

# JMC 143: PR Planning & Management

**Time:** MW, 12.30pm – 1.45pm

**Instructor:** Dr. Eric Adae | Office: MER 110

**Office Hours:** Available by appointment

**Email:** eric.adae@drake.edu

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**Prerequisites:** JMC 085 and JMC 123; JMC 144 (strongly recommended)

**Overview:** This course explores the role of strategic planning and issues management in public relations, helping you gain essential skills you will need to thrive as a practitioner. You will learn how to identify and assess the ways in which emerging issues may affect public relations practice, and design and defend a comprehensive public relations plan on behalf of a community partner.

## Learning Outcomes:

- Understand the fundamentals of strategic planning, issues management and public relations research, and how to effectively manage internal communications, media relations, and social media.
- Apply planning expertise to a spectrum of potential scenarios, including crises and controversies.
- Analyze organizational qualities, key stakeholders, and external influences in a global, multicultural world, in order to determine appropriate and effective public relations strategies.
- Evaluate determined strategies from an industry-wide perspective, drawing upon best practices for internal communications, media relations, and digital/social media.
- Critically evaluate your own personal strengths relative to public relations practice, to maximize your professionalism and consultative abilities.
- Create, present and defend a strategic public relations plan on behalf of a community partner, including a fully realized implementation plan and issues management routine.

## **SJMC Core Values** (*Values in bold are of particular focus in this course.*):

SJMC graduates should be able to . . .

- Apply the principles and laws of freedom of speech and press, in a global context and in the United States.
- **Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications.**
- **Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts.**

- **Present images and information effectively and creatively, using appropriate tools and technologies.**
- **Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve.**
- **Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity.**
- **Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work.**
- **Effectively and correctly apply basic numerical and statistical concepts.**
- **Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness.**
- **Apply tools and technologies appropriate for the communications professions in which they work.**
- **Take ownership of their own academic experience.**
- **Be engaged with the community: the university, the local community and professional groups.**
- **Cope and thrive in the workplace.**

#### **Policies:**

- **Accommodations:** If a physical, mental, intellectual or emotional impairment makes necessary accommodations not already in place for this course (including the arrangement or meeting place of the class or the format of exams, for example), contact Student Disability Services at 271-1835. I am confident that we can work together to create a learning environment that meets your particular needs.
- **Cheating:** The School of Journalism and Mass Communication does not tolerate plagiarism or any other form of academic dishonesty. The School has adopted an Honor Code with which you should familiarize yourself:  
<http://www.drake.edu/catalog/ugrad/sjmc/regulations.php>
- **Deadlines:** Assignments are due on time. Late work will receive no credit.
- **Attendance:** To be successful in this class, and in your career, showing up is important. You're expected to participate in this course. If you know you will miss content, you must make arrangements and turn in assignments ahead of time. If you must miss for unforeseen circumstances, you must also communicate with me as soon as possible. Excessive absences and lack of participation are sufficient cause for reduction of your grade in this class.

- **Technology:** As a project-based course, your active and engaged participation are important. As adults, I trust you to use technology as a way to enhance learning.
- **Inclusion:** I strive for an inclusive classroom that values everyone regardless of race, ethnicity, gender identity and orientation, faith practice, economic class, political views or anything else we use to divide ourselves. I'd appreciate your help in creating an environment:
  - in which everyone feels safe, supported, included, and encouraged to be themselves;
  - where each person is recognized as a diverse individual connected to a community;
  - and where we can discuss divisive issues with the goal of true understanding of the views of others.
- **Instructions for Students Who Test Positive:** If you test positive for Covid-19 or have been exposed and need to isolate yourself, please send an email to [dos@drake.edu](mailto:dos@drake.edu) from your Drake email account and include your full name and student ID along with information about your situation. College and schools' deans' offices will then contact your professors, who will work with you to provide fully virtual learning opportunities during your quarantine and/or recovery. If possible, however, please also alert me directly that you will begin attending virtually, and I will work with you to help you make the transition to that modality. You do not need to tell me why you need to move to a virtual experience.
  - Instructions for Students about Self-Monitoring and Experiencing symptoms. Please carefully monitor your own health and wellbeing throughout the semester, including frequently taking your own temperature. If you experience [Covid-19 symptoms](#) or a fever, even if you do not test positive, please do not come to an in-person class meeting. In addition to alerting the dean of students' office at [dos@drake.edu](mailto:dos@drake.edu), please alert me that you will begin attending virtually, and I will work with you to help you make the transition. You do not need to tell me why you need to move to a virtual experience.

**Recommended Book:** You are not required to rent or buy a book for this course. However, this course draws inspiration from *Strategic Planning for Public Relations (5th Edition, Routledge)*, by Ronald D. Smith. This is a wonderful resource, and one that I still rely upon in my own practice. Cowles Library has a copy, if you'd prefer to review it there.

We will also rely heavily on the "*Study Guide for the Certificate in Principles of Public Relations Examination*," an exam available to students within 6 months of graduation.

**Course Requirements:** You may earn up to 1,000 points this semester, as follows:

- Attendance and Participation – penalty for excessive absences or poor participation
- Research Report – 100 points
- Situation Analysis – 100 points
- Individual Reflection – 50 points
- Crisis Communication Response – 125 points
- Final Reflection – 50 points
- Video Presentation – 150 points
- Issues Management Plan – 125 points
- Comprehensive Strategic Plan and Pitch/Presentation – 300 points

**Final grades:** Final grades for the course will follow this scale:

- A = 930 points or higher
- A- = 900-929 points
- B+ = 880-899 points
- B = 830-879 points
- B- = 800-829 points
- C+ = 780-799 points
- C = 730-779 points
- C- = 700-729 points
- D+ = 680-699 points
- D = 630-679 points
- D- = 600-629 points
- F = Below 600 points

**Description of Course Requirements:**

- **Attendance and Participation** – See “Attendance” policies, as previously explained. As for active participation, that includes discussing current events in the news and helping draw parallels to the material being covered in class.
- **Research Report** – You will develop and submit a brief report for your client, summarizing both secondary and primary research. Your report will help inform group work later in the semester.
- **Situation Analysis** – You will develop a draft of the situation analysis for a proactive PR plan. This draft will help inform group work.
- **Individual and Final Reflections** – You will have the opportunity to assess your progress in this course, as well as the progress of your colleagues. These reflections will be written in the form of short papers, and all feedback you provide will be kept strictly confidential.
- **Video Presentation** – You will briefly present and defend how you would tackle the client’s public relations challenge. This presentation, and the personal reflection (see above), will constitute your only exam for this course. Feedback on these assignments will help inform work on the final comprehensive strategic plan and pitch.
- **Crisis Communication Response** – Using what you’ve learned in the course, you will prepare a crisis communications response for an organization.
- **Issues Management Plan** – You will develop a research-based issues management plan on behalf of your client to help them proactively anticipate future challenges.
- **Comprehensive Strategic Plan, Client Pitch/Presentation and Defense** – You will develop a strategic communications plan, and pitch why your plan is the best solution for the client. The plan will focus on proactive rather than reactive strategies. Your recommended approach to implementation and evaluation must be feasible for the client. The final plan and pitch, as well as your final reflection paper, will constitute the final exam for this course.

## Course Schedule (Subject to change)

Week	Topic/Theme	Assg't. Due (schedule/BB for key deadlines)
1	Issues Management and Research	Introduce Yourself Post Team Contract (Pledge Statement)
2	Issues Management and Research	Discussion Post – Research Needs? Research Report
3	Strategic Planning	
4	Strategic Planning	Situation Analysis
5	Internal Communication	Discussion Post – 3 Ideas from IPR Group Video Presentation Individual Reflection
6	Internal Communication	Discussion Post – Advice for Teams Objectives, Strategies & Tactics
7	Media Relations	
8	Media Relations	Budget, Timeline, and Tactics
9	Crisis Communications	Discussion Post–Crisis Response
10	Crisis Communications	Issues Management Plan
11	Final Pitch and Reflection	
12	Final Pitch and Reflection	Comprehensive Strategic Plan Final Reflection

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# Revised Course Schedule

Aug / Sept./Oct 2022

	Mon	Tue	Wed	Thur	Fri	Sat	Sun
<b>Week 1</b> Introduction and building foundations	<b>29</b> "Introduce yourself" Post Due  Read "Study Guide for Certificate in Principles of Public Relations Examinations" pgs. 12-21 and pgs. 60-61	<b>30</b> Read "Study Guide for Certificate in Principles of Public Relations Examinations" pgs. 32-34 (Optional additional research information on pgs. 35-40 and pgs. 43-46 and pgs. 60-62	<b>31</b> Work on Team Contract	<b>1</b> Draft Team Contract	<b>2</b> Draft Team Contract  Review "Proactive Strategy PowerPoint	<b>3</b>	<b>4</b>
<b>Week 2</b> Issues Management & Research	<b>5</b> Begin "Research Report" Plan  Review "Sample Plans" from Former Students and Start List: "What do you want to emulate? What will you avoid in building your plan?"	<b>5</b> Research Report Planning  Read "Questions to Assess PR Situations" PDF	<b>7</b> Research Report Planning  Begin "Research Report" Plan	<b>8</b> Research Report Planning  Begin "Research Report" Plan	<b>9</b> Research Report Planning  Deadline for informing Instructor whether you whether you want to work on the assigned class client or whether you want to work on your own client	<b>10</b>	<b>11</b>  <b>Finalized and Submit Team Contract / Personal Pledge Due Today by 11 p.m. CST/CDT</b>
<b>Week 3</b> Issues Management & Research	<b>12</b> Client Briefing	<b>13</b> Conduct Research  Review Client Information and Confirm Project with Instructor	<b>14</b> Conduct Research	<b>15</b> Analyze Research Results and Begin Writing Research Report	<b>16</b> Writing Day: Work on Research Report  Discussion Post Due - What do you need to know about your client?	<b>17</b>	<b>18</b> <b>Research Report Due Today by 11 p.m. CST/CDT</b>
<b>Week 4</b> Strategic Planning	<b>19</b> Read "Study Guide for Certificate in Principles of Public Relations Examinations" pgs. 23 - 29	<b>20</b> Review <i>PR Week's</i> "Campaign Case Studies" website for inspiration	<b>21</b> Review PRSA's "Silver Anvil Case Study Search" Tool-If you find one you'd like to review, let your instructor know. We have member access.	<b>22</b> Writing Day: Work on Situational Analysis	<b>23</b> Writing Day: Work on Situational Analysis	<b>24</b>	<b>25</b>
<b>Week 5</b> Strategic Planning	<b>26</b> Writing Day: Work on Situational Analysis	<b>27</b> Writing Day: Work on Situational Analysis	<b>28</b> Writing Day: Work on Situational Analysis	<b>28</b> Writing Day: Work on Situational Analysis	<b>30</b> Writing Day: Finalize Situational Analysis	<b>1</b>	<b>2</b> <b>Situational Analysis Due Today by 11 p.m. CST/CDT</b>

Oct / Nov

	Mon	Tue	Wed	Thur	Fri	Sat	Sun
<b>Week 6</b> Internal Communication	<b>3</b> Read "Study Guide for Certificate in Principles of Public Relations Examinations" pgs.41-42  Review "Examination of Higher Education DEI Statements" PDF Review the 4 Equity Tool - Capital Crossroads	<b>4</b> Review Institute for Public Relations's Center for Diversity, Equity & Inclusion - Read at least two articles/studies  Discussion Post Due - Share 3 new ideas from your IPR readings	<b>5</b> Writing Day: Work on Group Video Presentation  Writing Day: Individual Reflection	<b>6</b> Writing Day: Work on Group Video Presentation  Writing Day: Individual Reflection	<b>7</b> Writing Day: Finalize your Group Video Presentation  Writing Day: Finalize your Individual Reflection	<b>8</b>	<b>9</b> <b>Group Video Presentation Due Today by 11 p.m. CST/CDT</b>  <b>Individual Reflection Due Today by 11 p.m. CST/CDT</b>
<b>Week 7</b> Internal Communication	<b>10</b> Writing Day: Work on Objectives, Strategies and Tactics	<b>11</b> Writing Day: Work on Objectives, Strategies and Tactics	<b>12</b> Writing Day: Work on Objectives, Strategies and Tactics	<b>13</b> Writing Day: Work on Objectives, Strategies and Tactics	<b>14</b> Writing Day: Finalize Objectives, Strategies and Tactics	<b>15</b>	<b>16</b> <b>Objectives, Strategies and Tactics Due Today by 11 p.m. CST/CDT</b>
<b>Week 8</b> Media Relations	<b>17</b>  Fall Break	<b>18</b>  Fall Break	<b>19</b> Read Netbase Quid and <i>PR Week's</i> "Media Intelligence Report 2021" pgs. 8 - 14 ("Partners and Platforms," "Real-Time Reaction," and "Ultimate Objectives" Sections) Read "Study Guide for Certificate in Principles of Public Relations Examinations" pgs 59 & 58 - "The 7 C's of Communication" and Tools You can Use Read "Study Guide for Certificate in Principles of Public Relations Examinations" pgs 63 - 65	<b>20</b> Writing Day: Strategic Plan  Review "Implementation and Tactics" Powerpoint  Read "Best Practices for Finding the Right Influencer for Your Brand" Article	<b>21</b> Writing Day: Strategic Plan	<b>22</b>	<b>23</b>
<b>Week 9</b> Media Relations	<b>25</b> Review <i>PR Week / Cision's</i> Comms Report "In the Budget" Infographic	<b>25</b> Writing Day: Budget, Timeline and Tactics	<b>26</b> Writing Day: Budget, Timeline and Tactics	<b>27</b> Writing Day: Budget, Timeline and Tactics	<b>28</b> Writing Day: Finalize Budget, Timeline and Tactics	<b>29</b>	<b>30</b> <b>Budget, Timeline and Tactics Due Today by 11 p.m. CST/CDT</b>
<b>Week 10</b> Crisis Communications	<b>31</b> Read "Study Guide for Certificate in Principles of Public Relations Examinations" pgs 85 - 87 and pgs. 66 - 72 Review "Reactive Strategy" Powerpoint	<b>1</b>  Crisis Scenario + Response	<b>2</b> Writing Day: Issues Management Plan	<b>3</b> Writing Day: Issues Management Plan  Read PRsays's "To Improve Crisis Response Plans, Bring in a Red Team" Article	<b>4</b> Writing Day: Issues Management Plan	<b>5</b>	<b>6</b>

Nov / Dec

	Mon	Tue	Wed	Thur	Fri	Sat	Sun
<b>Week 11</b> <b>Crisis Communications</b>	<b>7</b> Writing Day: Issues Management Plan	<b>8</b> Writing Day: Issues Management Plan	<b>9</b> Writing Day: Issues Management Plan	<b>10</b> Writing Day: Issues Management Plan	<b>11</b> Writing Day: Issues Management Plan	<b>12</b>	<b>13</b> <b>Issues Management Plan Due Today by 11 p.m. CST/CDT</b>
<b>Week 12</b> <b>Final Pitch &amp; Reflection</b>	<b>14</b> OPTIONAL: Read "Study Guide for Certificate in Principles of Public Relations Examinations" pgs 88 - 102 (Sample Plans and Answer Keys)	<b>15</b> Writing Day: Comprehensive Strategic Plan  Rehearse Final Presentation Pitch	<b>16</b> Writing Day: Comprehensive Strategic Plan  Rehearse Final Presentation Pitch	<b>17</b> Writing Day: Comprehensive Strategic Plan  Rehearse Final Presentation Pitch	<b>18</b> Writing Day: Comprehensive Strategic Plan  Rehearse Final Presentation Pitch	<b>19</b>	<b>20</b>
<b>Week 13</b> <b>Final Pitch &amp; Reflection</b>	<b>21</b> Final Preparations for Pitch Presentation and Comprehensive Strategic Plan  Writing Day: Final Reflection	<b>22</b> Final Preparations for Pitch Presentation and Comprehensive Strategic Plan  Writing Day: Final Reflection	<b>23</b> Thanksgiving Break	<b>24</b> Thanksgiving Break	<b>25</b> Thanksgiving Break	<b>26</b>	<b>27</b>
<b>Week 14</b>	<b>28</b> Final Preparations for Pitch Presentation and Comprehensive Strategic Plan  Writing Day: Final Reflection	<b>29</b> Final Preparations for Pitch Presentation and Comprehensive Strategic Plan  Writing Day: Final Reflection	<b>30</b> Final Preparations for Pitch Presentation and Comprehensive Strategic Plan  Writing Day: Final Reflection	<b>1</b> Final Preparations for Pitch Presentation and Comprehensive Strategic Plan  Writing Day: Final Reflection	<b>2</b> Final Preparations for Pitch Presentation and Comprehensive Strategic Plan  Writing Day: Final Reflection	<b>3</b>	<b>4</b> <b>Comprehensive Strategic Plan Due Today by 11 p.m. CST/CDT</b> <b>Final Reflection Due Today by 11 p.m. CST/CDT</b>