

Advanced PR Schedule Spring 2011

Week of:	Tuesday	Thursday
January 10-14	No Class	Course Overview The PR Process--Research
January 17-21	Application Due The PR Process—Research	The PR Process—Research Prep for Agency Meeting
January 24-28	Agency Meeting	Agency Meeting
January 31- February 4	Writing the Survey	Writing the Survey
February 7-11	Written Survey Due Administering the Survey	Quiz #1 The PR Process—Planning
February 14-18	Research Report Prep	The PR Process—Planning Setting Campaign Goals and Objectives
February 21-25	Research Report Due The Audience and How to Reach It	The Audience and How to Reach It
February 28- March 4	Quiz #2	Project Proposal Due
March 7-11	Media Outlets	Print Ad Due Media Training
March 14-18	Spring Break	Spring Break
March 21-25	Nonmedia Channels	Logistics
March 28- April 1	Quiz #3 Prep for Press Conferences	Prep for Press Conferences
April 4-8	Press Conferences	Press Conferences
April 11-15	Work on Brochures	Brochures Due Writing the Rough Draft
April 18-22	Rough Draft Due PR Process--Evaluation	No Class— Easter Break
April 25-29	Prep for Final Presentations	Peer Evaluations Quiz #4 Due
May 2-6	Reading Day	

- This syllabus is a contract, binding you to the policies and procedures outlined here.
- This syllabus is subject to reasonable change at the instructor's discretion. Changes to the syllabus and course schedule will be announced in class. Absence from class is NOT a valid excuse for not adhering to changes made.