

Journalism 426, Public Relations Campaigns (3)
Journalism Division (Room 126)
Mass Media, Communication and Theatre
Texas A&M University-Commerce

Spring, 2014, 3:30-4:50 p.m., MW, Room 205, Journalism Building

Instructor: Dr. Lamar W. Bridges, Professor of Journalism
Hours: By appointment or afternoons, please
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Catalog description: “The planning, implementation, and analysis of public relations campaigns. Examination of the role of research in such campaigns. Prerequisites: Jour 328, 329, 425 or consent of instructor.”

You are eligible as a public relations major if you have passed these prerequisites or if you have been given permission by Dr. Bridges to enroll. Other majors may receive consent from Dr. Bridges to enroll in the class. The class is usually restricted to 12 enrollees.

Objective of Journalism 426: the objective of the course is to produce a satisfactory public relations campaign document for a client to be selected by the instructor. This is based upon the students having completed Journalism 328, 329 and 425. J426 is in essence a capstone to the public relations major. Students must produce during the spring term a carefully-crafted, defensible plan to be given to the client. An oral presentation is also required. An ancillary objective is to continue to sharpen the student’s knowledge of the essentials of public relations.

Textbook: *None ordered. Readings may be given as needed and will be from sources in books or from the web to supplement classroom materials. Decisions partly rest upon the backgrounds of the students enrolled and the campaign selected.*

Outside readings/research: if assigned, outside reading will be placed on reserve reading in Gee Library or copies of the assignments will be given to students, if possible. It may be that outside materials may be available on the Internet.

Plagiarism statement: each student must submit a signed statement adhering to the document titled plagiarism form. If you are enrolled in another class taught by Dr. Bridges, and have signed a plagiarism document for that class, you are covered.

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Attendance statement: the University's statement on class attendance is stated in the Catalog and is available through the Internet. Read it. Moreover, the following attendance policy is in effect for Journalism.

Attendance is mandatory at all class sessions. Period. That means no absences are excused. If you miss a class, you may be dropped from the course through the administrative system available.

The campaign is a class project that requires all enrollees to participate and to co-operate in the preparation of the final plan in written and oral formats. Class hours will be utilized for discussion but also for students to work on the selected campaign. Simply put, a student who misses class and/or does not co-operate with his or her classmates in a civil manner will be dropped from the class through a recommendation to the department head or the dean's office.

Class conduct: Each student must be respectful of all of his or her classmates and toward the instructor and any guests of the class. A poor attitude will not be tolerated. To complete the campaign, students must work together. If there are concerns between two students or among several students, those concerns will be addressed by the instructor and, if necessary, by the head of the Department of Mass Media, Communication and Theatre.

University statements required: Please note these statements instructors have been asked to insert into syllabi.

The University previously issued this statement for syllabi: "All students at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment."

and . . .

I will distribute a statement concerning students with disabilities. Faculty have been asked to distribute this text. Please note the contacts.

Course requirements: You must be on time and in class. Workers in the "professional world" who do not choose to show up or perform their assignments are fired. They do not choose when they want to report for work. Attitude is important in this class; a bad learning environment does not help students in a group endeavor.

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Secondly, you will be evaluated on your participation and performance at the mid-term period and at the end of the course. At the end of the class, each student will evaluate each of his or her classmates through an instrument determined by the instructor. You will also be asked to evaluate your own contributions to the plan (written).

Thirdly, you will produce a written campaign document covering the area outlined by the instructor and class. **This copy will not be returned to you.** Any work produced for the class must be prepared on a word processor. All work must be free of errors in spelling, grammar, syntax, and punctuation. A poorly-prepared document will be returned to you for a rewrite, and that is a process not recommended late in the semester.

Fourth, you will make an oral presentation at a date to be determined near the end of the semester. Professional judges may be utilized. The client and two or three other professionals will be invited to your oral presentation. Other students are permitted to attend.

Weekly work: the instructor will utilize sessions as needed to consult with students, assist students and answer questions. But class enrollees will help to dictate the pace of the class. If progress is not being made, or if the instructor feels the progress is lacking or not focused, he will step into the role of supervisor of the campaign plan.

Expenditures: any funds requested for supplies and/or expenses must go through the instructor and be approved. The Division may have some funds that can be utilized. But the Division must adhere to University and System regulations. SO, do not incur expenses unilaterally without talking with the instructor. If you do, reimbursement may not be possible **And, in any reimbursement, receipts are needed.**

-LWB, 1-13-2014