

USC SCHOOL OF JOURNALISM
Jour 451: Promotional Public Relations
Spring 2008 Course Description and Schedule

Class Facts

- When: Mondays, 6:00 – 9:20 p.m.
- Location: ASC 223 (ELC)

Instructor:

Sarah R. Ingram

Course Description

JOUR 451 – Students will understand how to integrate their public relations skills into the overall marketing mix with a strategic point of view that translates to a solid integrated marketing communications plan. The course will review the basics of marketing and emphasize the role public relations plays in integrated promotional campaigns. Special emphasis will be placed on integrating public relations strategies and tactics to address a marketing issue through a group assignment.

Course Text

- *Value Added Public Relations: The Secret Weapon of Integrated Marketing*, Thomas L. Harris: 1998, NTC Business Books
- *The Handbook of Strategic Public Relations & Integrated Communications*, Clark L. Caywood: 1997, McGraw Hill
- Handouts will be provided for review and discussion. Students will also be expected to read a major daily newspaper (i.e. *Los Angeles Times*, *The New York Times*, *USA Today*, *The Wall Street Journal*) and stay current with breaking general and business news having public relations implications. They should also familiarize themselves with other consumer-related publications (both print and online) and broadcast and radio programs that target consumers.

Assignments and Grading

- Written assignments: 30%
- Participation in brainstorming, class discussion, weekly classes: 10%
- Mid-term project: 30%
- Final Group Project: 30%

Written Assignments

- Three brief written assignments on topical class issues
- Individual mid-term project: 10-15 page case study that analyzes the launch of a major consumer product (examples, Apple iPhone, Nintendo Wii, film or DVD release). Students will examine the various strategies and tactics used to introduce the product to the marketplace, including, among others, advertising, media relations, special promotions, grassroots programs, word-of-mouth and special events. The analysis should follow strategic planning model reviewed in class. Each student's topic must be approved by the instructor.
- Final (Group) Project – 15-20 page paper plus presentation. Using strategic planning model, groups will develop an integrated marketing campaign to promote NASCAR and its Labor Day Weekend race at California Speedway. Students will devise strategies and tactics that will promote the sport of NASCAR in the Southern California market and increase ticket sales for the race itself. Students should research the sport overall, as well as the venue, California Speedway, and make strategic recommendations and develop creative tactics that leverage all aspects of integrated communications.

Standard Procedures/Ground Rules

- A.** Students are expected to attend all classes. Unexcused absences, tardiness, and failure to meet deadlines will have a negative impact on the student's final grade. Students who unavoidably miss a class are responsible for getting any assignments and notes from other students and completing the work on time for the next class. If you know in advance you must miss a class, please let the instructor know, and please turn in any assignments due in advance of the missed class.
- B.** All written assignments must be turned in on time. Any assignment turned in late will result in a grade reduction for that assignment.
- C.** All written assignments must be typed. Grammar, spelling and writing ability are of critical importance. The instructor expects students to have learned from prior courses and experience how to produce written materials that are error-free and meet the quality standards of this school.
- D.** Participation in class discussion is mandatory and students and instructor must work collaboratively to create a true seminar experience. Students are expected to have read all course assignments and be prepared to discuss them. Class discussions will also include real-life examples and occasional guest speakers, so constant student/instructor interaction and feedback are extremely important to ensure a valuable class experience for all. **In short, everyone is expected to contribute.**

IMPORTANT NOTES

1. Plagiarism is defined as taking ideas or writings from another and passing them off as one's own; in public relations and journalism this means

appropriating the words of another without clear attribution. The following is the Annenberg School of Journalism's policy on academic integrity as published in the University catalog: "Since its founding, the USC School of Journalism has maintained a commitment to the highest standards of ethical conduct and academic excellence. Any student found guilty of plagiarism, fabrication, cheating on examinations, or purchasing papers or other assignments will receive a failing grade in the course and will be dismissed as a major from the School of Journalism. There are no exceptions to the School's policy.

2. The course syllabus will be subject to some change and adjustment throughout the semester in order to accommodate timely, late-breaking topics and events, the schedules of guest speakers and the unique needs of each student and groups of students. Students having any doubts or questions regarding assignments, schedules, etc., should check with their fellow students and/or the instructor.
3. Any student requesting academic accommodations based on a disability is required to register with the Disability Services and Programs (DSP) each semester. A letter of verification for approved accommodations can be obtained from DSP. Please be sure the letter is delivered to the Instructor as early in the semester as possible. DSP is located in STU-301 and is open 8:30 a.m. to 5 p.m., Monday through Friday. The phone number for DSP is 213-740-0776.
4. The value of professional internships as part of the overall educational experience of our students has long been recognized by the Annenberg School of Journalism. Accordingly, while internships are not required for successful completion of this course, any student enrolled in this course who undertakes and completes an approved, non-paid internship during this semester shall earn extra credit herein of an amount equal to one percent of the total available semester points for this course.

Course Schedule

Session 1: January 14

- A. Instructor introduction
- B. In-class student introduction exercise
- C. Class policies and procedures
- D. Course Overview: The role of public relations in the marketing mix; review of student and course goals; evolution of the concept; defining the concept; the planning process, etc.
- E. Introduction to the marketing mix disciplines
- F. Value of “one voice” in marketing

Assignments for Next Class

- Read: Chapters 1 and 19 in Value Add, Introduction and Chapters 2, 6, and 21 in Handbook

January 21: No Class – Martin Luther King, Jr. Day

Session 2: January 28

- A. In-depth overview of the marketing mix:
 - Public relations
 - Advertising
 - Radio (promotions and buys)
 - Events/Sponsorships
 - Direct mail
 - One-to-one marketing
 - Internet, Viral

Assignments for Next Class

- Read: Chapters 3, 4, 15, 17 in Value-Add, and Chapters 6, 24 in Handbook

Session 3: February 4

- A. Branding and Positioning
 - Brands defined
 - SWOT analysis (Strength, Weakness, Opportunities, Threat)
 - Brand archetypes
 - Branding exercise

Case Study: Estee Lauder (different brand approaches for its products – Estee Lauder, Clinique, Origins, Prescriptives, Aveda, MAC, Bobbie Brown)

Assignments for Next Class

- Read: Chapters 27, 29, 30 in Value Add, 3, 37 in Handbook

Session 4: February 11

A. The Planning Process

- The steps of the planning process
- Elements of the written plan

B. Discuss mid-term project: Write a 10-15-page case study that analyzes the launch of a major consumer product. The analysis should follow strategic planning model reviewed in class.

Assignments for Next Class

- Read: Chapter 31 in Value-Add, Chapter 3 in Handbook
- Prepare and discuss a 2-3 page paper identifying the case study you will analyze for your mid-term project, with a rationale for your selection (including some of the key issues you expect to encounter)

February 18: No Class: Presidents' Day Holiday

Session 5: February 25

A. Research

Overview of the types of research available and used by PR professionals
How to effectively measure the various components of an integrated program
Review research for various target audiences, such as youth, men, and women

B. Review mid-term case selections

Assignments for Next Class

- Read: Chapters 6, 15, 16, 17 in Value-Add and 9 in Handbook
- Select a company (with instructor approval) and analyze the role of public relations within its overall marketing mix. Analyze your topic by writing a 5-page case study in which you follow the Strategic Planning Model. Base as much of your content as possible on research. Be sure to cite your research sources.

Session 6: March 3

A. One-to-One Marketing

Overview of Peer Marketing, including:

- Vernacular marketing
- Influencer seedings
- Word of mouth
- Promotions

Case Study: Red Bull Energy Drinks

Assignments for Next Week

A. Read: Chapters 16, 17, 18, 19, 27 in Handbook

- B. Select a consumer product category and research Web sites, blogs and other forums that can provide portals for marketing communications. Identify two to three examples for class discussion next week.

Session 7: March 10

A. Public Relations in the Digital World

The legacy and reach of the dot-com boom, bust, and new boom

- Viral marketing
- Digital marketing
- Online marketing

Assignment: Mid-term due next class.

March 17: Spring Break, no class

Session 8: March 24

- A. Mid-term presentations – all must be handed in today; as many 15-20 minute presentations as time will allow.

Assignments for next class:

Read: Chapters 4, 5, 14 in Handbook

Session 9: March 31

A. Media relations and public relations in the marketing mix

The role of public relations in setting the creative direction in brand positioning

Creative tactics to make the message relevant

Developing a media relations plan

Maintaining relationships with the media

Assignments for next class:

A. Read: Chapter 20, 21 in Value-Add, Chapter 28 in Handbook

- B. Write a brief media relations plan for the release of the DVD *Nirvana: Unplugged in New York*. Plan should identify challenges and opportunities, and should include key messages, pitch angles, proposed media targets and rationale for each.

Session 10: April 7

A. Celebrity/Events; Sports Marketing

- The strategic use of celebrities
- Overview of the marketing of sports teams and athletes
- Extension of sports marketing into leisure and apparel industries

- B. Discuss final project: Develop an integrated marketing campaign to promote NASCAR and its Labor Day Weekend race at California Speedway. Include project goals, target audiences, key messages, overarching strategies and proposed tactics, anticipated program results, program measurement tools.

Assignments for Next Week

- Read: Chapters 23, 24 in Value Add, Chapters 10, 11 in Handbook

Session 11: April 14

- A. Cause-related marketing
- B. Social marketing

Case Studies: (PRODUCT) RED™
The Meth Project
The National Youth Anti-Drug Media Campaign

Assignments for Next Week

- Read Chapters 26, 29, 30 in Handbook

Session 12: April 21

- A. Review of strategic plans
- B. Creativity/ideation session: Hot Wheels 40th Anniversary
In-class brainstorm and ideation sessions for integrated marketing programs.
Exercises will focus on the anniversary of a major consumer brand, and identifying strategies and tactics for its promotion.

Assignment: Prepare final projects.

Session 13: April 28

- A. 20 – 30 minute student presentations of final projects, with Q&A.
Students are expected to utilize current, professional media and methods for their presentations.

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