

COM 373: PR Copywriting and Publications

Spring 2019

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The College of Saint Rose

Course Description:

Students employ public relations tools, and learn the principles of design related to public relations and advertising materials using the Adobe Creative Suite. Students may create press releases, newsletters, brochures, pitches, proposals, print advertisements, and website layouts. Fulfills Writing Intensive requirement. Prereq.: COM 227.

Required Textbooks:

Applegate, E. (2016). *Strategic copywriting: How to create effective advertising* (2nd ed.). Lanham: Rowman & Littlefield.

Marsh, C., & Guth, D. (2018). *Strategic writing: Multimedia writing for public relations, advertising and more* (4th ed.). New York, NY: Routledge.

Additional Readings: Throughout the semester, you will also have to read supplemental readings/articles that will be uploaded to canvas.

Recommended Textbook:

Adobe InDesign CC: Classroom in a book. (2017, 2018, or 2019 release). Indianapolis, IN: Adobe Press.

Required Course Materials:

1. Adobe Photoshop CC 2018 Introduction Quick Reference Guide
2. Adobe Illustrator CC 2018 Introduction Quick Reference Guide

Learning Objectives/Outcomes and Assessment

At the conclusion of this course, students will be able to:

1. Apply communication, advertising, and PR theories and principles to create effective PR & Advertising materials with a focus on target audience, diplomacy, organization, and grammar.
2. Demonstrate proficiency with the purpose and place for media kits, media pitches, digital & print press releases, backgrounders/fact sheets, and advertisements in social media, print, radio, & TV.
3. Understand persuasive strategies and careers available to the PR and Advertising professional.
4. Practice dialogic orientation to communication through on-going team collaboration.
5. Explore the client-practitioner/counselor relationship by identifying, framing, evaluating, and advocating a course of action in order to improve the client's PR/Advertising materials.
6. Demonstrate a basic understanding with creating and designing PR and Advertising tactics using Adobe InDesign, Photoshop, & Illustrator.
7. Begin to develop a professional portfolio by completing real assignments for real clients.

This course satisfies the following National Communication Association's Learning Outcomes in Communication (LOC):

LOC # 2: Employ Communication theories, perspectives, principles, and concepts.

- Explain Communication theories, perspectives, principles, and concepts
- Synthesize Communication theories, perspectives, principles, and concepts
- Apply Communication theories, perspectives, principles, and concepts

LOC #4: Create messages appropriate to the audience, purpose, and context.

- Locate and use information relevant to the goals, audiences, purposes and contexts
- Select creative and appropriate modalities and technologies to accomplish communicative goals
- Adapt messages to the diverse needs of individuals, groups and contexts
- Present messages in multiple communication modalities and contexts

LOC #5: Critically analyze messages.

- Identify meanings embedded in messages
- Articulate characteristics of mediated and non-mediated messages
- Recognize the influence of messages
- Engage in active listening

LOC #9: Influence public discourse.

- Utilize communication to respond to issues at the local, national, and/or global level
- Advocate a course of action to address local, national and/or global issues from a Communication perspective

Course Overview:

Students learn the basic principles of copywriting and publication design related to public relations and advertising tactics from an Integrated Marketing Communications (IMC) framework. Students create their own pieces, including (but not limited to): press releases (print, social media, & email), video advertisement, newsletters, brochures, backgrounder/fact sheet, flyer, logo, and other print and digital advertisements. This class also includes interactive digital production, where students learn the three Adobe CC layout/design programs (InDesign, Illustrator and Photoshop). Students will be expected to practice using the Adobe CC programs outside of class. This is a fast-paced course with 2-4 writing assignments due weekly – please budget your time accordingly. The course includes lecture/discussion of all various copywriting and design process for creating PR/Advertising tactics, in-class project work sessions, online and out-of-class team and individual work, as well as textbook and other relevant readings.

This course is taught from a service-learning framework, where students partner with a local community organization to provide (PR/Advertising) service opportunities connected with course learning objectives. This teaching method results in a broader and deeper understanding of course content. By responding to community needs, students foster a sense of civic engagement and view the “classroom” as extending beyond the Saint Rose campus. As such, the class is divided into teams, each of which designs various PR/Advertising tactics based on the same problem statement. The community partner selects the tactics that are then implemented by the class. This course requires students to apply/incorporate and share knowledge gained in previous public relations, advertising, and other communications courses, as well as new knowledge and insights learned in this course. Canvas will also be used in this course.

DESCRIPTION OF MAJOR ASSIGNMENTS:

Team Assignments (450 total points - 45% of overall grade):

Integrated Marketing Communications Proposal (110 total points – 11% of grade): In teams, students will complete an Integrated Marketing Communications Proposal (IMC) (i.e., a Strategic PR/Advertising Proposal) that focuses on the proposed PR/Advertising tactics that meet the needs and goals of the community client for the semester. This is a proposed roadmap of the work that students will be doing for the semester with their community-based client. More information will be discussed at a later date.

Final PR/Advertising Tactics (5 tactics at 25 points each – 125 total points - 12.5% of grade): In teams, students will revise their individual draft of the strategic PR/Advertising tactics for their client that aligns to their IMC proposal and create 1 FINAL/EDITED VERSION that is publishable. Students will revise the following draft PR/Advertising Tactics: 1) Media Advisory & Alert with a Print Press Release, Digital/Social Media Press Release/Email Press Release; 2) Backgrounder or Fact Sheet; 3) a 2-week social media post plan for at least 2 different social networking sites; 4) Flyer, Brochure, or Newsletter; & an 5) Advertisement video or PSA for TV or Social media with a video storyboard/script, OR a Radio Advertisement or Radio PSA with a storyboard/script. For up to 5 extra credit points added to your 5th tactic, your group can create any 6th tactic in order to meet the needs of the client. However, a majority of your group members MUST do this individually first (worth up to 10 extra credit points for participation) in order to get extra credit as a group. This opportunity is worth a total of 15 extra credit points (10 for participation + 5 for 5th tactic = 15 total extra credit points). Because I care about your growth and want you to be proficient with PR/Advertising copywriting and design skills, your team can revise and resubmit these tactics, but they need to be turned in within 48 hours of receiving your grade. Your new grade will be the average of your original submission with your revised submission. You cannot revise and resubmit the optional 6th tactic. More information will be discussed at a later date.

Final Integrated Marketing Communications Plan (215 points – 21.5% of grade): In teams, students will create a final Integrated Marketing Communications Plan evaluating the work they did with their client throughout the semester. This assignment builds off the work students did with their IMC Proposal & PR/Advertising tactics. More information will be provided at a later date.

Individual Assignments (550 total points – 55% of overall grade):

Individual (Draft) PR/Advertising Tactics (5 tactics at 50 points each – 250 total points – 25% of grade): In teams, students will revise their individual draft of the strategic PR/Advertising tactics for their client that aligns to their IMC proposal and create 1 FINAL/EDITED VERSION that is publishable. Students will revise the following draft PR/Advertising Tactics: 1) Media Advisory & Alert with a Print Press Release, Digital/Social Media Press Release/Email Press Release; 2) Backgrounder or Fact Sheet; 3) a 2-week social media post plan for at least 2 different social networking sites; 4) Flyer, Brochure, or Newsletter; & a 5) Advertisement video or PSA for TV or Social media with a video storyboard/script, OR a Radio Advertisement or Radio PSA with a storyboard/script. For up to 10 extra credit points added to your participation grade, you can individually create a QUALITY 6th tactic of any PR/Advertising tactic to meet the needs of your client. If a MAJORITY of your group creates a 6th tactic individually, and as a group, you want to revise this to submit as a final 6th tactic to use for your IMC Plan, your group will receive 5 extra credit points added to your 5th tactic. This opportunity is worth a total of 15 extra credit points (10 for participation + 5 for 5th tactic = 15 total extra credit points). Because I care about your growth and want

you to be proficient with PR/Advertising copywriting and design skills, your team can revise and resubmit these tactics, but they need to be turned in within 48 hours of receiving your grade. Your new grade will be the average of your original submission with your revised submission. You cannot revise and resubmit the optional 6th tactic. More information will be discussed at a later date.

Logo for AEJMC (50 total points – 5% of grade): Each student will create a logo for the AEJMC conference (see website for more information: <http://aejmcviscom.org/2018/02/aejmc-2019-conference-logo-design-competition>), and submit it for consideration. More information will be discussed at a later date.

Active Participation, Reflections, & Reading/Class Activities (100 total points – 10% of grade): You must come to class prepared to participate in class discussions and activities in thoughtful and constructive ways. This means reading the assigned material prior to class discussion. You will be assigned to complete class reading and/or discussion question activities, which will serve as starting points of in-class conversations. Completing these activities on your own at home will prepare you for fuller and more in-depth learning in the classroom. There will be heavy textbook reading during the first half of the semester, so budget your time. Part of your participation grade is coming to class with written or typed notes of the “key-takeaways” of the assigned readings – these are known as Participation Activity Points (PAPs). The purpose of the PAPs is for you to better understand and critically reflect on how the concepts discussed in our readings and class are applied to the PR/Advertising field and with creating effective PR/Advertising materials. You will have 10 PAPs to complete throughout the semester (see course calendar for due dates), worth 2.5 points each (25 total participation points). PAPs will be used to start our class discussions. PAPs will require you to:

1. Read the assigned readings, and connect the concept(s) discussed in our readings to the PR/Advertising industry and/or to the work you’re doing with your client.
2. After reading, you will complete a written reflection that includes: 1) a brief summary of the key-take-aways of the reading(s) (2-4 sentences), and 2) your opinion/thoughts on the readings as it connects to the PR/Advertising fields, working with your client, creating effective PR/Advertising materials, &/or your future career goals (2-4 sentences).

PAPs replace formal quizzes and exams. However, if I find that students are not reading, then there will be pop quizzes/exams, which will be worth significantly more points, & will make necessary adjustments to the course and the assignments to include the quizzes/exams. Since you’re working with really community clients, it is important that you read the assigned material, since we will not have time to review everything in the readings. I am trusting you, as a student, that you will be professional and responsible to read the assigned material so you’re more effectively able to meet the goals of your client. Please keep up with the reading.

Peer Evaluation & Self-Reflections for all the team assignments (7 total worth 5 points each – 35 total participation points - forms downloadable on Canvas): Peer evaluations and self-reflections should clearly indicate the student’s role with participating in your team, goals you met/didn’t meet, how you worked/participated in your team, worked with your client, what you learned, discuss members of your team who did not contribute, and things/tasks to improve on in the future.

Integrated Advertising Project (150 total points each – 15% of grade): A main objective of this course is for you to develop the ability to apply theory to practical “real world” situations. The integrated advertising project allows you to apply your knowledge of theory and practice by applying PR/Advertising strategy to a particular example. For this assignment, you will produce 5 things: 1) A 1 ½ to 2 two-page, single-spaced, Situation Analysis that Summarizes your client’s history and features/benefits;

Summarizes the local/regional/national market in which your client competes; Defines/discusses the target/primary audience for your client; and Critiques any 2 of your client’s current advertisements (i.e., print, social media/web/internet, etc. – add the 2 critiqued advertisements as an appendix); 2) A Strategic Message Planner (due first – must be completed when draft assignment is due – see course calendar for due date); 3) A backgrounder (perhaps a biography of the client, a history of a particular event, etc.); 4) A standard-size print advertisement (i.e., direct mail ad, magazine ad, newspaper ad, poster ad, or flyer ad); 5) An internet/web/social media ad that, ideally, drives traffic to your client’s website; and for extra credit, create a script/storyboard for a 50-second YouTube ad, a script/storyboard for a 45-second radio ad, OR a script/storyboard for a 30-second TV ad. Despite the differences in media, each ad must clearly reflect your strategic message as it appears in your strategic message planner. The ads must represent an integrated campaign. This should be in AP or APA style. More information will be provided later.

Course Schedule

Note: This outline/schedule gives students advance notice of specific class topics, scheduled guests, and in-class project team meetings. Each student is expected to be prepared for each class. This is a tentative schedule; as the class progresses, we may need to adjust and/or change.

	Dates	Topic	Readings due	Assignments due
Week 1	Tues. 1/15	Community Development and Course Overview; Review of PR Process	Read Syllabus & Semester Schedule Read Review of ROPE model handout Read Introduction – 1B (pp. 1-13) in Marsh, Guth, & Poovey Short book Read: https://www.agilitypr.com/pr-news/public-relations/social-media-trends-overview-whats-hot-and-whats-not-in-2019 ; Read: https://www.forbes.com/sites/forbesagencycouncil/2018/10/24/planning-your-2019-social-media-calendar-13-tactics-to-step-up-your-game/#4605b9bd7b00 ; Read: https://www.ragan.com/pr-metrics-and-analytics-10-trends-to-watch-in-2019 ; Read: http://labusinessjournal.com/news/2018/oct/30/4-advertising-trends-look-out-2019	-Review Syllabus & Course Schedule, come to class w/ questions
	Thurs 1/17	writing process & research; Team Contract	Read 1C – 1F (pp. 14-33) & 4D (pp. 229-237) in Marsh. Guth, & Poovey Short book Read Chapter 1 in Applegate book Read: 8 Important writing rules PowerPoint	-PAP 1 Due by start of class - Assign IMC Proposal -Team Contract Due by 11:59pm on 1/18
Week 2	Tues 1/22	IMC & Ethics	Read Chapter 2 in Applegate book Read 1H – 1L (pp. 40-56) in Marsh. Guth, & Poovey Short book Read Writing Guide for Student Papers article	-PAP 2 Due by start of class
	Thurs. 1/24	PR & Advertising; Research continued	Read Chapters 3 & 14 in Applegate book Read 3C in Marsh. Guth, & Poovey Short book Adobe CC workshop – watch these 3 videos:	- PAP 3 Due by start of class -Assign individual draft of PR/Advertising tactics -Assign Final PR/Advertising tactics

			<p>1) InDesign: https://www.youtube.com/watch?v=iHDy_nEvgd4&list=PLYfCBK8IplO7YoUHTYKxavLHO-31C-Vky&index=2&t=0s</p> <p>2) Photoshop: https://www.youtube.com/watch?v=7ZlXagXwcn4&index=2&t=0s&list=PL5dM8U1PBdky2jMafpYp3_xEHaSvyzBNi</p> <p>3) Illustrator: https://www.youtube.com/watch?v=g4Fvy7c-Pqo</p>	
Week 3	Tues. 1/29	Designing effective advertisements	Read Chapters 4, 5, & 6 in Applegate book; Read 1G (pp. 34-39) in Marsh. Guth, & Poovey Short book Adobe CC workshop	PAP 4 Due by start of class Work on IMC Proposal
	Thurs. 1/31	Client meeting- TBD	-Work on IMC Proposal Client meeting- TBD	Teams continue IMC Proposal – draft due on 2/05
Week 4	Tues. 2/05	Media Alerts/Kits; Workshop	Read 2A, 2G - 2M in Marsh. Guth, & Poovey Short book	- Due by start of class: Solid Draft of IMC Proposal - PAP 5 Due by start of class
	Thurs. 2/07	Adobe Workshop	In-class Adobe Workshop	- Draft Due: Individual Draft of tactic 1: Media advisory/alert w/ various press releases
Week 5	Tues. 2/12	Workshop	In-class Adobe & Team Workshop	- Due by start of class: Final IMC Proposal & Peer Evaluation & Self-Reflections - Due: Individual Draft of Tactic 1 by 11:59pm on 2/12
	Thurs. 2/14	PR Tactics; Factsheet & Backgrounder	Read: 2O- 2R (pp. 126-146), 4A, 4C, & 4F-4G (pp. 242-255) in Marsh. Guth, & Poovey Short book	Due by start of class: Individual draft of tactic 2: Factsheet/Backgrounder PAP 6 Due by start of class
Week 6	Tues. 2/19	Client meeting - TBD	Team-workshop – meet w/ clients - TBD	Due by 11:59pm on Wed., 2/20: Individual Draft of Tactic 2 - Due by 11:59pm on 2/19: Final PR/Advertising Tactic 1 & Peer Evaluation & Self-Reflections (group assignment)
	Thurs. 2/21	Social Media Advertisements/PR	Read Ch. 11 in Applegate Read: 2B, 2C, 2S, 3A, 3B, 3D, 3G, 4B, & 4H in Marsh. Guth, & Poovey Short book	- PAP 7 due by start of class - Due by 11:59pm 2/23: Final Tactic 2 & Peer Evaluation & Self-Reflections
Week 7	Tues. 2/26	Print Advertisements	Read Chapters 7, 8, & 12 in Applegate book Adobe & team workshop - Assign <i>Integrated Advertising Project</i> - read	-Assign AEJMC Logo - PAP 8 Due - Due: Individual Draft of Tactic 3: Social Media Posts Plan - Due by 11:59pm on 2/27: Individual Final Draft of Tactic 3
	Thurs. 2/28	Client Meeting - TBD	Meet w/ client to get feedback & make sure no loose ends are left before spring break - TBD	Due: Final Tactic 3 & Peer Evaluation & Self-Reflections due by 11:59pm on 3/02

Week 8	Tues. 3/05	Spring Break – No class		-Work on AEJMC logo -Work on Individual draft of tactic 4
	Thurs. 3/07			
Week 9	Tues. 3/12	Adobe & Team Workshop	Adobe & Team Workshop	- Draft Due by start of class: Individual draft of Tactic 4: Flyer, Brochure, or Newsletter - Due by 11:59pm on 3/13: Final Draft of Tactic 4
	Thurs 3/14	TV & Radio Advertisements	Read 3E, 3F, 3H, & 3I in Marsh. Guth, & Poovey Short book --Assign Final IMC Plan Assignment (read on Canvas) Client Meeting – TBD: 2 nd half of class: 12:10pm-12:57pm -Firm up Team assignments & “Calendar” prior to Advisement Day; ensure no Plan “loose ends” are left “hanging”	- PAP 9 Due - Draft Due by start of class: AEJMC Logo - Due by 11:59pm on 3/16: Final Tactic 4 & Peer Evaluation & Self-Reflections
Week 10	Tues. 3/19	Advisement Day – No class		Continue to work on AEJMC logo & individual draft of Tactic 5: Storyboard
	Thurs 3/21	TV & Radio Advertisements continued; Team work session	Read Chapters 9 & 10 in Applegate book Team Work Session & Adobe Workshop	-- PAP 10 Due (last one!) - Draft Due by start of class: Individual Draft of Tactic 5: Radio or Video Storyboard - Due by 11:59pm on 3/23: Final Individual Draft of Tactic 5
Week 11	Tues. 3/26	Team work session: Producing video or radio ad	Workshop: Producing video or radio ad; workshop	- Due by 11:59pm on 3/25: AEJMC Logo (competition is due by 3/31) -Work on Integrated Marketing Case Study Analysis Assignment
	Thurs. 3/28	Team work session: Producing video or radio ad – Meet w/ client to get feedback - TBD	Workshop: Producing video or radio ad Meet w/ client to get feedback – TBD Submit final revised logo to AEJMC by 3/31/2019 - http://aejmcviscom.org/2018/02/aejmc-2019-conference-logo-design-competition/	-Get feedback from client on all PR/Advertising tactics Due by 3/31: Submit AEJMC Logo to AEJMC’s website
Week 12	Tues. 4/02	Adobe & Team workshop; Case study activity	Adobe & Team Workshop on Final IMC Plan Case Study activity - TBD -Continue working on Integrated Marketing Case Study Analysis Assignment: Draft due 4/11	- OPTIONAL-Due by start of class on 4/02: Final Individual draft of Tactic 6 (extra credit)-email to me
	Thurs. 4/04	Team Work Session; Client meeting -TBD	Adobe workshop & Team Work Session; Meet w/ clients TBD –Ensure there are no “loose ends” going into the final stretch of the semester & get feedback on tactics 5 & 6 & make necessary changes - Contact Client this week to invite them to your “Final Presentation” and Potluck on 5/02	- OPTIONAL -Due by 11:59pm on 4/06: Final version of tactic 6 (extra credit)- email to me
Week 13	Tues. 4/09	Adobe & Team workshop	Adobe & Team Workshop Final IMC Plan workshop	-Work on Individual Integrated Marketing Case Study Analysis Assignment - Due by 11:59pm on 4/10: Final Version of Tactic 5 (video/radio ad

				+ storyboard) and Peer Evaluation & Self-Reflections
	Thurs. 4/11	Team Workshop	IMC Plan workshop	- Draft Due by start of class: - Integrated Advertising Project (first 2 parts MUST be done)
Week 14	Tues. 4/16	Workshop;	Adobe & Team Workshop: Final IMC Plan	- Draft Due by start of class: Final IMC Plan & Presentation – provide peer- feedback online -Continue working on Integrated Advertising Project
	Thurs. 4/18	Client meeting - TBD	Meet w/ clients TBD (last in-class scheduled meeting before final presentation)	-Continue working on Integrated Advertising Project
Week 15	Tues. 4/23	Adobe & Team Workshop	Adobe & Team Workshop: Final IMC Plan	- Due by 11:59pm - 4/24: Final Integrated Advertising Project
	Thurs. 4/25	Course Reflections; Team Work Session	Overall Course Reflections	-Work on final IMC Plan & Presentation
Week 16	Tues. 4/30	Team Workshop	Final Team Work Session	-Work on final IMC Plan & Presentation
	Thurs. 5/02	Final Team Project & Class Pot-Luck	Final Group Project Presentations Class Pot-Luck	- Due today: 15-20-minute Final IMC Plan Presentation to client/class -Bring Pot-Luck Materials - Due by 4pm on 5/06: Final IMC Plan & Final Peer Evaluation & Self-Reflections by– email to client
Week 17	<p style="text-align: center;"> FINALS WEEK 5/03-5/08: See College's schedule: Monday, May 6th: 1:30pm – 4:00pm Enjoy Summer Break! 😊 </p>			