

# INTEGRATED COMMUNICATION STRATEGIES

PR 352; Unique #06435

Fall 2018 Syllabus

BMC 4-206 Thursday 4-7 PM

## PROFESSOR

Terry Hemeyer

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Office BMC 4-384

Office Hours: Friday 9-11 AM

## TEACHING ASSISTANT

Hayley Rodriguez

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Office hours: TBA

## COURSE MATERIALS

*Text:* The Practice of Public Relations. 13<sup>th</sup> Edition, Seitel. Prentice Hall/Pearson, New Jersey.

(Available at Co-op)

*Readings Packet*, available at Co-op, contains selected readings from:

Now is Too Late, Value Added PR; Corporate Advertising; Rise and Fall of Advertising; Claw Your Way to the Top; Career Warfare; and American Business Journal. Also, selected handouts (I Can't Think; Crisis Prevention/Online Management; Guerillas in the Midst & New World of Instant News)

## COURSE DESCRIPTION

Strategies for integrated communication. The course will cover leadership, ethics, personnel, personal and organizational strategies and branding, as well as current public relations-affairs, corporate communication, marketing and advertising strategies. Topics will include agency and corporate issues, digital, crisis management, transactional strategies, critical success factors, the integration of public relations, advertising, marketing, and social/digital mediums. Class time will be interactive with individual and small group participation.

## EVALUATION

Group project assignments/presentations .....40%

Class contribution, attendance, class writings .....10%

Readings quizzes.....20%

Test on lectures, or final - TBD.....30%

### Grading for the course is as follows:

Presentations, Tests:

A 90 -100

B 80 - 89

C 70 - 79

D 60 – 69

E 59 and below

Quizzes:

9-10

8

7

6

5

Final Grade:

A 90-100

B 80-89

C 70-79

D 60-69

E 59 and below

## EXPECTATIONS

**Attendance is mandatory.** *Let us know in advance if you have to miss a class. In the event of an absence, for any reason, a typed paper covering lesson points from the missed class session must be submitted by the next class meeting. Notes can be obtained from a classmate. If you miss a class for an unexcused reason or do not turn in a paper, your grade will be impacted. Remember, one weekly class meeting is actually 3 class hours.*

Acceptance of this syllabus means you agree to the class guidelines and meeting times. The group project assignments, unannounced quizzes covering readings and date of final exam covering class lectures and presentations will be discussed during the course of the semester. The course should be **dropped** now if there is conflict concerning the guidelines, attendance or grade distribution.

Americans with Disabilities Act Statement:

*“Any student with a documented disability who requires academic accommodations should contact Services for Students with Disabilities at 471-6259 (voice) or 232-2937 (video phone) as soon as possible to request an official letter outlining authorized accommodations.”*

Any student with a documented disability needing academic adjustments or accommodations is requested to speak with me during the first two weeks of class. All discussions will remain confidential.

**Honor Code** The core values of UT Austin are learning, discovery, freedom, leadership, individual opportunity and responsibility. Each university member is expected to uphold these values through integrity, honesty, trust, fairness and respect toward peers and community.

**Cell phones/portable digital devices.** It is the policy for students to turn off their cell phone during class. The use of cell phones, smart phones, or other mobile communication devices is disruptive, and is therefore prohibited during class. Except in emergencies, those using such devices must leave the classroom. Students are permitted to use computers during class for note-taking and other class-related work only. Those using computers during class for work not related to class must leave the classroom for the remainder of the class period.

## COURSE SCHEDULE

Topics for each class session are **subject to change** due to the scheduling of guest speakers.

Readings assigned by date will not change and you will be accountable for them if there is a quiz that date.

\*\*Denotes pages in Reading Packet

Week	Date	Topics of Discussion	Assigned Readings
1	8/30	Introduction & strategy overview - Who are <b>you</b> ? <b>Strategies for success!</b> What's <b>changing</b> and <b>not</b> changing in communication?	Pick up readings packet and textbook from Coop.  Handouts distributed in class
2	9/06	<b>Corporate</b> communications, adv/pr/marketing organization functions, strategies, & critical management factors	Corporate Advertising p.1-22** Old and New Rules p.25-36** The MPR Explosion p.37-44**
3	9/13	Strategies within the <b>agency</b> environment- economics- organization functions and people issues. Winning, keeping and losing accounts – pr budgeting strategies.	MPR Tactics p.45-56** The Future of PR p.57-68** Social Media p. 200-220
4	9/20	Issue/ <b>crisis management</b> strategies, vulnerabilities, analysis, methodology, communications, staffing and critical factors.	Crisis Management p.355-369 Reputation Recovery p. 259-267 ** Crisis Strategies p.169**
5	9/27	Strategies in earned media, new and defensive <b>media relations</b> and preparing the client for media encounters.	Media Relations p.172-195 Crisis Prevention (Handout)
6	10/4	1 <sup>st</sup> group presentations – current communications strategies & techniques. Present research, observations, suggestion, criticisms & best practices.	Public Opinion p.63-74 Ethics p 106-122 Guerillas In The Midst (handout)
7	10/11	1 <sup>st</sup> groups presentations (continued)	Community Relations p.269-285 Seven Missteps p. 251-253 **
8	10/18	<b>Guest Presenters</b>	PR and the Law p. 128-144 The New Audience p. 69-79 ** The Dangers of Crisis Communication (handout)
9	10/25	Team project strategies, <b>competitive intelligence, measurement (ROI) &amp;</b>	Integrated Communications p.334-349 The Rules Have Changed p.81-90**

		CEO management strategies	Employee Relations p. 225-240
10	11/01	2 <sup>nd</sup> group's presentations. Current real world, time sensitive issues. Present research, strategies, analysis and recommendations.	I Can't Think (handout) Rise and Fall p.129-143**
11	11/08	2 <sup>nd</sup> group's presentations continued.	The Midas Touch p-231-246** Look Beyond Your Navel p.173-185** International PR p. 291-304
12	11/15	<b>Strategies for integrated communications, measurement (roi) Financial, transactional and litigation strategies.</b>	Six Myths p.195-212** Elephants Can Dance p.213-229** Make The Right Enemies p. 187-194**
13	11/22	<b>Thanksgiving Holiday</b>	
14	11/29	<b>Strategies to understand your personal Strengths, stress and conflict tolerance. How to motivate others, co-workers and external partners.</b>	Getting a Job p.91 – 102 ** Doing Your Job p103 – 112** Co-workers? P113 – 127**
15	12/06	<b>Strategies for leadership, management techniques, managing creative people.</b> Review for final exam.	Laws Of Branding p.145-168** The Higher You Fly p.269-278** Government Regulations p.246-264

12/13 Final Exam - Time/Place TBD

## **TERRY HEMEYER**

Terry Hemeyer is executive counsel to Pierpont Communications. He also is a senior lecturer on the faculty of the University of Texas at Austin, College of Communication and teaches crisis management in the Rice University Jones School MBA program. Hemeyer is a past chair of the College of Communication Advisory Council and has served on the board for eight terms.

Terry is a published and hands on expert in corporate and litigation communication; media, government, employee and community relations; consumer marketing and segmentation; advertising and leadership methods. He has appeared on the NBC Today Show, Tonight Show and CBS 60-Minutes. He has been interviewed by many media including the Wall Street Journal, New York Times, CNN, Fox News, Business Week, The Washington Post and USA Today.

Terry has served in top management (c-suite) for a Fortune 150 company and was the top communications executive for an international consumer services company. Recently his communications group was selected as a “large corporate communications” team of the year and his agency team had the top non-profit campaign in PRWeek’s national competition. He has been an executive VP for Edelman Worldwide, served in the U. S. Air Force, was selected for the rank of colonel and received the Bronze Star for his service in Vietnam. Hemeyer has advised two U. S. Presidents on communication and political issues.

Hemeyer’s education includes the Stanford University Graduate Business School Executive Program, the Harvard University case study program, an MA in communication from the University of Denver and a BS in education from The Ohio State University.

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## **Hayley Rodriguez**

I am in my second year of the Masters Program in Advertising at The University of Texas at Austin, Stan Richards School of Advertising and PR and will be focusing on media insights. I also am a web assistant and my responsibilities include updating and editing The Stan Richards School of Advertising & Public Relations website: <https://advertising.utexas.edu/>.

I graduated from UT Austin with a B.S. in Public Relations in May 2016. For two years, I have been working as a social media manager for a rising financial management author. I create, edit and publish daily content while optimizing each platform to increase the visibility of her social content. I am constantly improving her online presence by capturing and analyzing the appropriate social metrics and insights, and then processing on the information.

I also worked as an associate at a downtown Austin boutique public relations firm and engaged with PR clients on account management duties such as social media management, media planning and event management. I have interned at nonprofits such as Kids in a New Groove and Young Life.

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