheet Handout for more details and submission instructions</p>

\*Calendar may be modified due to unforeseen circumstances or pedagogical reasons. Additional smaller assignments will be added. Details, schedule modifications, and additional assignment information will be discussed in class and/or posted on Blackboard Announcements – please pay regular attention to announcements.