**Basic Information**

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| Faculty | Riasat Muhammad Amir | | | | | | | |
| Office Hour | Wednesday: 12-2 PM. Venue will be announced. | | | | | | | |
| Contact Details | **amri0901@gmail.com** | | | | | | | |
| Department offering the course | Media Studies and Journalism | | | | | | | |
| Course Title | Public Relations Campaign | | | | | | | |
| Course Code | MSJ 11442 | | Credit | 3 | Term | Spring 2023 | | |
| Number of Lectures | 18 | Number of Tutorials | 0 | Number of Practical | | 3 | Total | 21 |

**Course Details**

1. **Course Description**

This course is designed to help students create successful PR campaigns. These include identifying the problem, creating campaign objectives, specifying the audience, formulating PR strategies, planning for implementation and designing monitoring and evaluation techniques. Students would prepare a public relations campaign that they have to present at the end of the semester in order to be familiar with how public relations industry works in real life.

1. **Intended learning outcomes of the course (ILOs)**

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| --- | --- |
| KNOWLEDGE | • To understand the complete components of a successful strategic public relations plan  • To learn about contrast theories and concepts of public relations and apply them practically in a PR campaign  • To learn to think strategically and like a real-world professional  • To understand the various organizational and inter-organizational managerial structures |
| SKILLS | • To be able to plan and write comprehensive public relations campaign design for clients  • To demonstrate an understanding of decision-making, problem solving, critical thinking, negotiation, conflict resolution and teamwork in public relation campaigns  • To be able to think critically, creatively, independently, and synergistically  • To be able to create campaign promotional materials using mixed media for traditional and new media  • To develop new media campaign skills and learn evaluation tactics for measuring campaign |
| ATTITUDE | • To be able to work in a team-environment, learning in a cooperative and synergistic active environment than an isolated passive environment  • To be able to become analytical thinkers when it comes to campaign planning and designing  • To become individuals whose voices are heard through their public relations expertise, shedding any  meekness unbecoming of a public relations professional |

1. **Contents**

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| **Sl. No.** | **Topic** | **Number of Sessions** |
| 1. | Course overview and planning and managing: the context | 2 |
| 2. | Public relations in context | 1 |
| 3. | Starting the planning process | 1 |
| 4. | Research and analysis | 2 |
| 5. | Communication theory and setting aims and objectives | 2 |
| 6. | Knowing the publics and messages | 1 |
| 7. | Strategies and tactics | 2 |
| 8. | Time scales and resources | 2 |
| 9. | Knowing what has been achieved: evaluation and review | 1 |
| 13. | Final project campaign planning | 1 |
| 14. | Final project campaign proposal and pitching | 2 |
| 15. | Final project campaign designing and production | 2 |
| 16. | Final project campaign presentation | 2 |
| **Total** | | 21 |

1. **Teaching & Learning Method**

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| * Sharing lecture slides, journals, books, articles, and videos |
| * Interactive brainstorming sessions, discussions, and practical lessons |
| * Campaign planning, design, implementation, and pitch creation |
| * Continuous work on creating final project throughout the semester |
| * Delivery of final project in class and written report submission |

1. **A. Assessment Schedule**

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| --- | --- | --- | --- |
| Assessment 1 | Research paper | Session | **March 8** |
| Assessment 2 | Midterm Exam | Session | **March 1** |
| Assessment 3  Assessment 4 | Final: Campaign Communication (Project and Presentation)  Presentation | Session | **Submission deadline: April 11**  **April 12 & 17** |

**B. Weights of Assessments**

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| --- | --- |
| **Assessments** | % |
| Attendance | 10 |
| Presentation | 10 |
| Research Paper | 20 |
| Midterm Exam | 30 |
| Final Project | 30 |
| **Total** | **100** |

**C. Grading Policy**

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A relative or bell-curve grading system will be followed, so that the majority will receive a middle grade, and only few will get A/A-, or F. The course teacher will assign mark ranges to each letter grade, considering the assessment components and assigned weights, difficulty level, average academic ability of the class, etc.

**List of References**

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| Course Notes | TBA |
| Course Texts | Gregory, A. (2020). *Planning and managing public relations campaigns: A strategic approach*. Kogan Page Publishers.  Quesenberry, K. A. (2018). Social Media Strategy: Marketing, Advertising, and Public Relations in the Consumer Revolution (2nd). Rowman & Littlefield Publishers.  Smith, R. D. (2012). Strategic planning for public relations. Mahwah, NJ: Lawrence Erlbaum Associates, Inc. |
| Recommended Reference Books | Heath, R. L. (2001). *Handbook of public relations*. Sage. |
| Periodicals | Public Relations Society of America: <http://apps.prsa.org/intelligence/PRJournal/> |

**Course Policies and Procedures**

**Class attendance: Students are advised to attend all classes. Students who are and miss assignments, *must provide a valid reason for the absence to be given a second chance at any form of assessment (projects, papers, examinations).* Absences may be excused based on the criteria provided by the department and should be applied for following the guidelines set.**

**Assignments: All assignments must be submitted on time. Late assignments may be submitted one week after due date with a penalty of 10%. Submissions made later than one week of the due date will not be accepted and result in a fail grade for the student/student group for that assignment.**

**Plagiarism: All students are advised to quote all sources used in their assignment, properly. *Plagiarism will be dealt with severely and students will receive a fail grade (F) in the plagiarized assignment(s).* To understand what constitutes as plagiarism, refer to the ULAB Students’ Handbook.**

**Notifications: *Students may contact the faculty via email only*. The faculty will respond to all emails within 24 hours. Students should follow the proper decorum and use proper formal language when writing to the faculty. This faculty cannot be contacted via phone.**



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| ........................................................................................................................................................................................................................................................................................................     |  |  | | --- | --- | | .................................................................................................  *Course Coordinator/ Teacher*  Date: 12/01/2023 | .................................................................................................  *Head of the Department*  Date: | | |
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