JOUR 4460: Public Relations Communications, Fall, 2016
Section 2, Tuesday 2:00 – 4:50 p.m. GAB 438
The Twitter hashtag for this course is #untj4460
The Facebook group for this class can be found at https://www.facebook.com/groups/565280223647750/

**Important: The Final Exam time for this course is Thursday, 12/15 1:30—3:30 p.m.**

Instructor: Samra Jones Bufkins, MJ, APR
Office: GAB 113  Office phone: 940-565-2167
Cell phone: [REDACTED] (text any time, include name & class, call if an emergency.)
Office hours: Monday 2-3 p.m.; Tuesday & Thursday 11 am – 12 noon; Tuesday 1–2 pm; other times by appointment.
E-mail: Samra.Bufkins@unt.edu
Twitter: @samjb
Skype: IamSamJB

**Course Description and prerequisites:**
This capstone course in public relations places heavy emphasis on writing and planning for selected PR channels, and students are held to a very high professional standard.
(Prerequisite(s): JOUR major status; JOUR 3420; or consent of the school).

**In this course, you will:**
- Learn the elements of strategic communications planning and apply them to assignments for actual clients.
- Write a measurable objective and evaluate its effectiveness in a strategic communications plan.
- Develop and utilize strategic planning skills in an ethical, client-focused manner.
- Apply professional writing and visual communications techniques to specific contexts in public relations.
- Learn to manage time independently and in teams to meet regular assigned deadlines.
- Engage with actual clients in analytical and creative problem solving communications.
- Create a professional strategic public relations campaign for an actual client.
- Complete a professional portfolio (hard copy and online) suitable for job interviews and networking.
- Work ethically in pursuit of truth, accuracy, fairness and diversity.
- Think critically, creatively and independently.
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.
- Apply tools and technologies appropriate for the communications profession.

**Class Format**
- Lecture, discussion, in-class activities and deadline-dependent assignments involving actual clients
- Intensive writing, planning and social media
- Weekly blogs, daily tweeting and regular Tweetchats completed without prompting from the instructor
- Reading assigned and supplemental material and sharing via social media
- Presenting course readings to the class in an organized and understandable manner
- Independent research into current events and industry trends via local and national media

**DEADLINES:** As demanded in a professional environment, deadlines and formats are strictly observed.
Required Texts:
4. [http://www.dailywritingtips.com/](http://www.dailywritingtips.com/) —sign up for the daily emails, read them and do the exercises. They have a 15-day free trial, then it’s $4.99 per month, or you can sign up for one year for $49. Consider it an investment. Pop Quizzes happen.
5. Supplemental readings as assigned.

Recommended Supplemental Text:

Additional Required Resources:
- UNT class Blackboard LEARN (LEARN.UNT.EDU)
- UNT email (Required by university & FERPA policy)
- Twitter account with unprotected tweets (see instructions in Blackboard)
- Personal blog and LinkedIn profile (see instructions in Blackboard)
- Regular reading of *The Dallas Morning News*, *The New York Times*, *Wall Street Journal* and listening to *NPR Morning Edition* and *All Things Considered*. (Most of the radio content is available online after broadcast).
- A stapler (*I will not accept multi-page assignments that are not stapled.*)
- A wifi-enabled laptop to be brought to class.
- Additional apps as needed.

**ATTENDANCE, PREPARATION AND PARTICIPATION POLICY**
Attendance and participation in each class meeting and all group activities is mandatory. You must complete all assignments on time in the proper format and participate in all online and social media activities as assigned. I frequently give quizzes covering the week’s readings, Daily Writing Tips, class discussions and current events (and the syllabus)—these usually occur in the first 10 minutes of class with no opportunity to make up a missed quiz or assignment. There may also be in-class writing exercises. *This class meets once a week, so missing one class means you’ve missed an entire week of class.*

- Journalism instructors reserve the right to drop any student who does not attend the first class day of the semester.
- After the third absence I reserve the right to drop you from the class if I do not see sufficient evidence that you are taking the class seriously and making an effort to complete all work.
- Absence from class due to internship conflicts may be excused only if I am contacted well in advance, in writing and by telephone, by your internship supervisor, and only then for extraordinary circumstances.
- If you need to leave the classroom for any reason during an exam you will not be re-admitted to the classroom, and your exam will be graded based on work completed.
- Failure to meet with your project group during class periods set aside for that purpose will result in an absence for the day.

**Classroom Protocols:**
Laptops are allowed in the classroom if they are being used for the purposes of taking notes, live tweeting of lectures, researching discussion materials and in-class exercises. Bring your laptop to class. If you do not have a laptop you can check one out of the library. Phones are not allowed and I reserve the right to confiscate phones and hold them until the end of class. I retain my nonnegotiable right to evaluate everyone’s in-class performance and ask anyone to leave if they are disruptive or their inattention is disruptive. This includes sleeping in class, playing on Facebook, working on assignments for other classes, surfing the internet, doing crossword puzzles and sudoku, texting each other, muttering and talking in class, talking back, and disrespectful and/or inappropriate comments to the instructor or classmates. Food and drinks are
acceptable as long as you clean up your area and don’t stink up the classroom. **Please don’t order any food to be delivered to the classroom unless you’re buying for the whole class.**

**No gadget zone:** If you are a traditional note-taker and prefer not to be distracted by display screens in front of you, the front center of the classroom is reserved for you. I don’t know how many students are interested in this, so we’ll expand accordingly. You will still need your laptop for any in-class exercises.

Communication between students and instructor is primarily via email and Twitter. I will email you from the class Blackboard page and am required to contact you via your official university email account. Please respond from your UNT account.

- Communicating with students using the UNT student email account is part of the university’s contract with students.
- Email, text and Twitter communication will be professional and utilize correct grammar, spelling and punctuation, as in all business communication.
- I will not discuss grades via Twitter or text messages. Email me or see me in my office.
- I do not use Blackboard messages.

**Assignment Submission:**

All assignments and blogs are to be submitted via Turnitin unless otherwise specified. There are no exceptions. **Anything not submitted via Turnitin will receive a grade of 0 (zero).** Turnitin is also set to lock out late submissions. It is your responsibility to ensure your computer clock is synchronized with Turnitin. No emailed submissions are accepted.

Submitting an assignment late (“I was uploading it at 11:59 and Turnitin locked me out”) will result in a zero. Situations in which your computer clock is wrong, the system slows down because so many people are submitting at the deadline, and problems with incompatible browsers are your responsibility. **Perform a browser check to ensure you are using a compatible browser.** Maintain your computer equipment and get help if you need it, particularly if you’re having trouble running any online applications. Own your work (and your mistakes), and plan accordingly. Most problems that occur at the deadline are self-inflicted and avoided with better planning. See Blackboard for specific instructions. Set reminders on your mobile device calendar—just like professionals do.

I am not the help desk and cannot help you with technical problems in Blackboard or your computer. If you have a documentable problem with Turnitin or Blackboard that affects your ability to submit work on time, you must do the following to receive credit for your work:

1. **IMMEDIATELY** create a screen shot of the error message.
2. Report the problem to the Help Desk by phone (940-565-2324) and email (helpdesk@unt.edu).
3. Forward the trouble ticket number and the screen shot to me via email.

If I determine it is a legitimate technical problem with Blackboard and Turnitin (they are rare) I will let you know how to submit the work to receive credit.

**SAVE YOUR TURNITIN RECEIPTS. NO MATTER WHAT YOU “THINK” YOU DID, IF IT’S NOT IN MY TURNITIN AND YOU DON’T HAVE THE CONFIRMATION RECEIPT, IT’S A GRADE OF ZERO.**

All assignments except blogs must also be submitted as hard copy (in addition to the Turnitin submission).

- Multiple page documents not stapled together will not be accepted.
- Unless instructed otherwise, all assignments must be word-processed in 12-point font with margins no wider than 1,” unless the assignment involves graphic design. You will have freedom of choice for font and layout; however, be aware that you will be graded according to the style you choose, and its appropriateness for the project. Well-executed assignments riddled with typos, GSP errors and formatting errors will receive a low grade and I reserve the right to stop reading and grading anything that’s unreadable.
- **Failing to prepare a hard copy or attach a reference list will cost you a letter grade for that assignment.**
- **All sources must be cited within the text and/or at the end of the assignment.** Sources must be cited in their entirety, whether a website, blog, book, magazine or journal article, or any other scholarly source, including the...
date of publication, or an interview. Citation of online sources must follow the format from the Purdue Online Writing Lab, [http://owl.english.purdue.edu/owl/resource/560/10/](http://owl.english.purdue.edu/owl/resource/560/10/) and must be complete. **Raw links like the one above will not be accepted as citations or bibliography entries.** Any omission of these citations will result in a lowered grade and possible investigation for plagiarism. When in doubt, cite. Don’t press your luck.

- In the case of inclement weather or other emergency resulting in the closing of the university or canceling of class, any assignments due must still be submitted electronically on the due date, with hard copy to be submitted at the next class meeting. No exceptions (unless there’s a complete power blackout).
- If the university is closed due to inclement weather or other emergency we will engage in an online chat of some sort during regular class time. Watch Twitter and email for instructions, and consider setting up a Google+ account.

### Individual assignment grade appeals:

If you are unhappy or have a question about the grading of an individual assignment, blog post or test, you must notify me in writing (email is fine) by the beginning of the next class after the graded work is returned. We’ll meet to discuss the grade. Under no circumstances will I consider changing the grade on any individual assignment after final grades are posted at the end of the semester. See submission guidelines above—this includes “But I turned it in, I just didn’t get the receipt.” You are responsible for ensuring your online submissions are completed. Check the Blackboard gradebook regularly.

Back up your work in Google Docs, Dropbox or other cloud platform in case your hard drive fails or your flash drive is lost or destroyed. It is your responsibility to ensure your work is completed and accessible at all times. Save all your work and Turnitin receipts until the end of the semester, as you will re-submit clean copies as part of your portfolio. **SAVE YOUR TURNITIN CONFIRMATION RECEIPTS.**

### ASSIGNMENTS & ASSESSMENTS

#### Evaluation Criteria

I expect students in this class to perform as if they are employees of my public relations agency or department. As such, I hold you to very high professional standards because you are upper-level students with several previous writing classes. Most of you should have internship experience by now, too. This is not a beginning PR class, it is an advanced writing and planning class. You should already know how to write if you’re in this class. There is a tremendous amount of independent study for this course as well. Get a scheduling app and put every milestone and due date on it, set it to remind you, and you’ll be developing a professional habit that will help with your success.

A word about Spell Check. Spell Check is a great tool, and I couldn’t live without it, but IT IS NOT A PROOFREADING PROGRAM. If you’ve misspelled a word in such a way that it simply becomes another correctly spelled word, it’s wrong, it will affect the meaning of your document, and it will affect your grade. **YOU MUST GET INTO THE HABIT OF MANUALLY PROOFREADING YOUR WORK.**

#### Expectations:

Assignments will be graded according to content/key messages, style and grammar, design and format, and how well you execute the assignment based on my instructions.

- **Content and message appeals:** Your writing will be evaluated for factual accuracy, organization of thought, strength of message, inclusion of the human element, persuasiveness, originality, and other content issues relevant to each assignment.
- **Format and citations:** Proper format is nearly as important as content and GSP. Adhere to the assigned format. This is important for your professional work, as well, as there are very good reasons for specific formatting requirements.
- **Grammar, style and punctuation:** The Associated Press Stylebook and Daily Writing Tips as well as The Purdue Online Writing Lab ([http://owl.english.purdue.edu/owl/](http://owl.english.purdue.edu/owl/)) will be your writing guides. Your writing will be graded carefully for mechanical content and construction.
  - General sloppiness or lack of professionalism will result in a lowered grade.
• **Originality:** Your work must reflect your original ideas and existing facts. No form of academic dishonesty is tolerated. No matter how well you have done before, one incident of academic dishonesty will have grave consequences on your college career. *Clients have a habit of telling students to “get it from the website.” This is a writing class, not a copy and paste class. Lifting huge chunks, even with attribution, from client websites and other sources is also considered academic dishonesty.*

• **Always research more than you think you need and use multiple sources** to discover your own ideas and story angle. Do not rely exclusively on Google—try Google Scholar, Dogpile, and that wonderful resource known as the library. Cite all sources completely (on a separate sheet attached to your assignment. Assignments without the citation sheet will be reduced a letter grade.

  *If you're not sure, ask me, not another student (they may be wrong). I don't bite. I like having students come to my office to talk—about anything and everything.*

A NOTE ON RESEARCH SOURCES: Wikipedia, Answers.com, Ask Yahoo!, Quora, About.com and all similar, unverified, user-generated sites are generally not acceptable research sources, although they are often good places to start looking for ideas. Don’t be lazy and quote the first one or two things that pop up on Google. Use the library resources available to you—you paid for them—and your research will be more meaningful to you and your clients and will most likely result in a better grade. Do not depend solely on Internet research—the Willis Library has lots of dead tree media and other awesome resources.

Doug Campbell is the librarian assigned to the Mayborn School of Journalism. He periodically holds office hours in the GAB (often tweeting his location). Use him for ANY research help or copyright questions. There’s a reason he was honored this past year. His email is doug.campbell@unt.edu and his Twitter is @Ask_UNTDoug.

Citation of online sources must follow the format from the Purdue Online Writing Lab, http://owl.english.purdue.edu/owl/resource/560/10/ and must be complete. Raw links will not be accepted as citations or bibliography entries. Links in blog posts must be embedded in anchor text.

**Course Evaluation**

<table>
<thead>
<tr>
<th>Individual Assignments (point values vary)</th>
<th>200 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam</td>
<td>100 points</td>
</tr>
<tr>
<td>Chapter Presentation</td>
<td>25 points</td>
</tr>
<tr>
<td>Blogs (14 total, [plus 1 additional optional one ] 10 points each)</td>
<td>140 points</td>
</tr>
<tr>
<td>Portfolio (must be online, hard copy supplement recommended)</td>
<td>100 points</td>
</tr>
<tr>
<td>Campaign (group project)</td>
<td>325 points</td>
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<tr>
<td>Class participation, initial Twitter, pop quizzes, social media interaction</td>
<td>110 points</td>
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<tr>
<td><strong>Total Points possible</strong></td>
<td><strong>1,000 points</strong></td>
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</table>

**Grading System**—Based on a percentage of 1,000 possible points
(You are being held to a higher standard because this is your capstone class.)

92% and above = A (920 points and higher)
82% -- 81.9%  = B (820--919 points)
72% -- 79.9%  = C (720--819 points)
62% -- 71.9%  = D (620--719 points)
GRADED ASSIGNMENTS (not necessarily in the order in which they are due):

**Ongoing (daily/weekly)**

Class participation (including social media interaction), pop quizzes, etc. (110 points total)

Be sure you’ve read the assigned chapters, any supplemental readings and reviewed any videos I post in Blackboard before coming to class, as well as the Daily Writing Tips. Public Relations practitioners are expected to know what’s going on in the world, especially the business world. Get in the habit of reading the Dallas Morning News and New York Times and try listening to NPR Morning Edition. Read the NT Daily in print and online (follow @NTDaily on Twitter and “Like” the Facebook page.) Anything in the news is fair game. Follow the same breaking news sites I follow on Twitter. I may also spring a writing assignment on you with little or no notice, to be done in class on tight deadline. This is to prepare you for those kinds of days in your job in PR.

- **Twitter (5 points for initial assignment—part of the above total)**
  Complete a Twitter profile and the assignment in the handout posted to Blackboard by the second class meeting. Post this link in the discussion section, and follow your classmates. **Tweet at least one course-related tweet per day using the class hashtag #untj4460.** This is a major portion of your class participation grade.

**Blog (140 points total)**

Write a short, (approximately 300-500 words) engaging weekly blog about the concepts you’re learning in this class or a critical analysis of something you’ve read about PR/media/communications from other sources. **NO BLOGS ABOUT CELEBRITIES ALLOWED UNLESS PRE-APPROVED BY ME.** Write about serious, legitimate PR/communications/media issues, demonstrate your critical analysis skills, and back up your opinions with facts. Do not write about sports, awards shows or fashion week, for example, unless you are writing about public relations related to those topics. Imbed all hyperlinks in anchor text, include SEO tags and at least one graphic or photo—be sure to include the source. **I have a team of seasoned PR and media professionals who will be reading your blogs and providing feedback. Employers who Google your name will be impressed by well-written blog posts.**

I have no preference about which blog platform you use, but your blog site must have your own name prominently displayed and be searchable. It must include a photo of you, completed profile and comments must be enabled. There is no anonymous or pseudonymous blogging (or social media) allowed in this class. Sign your name to comments you make on other blogs as well. You are encouraged to read and comment on your classmates’ blogs—that will factor into your class participation grade.

**Blogs must include, at the minimum:**

1. A catchy headline
2. Your name (byline) underneath the headline
3. One or more images with attribution and/or link to the original source
4. Two or more links, which must be embedded into anchor text
5. SEO tagging
6. Bibliographic information, cited in proper format, either at the end of the blog post or on the Turnitin submission.

- You will write 14 original blog posts with the first one due this Friday, September 2, and the last due Friday December 9. There is an optional (extra credit) blog due on Friday December 2 (Thanksgiving weekend).
  - **Upload your blog post via Turnitin (through Blackboard) first as a Microsoft Word document containing the link to your blog, your name, a headline, and which blog it is (Blog #1).**
  - Submit your blog via Turnitin BEFORE you post it live online—this should keep Turnitin from showing it as copied from the internet.
  - Tweet about your update, (include the link and class hashtag) read your classmates’ blogs and comment on them.
  - **IMPORTANT NOTE:** You will receive a graded copy of your blog, most likely online. Go back into your online blog and make any noted corrections to grammar, spelling and punctuation as soon as possible. I will check periodically to see that this is done, and you may get points returned if you make online corrections.
**EVEN MORE IMPORTANT NOTE:** Every semester students earn B's and C's in this class because they do not turn in enough blog assignments. These are often people who did A work on their major assignments and exams, and either “couldn't remember” or “didn't feel like writing” a blog that week. Just because it’s due on Friday night doesn’t mean you can’t submit it early. The little things add up, in life, and in class. Don’t blow this off and wreck your grade. Professionals manage their time and meet regular deadlines without being reminded, and those deadlines are rarely at their convenience. Blogging for this class is as much a time management exercise as it is a writing assignment. Schedule a regular time to do your blog, and stick to it.

**Individual Assignments**

1. **Getting to Know You:** No later than 11:59 p.m. Monday, September 2, upload a photo, a brief bio, your blog link, your Twitter handle, your LinkedIn link, your online portfolio link and your “About.me” splash page link to the appropriate discussion section in Blackboard. **10 points.**

2. **In-Class Writing Assessment Exercise.** Completed in class the first day we meet. **(20 points total)**

3. **LinkedIn—** Create a personal profile on LinkedIn that casts you as a new PR professional, including a complete work history, career objectives, and suitable photo (see handout in Blackboard for specific requirements and due dates). Post this link in Blackboard along with your social media contact information. **(10 points)**

4. **Tweetchats** You must participate in no fewer than four Twitter chats relevant to PR/Journalism and summarize them using Storify—see schedule for specific due dates. See Blackboard for details. **(40 points total)**

**The remaining assignments are for the client you worked with during Jour 3420:**

5. **Communications audit for your client** (20 points)

6. **Communications plan for your client** (20 points)

7. **Online Newsroom** — Create an an inventory of items you would include in your client’s online newsroom, and include examples as well as a site map. **(20 points)**

8. **Multimedia/Interactive Piece** — Video, App, Podcast, etc. **(20 points)**

9. **Op-Ed piece.** **(20 points)**

10. **Online Newsletter** (utilizes chunking exercise from 3420—**20 points total**)

**Portfolio—100 points** Continuing the work you started in Jour 3420, you will complete your portfolio and present it to the class during the final exam period. You will build both online and hard copy portfolios (which is recommended by professionals). The portfolio will contain an updated resume, all the finished products from your 3420 portfolio plus all the finished work from this class organized in a format suitable for presenting in a job interview. You should also include work done for internships, student associations and volunteer activities. Pieces should be error-free and should include a short summary of how it was developed, its intended audience, and your role in creating it. Complete portfolios may also include correspondence, PR planning, and other documents designed to illustrate to future practitioners your mastery of the material. Awards, letters of recommendation, clips of published works and screen shots of your blogs are also appropriate. **Do not wait until the last week of the semester to work on this—you should be adding to it weekly.**

**Chapter Presentations (25 points)**

You will be divided into small teams. Each team will be responsible for presenting the week’s assigned readings to the class. You will be given one hour to explore and present the most important concepts to the class with a PowerPoint (not Prezi) that will be graded and uploaded to Blackboard. You may design an in-class exercise or quiz if you wish. Everyone in the group must participate in the preparation and presentation of the material.
Video and other multimedia supplementation is encouraged, including podcasts. Outside material may also be used to supplement the presentation, (not replace it) but it must be made available on Blackboard. You will also review your group members, and those identified as weak or non-participants will see their grade reduced.

**Exam (100 points total)**
There is one exam near the end of the semester covering grammar and key concepts from readings and lectures.

**Final Project Campaign—325 points (almost 1/3 of your grade)**
You will work in small groups to create a PR campaign for an actual client. Each team will produce a unique campaign and effectively designed collateral materials for the same client; therefore, each team will work independently of other teams. This is a fast-track project with very specific requirements based on what might be required in the real world. It will require groups to meet independently with the client, and spend significant time outside of class working on the many elements of this campaign. This is also an opportunity for you to develop material for your portfolio. Team members will complete a peer evaluation questionnaire that will be considered when grading the final project. Intermediate reports to the client will be expected, and a possible field trip is planned.

This project is extensive (the average submission is 50 pages long, full color, bound) and will require a large amount of teamwork and time management on your part. You cannot complete this project in a marathon session the weekend before it is due. Be prepared to incur some expenses, too, (averaging $100 per group) for printing and binding a minimum of 3 color copies of the entire project.

**Blackboard Gradebook**
Grades posted in the Blackboard gradebook reflect points accrued for each project graded online. All individual project grades may not be recorded in the Blackboard gradebook. Weighting of assignments, quizzes, attendance, and class participation are not included until the end of the semester. Total points accrued in Blackboard may not be a true reflection of your potential or actual grade in this course. Because of the large number of students I have in all my classes, I will not do individual grade calculations on demand. You are responsible for keeping track of your graded assignments and track your progress in this course. Grade appeals on individual assignments must be made in writing within seven days of the returned work.

IF YOU ARE STRUGGLING WITH COURSE CONTENT AT ANY TIME, MAKE AN APPOINTMENT TO SEE ME. IF YOU ARE HAVING ISSUES THAT AFFECT YOUR ABILITY TO COMPLETE YOUR COURSE WORK, CONTACT ME IMMEDIATELY. THE JOURNALISM ADVISING OFFICE OR THE COUNSELING CENTER CAN HELP, BUT WE’RE TALKING TO SOMEBODY ABOUT A PROBLEM WHEN IT FIRST APPEARS IS PREFERABLE TO WAITING UNTIL THINGS IMPLODE AND IT’S TOO LATE FOR US TO MAKE ACCOMMODATIONS. THERE ARE MANY RESOURCES AVAILABLE TO STUDENTS TO ASSIST YOU IN SUCCEEDING.
Journalism 4460 Schedule Fall 2016

*This class outline is subject to change due to client scheduling, guest speaker opportunities and weather.


Anything highlighted in pink is a revision.  Green highlighting is a “heads up.”

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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| 1    | 8/30  | In-class writing exercise.  
Introduction to the class. |
|      |       | Items in the "Read this First" folder in Blackboard.  
Bring your laptop to class. |
| 2    | 9/6   | Social media review, Twitter,  
Tweetchats, Storify, etc. (Hands-on workshop available on request after class.)  
Introduction to opinion/persuasion  
Introduction to communications audits. |
|      |       | Bring your computer or tablet to class.  
Readings in Blackboard  
Twitter for Beginners PowerPoint uploaded to Blackboard.  
Communications Audit PPT in Blackboard, and supplemental articles. |
| 3    | 9/13  | Chapter Group 1  
Formative Research  
Step 1—Analyzing the situation  
Step 2—Analyzing the organization  
Step 3—Analyzing the publics |
|      |       | Read in book: All of Phase 1 (pp 19—92)  
LinkedIn readings and videos.  
Audience analysis exercise. |
| 4    | 9/20  | Chapter Group 2  
Strategy  
Step 4—Establishing Goals and Objectives  
Step 5—Formulating Action and Response Strategies  
Online Newsrooms |
|      |       | Read in book: Phase Two steps 4 & 5 (pp 93—171). (Come see me before you panic.)  
Online newsroom analysis (in-class) |
| 5    | 9/27  | Chapter Group 3  
Strategy, continued  
Step 6—Developing the message strategy  
Online Newsletters (and chunking) |
|      |       | Read in book: Phase Two Step 6, and supplemental readings in Blackboard. |
| 6    | 10/4  | Chapter Group 4  
Phase Three Step 7: Selecting Communication Tactics as well as  
<p>|      |       | Read in book: Phase Three Step 7, (pp227—303) and Sample Campaigns in Appendix. |
|      |       | Online newsletter (BB and hard copy) due at beginning of class. |</p>
<table>
<thead>
<tr>
<th>Date</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9</strong> 10/25</td>
<td>Final Project Client Introduction and group assignments. Column 2: Final project groups may or may not include all or part of your chapter presentation groups. Column 3: Multimedia/Interactive piece due (BB and hard copy if available) at beginning of class. Tweetchat #2 completed by 11:59 p.m. Thursday 10/20.</td>
</tr>
<tr>
<td><strong>10</strong> 11/1</td>
<td>Timelines and budgeting. Column 2: Group meetings in my office, groups work in classroom the remaining class time. Column 3: Readings in Blackboard. Communications audit and rough draft of plan (Audience &amp; Objectives) due online by noon--- bring hard copy to class.</td>
</tr>
<tr>
<td><strong>11</strong> 11/8</td>
<td>Exam—First hour of class (and yes, it’s timed). Groups meet briefly with me about workplans and revisions to plan. Column 2: Objectives and strategies should be falling into place—you should be developing tactics and graphics. Column 3: Show me your stuff so far—Progress report time.</td>
</tr>
<tr>
<td><strong>13</strong> 11/22</td>
<td>Final project home stretch—groups meet with me regarding final details, formatting, etc. Column 2: Work, work, work, work, work..... Column 3: Bring drafts of everything.</td>
</tr>
<tr>
<td><strong>16</strong> Thurs. 12/15</td>
<td>Portfolio Review during final exam time. THIS IS MANDATORY. DON’T PLAN ON LEAVING TOWN EARLY. Column 2: NOTE THE FINAL EXAM TIME IS THURSDAY, 12/15 FROM 1:30—3:30 P.M.</td>
</tr>
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Academic Integrity (Cheating)

ACADEMIC HONESTY:
Mayborn School of Journalism Academic Integrity Policy
The codes of ethics from the Society of Professional Journalists, American Advertising Federation and Public Relations Society of America address truth and honesty. The Mayborn School of Journalism embraces these tenets and believes that academic dishonesty of any kind – including plagiarism and fabrication – is incongruent with all areas of journalism. The school’s policy aligns with UNT Policy 18.1.16 and requires reporting any act of academic dishonesty to the Office for Academic Integrity for investigation. If the student has a previous confirmed offense (whether the first offense was in the journalism school or another university department) and the student is found to have committed another offense, the department will request the additional sanction of removing the student from the Mayborn School of Journalism. The student may appeal to the Office for Academic Integrity, which ensures due process and allows the student to remain in class pending the appeal.

When you submit work for this class, that is the same as making a statement that you have produced the work yourself, in its entirety, specifically for this class. Plagiarism, fabrication, copyright infringement and similar uses of other people’s work are unacceptable. You are expected to conform to the university Student Code of Conduct: www.unt.edu/csrr.

My policy on Academic Honesty

Any incidence of academic dishonesty will result in a “Zero” for the assignment and may result in an automatic “F” in the class. Work that has been previously written for personal blogs or other classes (past or present), including blog posts, articles or publications, may not be submitted for credit in this class even if it is your original work. Copying large portions of text from any source, even with attribution, may also be considered a violation of the academic integrity policy. If in doubt, ask me (not another student). Suspected incidences of cheating of any kind on work for group projects will result in sanctions being levied against all group members.

Final Note
I come across as a tough old broad but it’s because I’m trying to prepare you for the intensely competitive career you’ve chosen. I’m here to help you, and I care deeply about all my students. I have 25 years of professional PR experience and many professional contacts in the industry. Come see me any time, about anything, and if I can help, I will. If you can’t meet me in my office, I will
meet with you at a mutually convenient time and location, by phone or Skype. My ultimate goal is to see you succeed in class, in life, and to inspire you to greatness.

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