University of North Texas at Dallas

Fall 2025 Course Syllabus
COMM 3060.0001 | PR Event Development & Design | 3 Hours

Instructor Information

Department of	**Communication & Digital Media**
Instructor Name	**Camden Smith, Ph.D.** I am so excited to meet and work with you all this semester! My name is Camden Smith, and I will be your instructor for this course. Feel free to call me Dr. Smith or Camden 🙂.
Email Address	**camden.smith@untdallas.edu** You can expect a reply to your email within 24 hours on weekdays and within 48 hours on weekends. I welcome your questions, comments, concerns, and updates.
Office Phone	**Microsoft Teams**
Office Location	**FH #226**
In-Person Office Hours	**Mondays & Wednesdays** 12:00 - 2:00 p.m.
Virtual Office Hours	**By appointment.** I am happy to meet with you at your convenience. To schedule an appointment, please email me with two to three days and times that work best for you, and I will respond with a calendar invitation that includes an MS Teams link.

Course Information

Course Format	**Face to Face**
Classroom Location	**SC 1009**
Meeting Days & Times	**Tuesdays & Thursdays** 2:30 - 3:50 p.m.
Course Description	A study and exploration of the changing nature of literacy in a digital world. Traces the development of new literacies through the use and understanding of new media tools, platforms, and communities.
Pre & Core Requisites	**ENGL 1313**
Required Reading	**None - Readings will be provided in Canvas**

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Recommended Reading & References   Supplemental readings will be provided on the Canvas platform.

Course Resources

Learning Resources

UNT Dallas Library:
Phone: (972) 338-1616;
Website URL: http://www.untdallas.edu/library

UNT Dallas Bookstore:
Phone: (972) 780-3652;
Website URL: http://www.untdallas.edu/bookstore

Canvas Resources

Email: untdallas@bkstr.com
Getting Help with Canvas:
Canvas 24/7 Phone Support for Students:
1-833-668-8634

Supported Browsers:
Chrome 67 & 68
Firefox 60 & 61
Flash 29, 30 (for audio/video)
Respondus Lockdown Browser
Safari 10, 11

Canvas Student Guide -
https://community.canvaslms.com/docs/DOC-10701

Supported Devices:
iPhone
Android
Chromebook
Note: Tablet users can use the Canvas app

For additional assistance, contact Student Assistance (UNT Dallas Distance Learning):
DAL1, Room 157
Phone: 972-338-5580
Email: distancelearning@untdallas.edu

If you are working with Canvas 24/7 Support to resolve a technical issue, please keep me updated on the troubleshooting progress.

Screen Readers:
VoiceOver (Safari)
JAWS (Internet Explorer)
NVDA (Firefox)
Note: There is no screen reader support for Canvas in Chrome

If you have a course-related issue (e.g., course content, assignment trouble, quiz difficulties), please contact me during office hours or by email.

Course Information

Course Description:
A study and exploration of the changing nature of literacy in a digital world. Traces the development of new literacies through the use and understanding of new media tools, platforms, and communities.

Perspectives:

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- Understand event principles, functions, and techniques.
- Understand legal and ethical implications of event coordination.
- Understand event coordination as to how it relates to diverse populations.
- Understand effective client communication methods.

Learning Objective	Assessment
Coordinate events for clients.	PR Event Design Project
Develop a strategic plan for an event.	PR Event Design Project
Apply ethical approaches to event coordination.	PR Event Design Project; PR Event Report; Case Study
Use critical-thinking skills when coordinating events.	PR Event Design Project
Develop an event-related portfolio suitable for presentation to employers.	PR Event Design Project
Assess and manage the entire financial process.	PR Event Design Project
Recognize and market the event to the target audience.	PR Event Design Project
Engage volunteers and staff in the success of the event.	PR Event Design Project
Identify, analyze and manage risks and security issues.	PR Event Design Project; PR Event Report; Case Study
Design an event from start to finish.	PR Event Design Project

Course Expectations

You are expected to:
- ***Attend in-person lectures.*** Your success in this course is largely dependent on your engagement with the content.
- ***Check Canvas regularly.*** You will submit your assignments through the course website, so be sure to pay attention to deadlines posted to Canvas.
- ***Check your email regularly*** to be aware of possible announcements/reminders and to maintain progress in the course.
- ***Complete assignments on time.*** Make-up assignments and extensions will only be granted with appropriate university-approved documentation (doctor's note, death in the

family, University athletics event); It is your responsibility to communicate with me in such instances.

- *Strive for honor!* Academic integrity is expected on all course assignments and activities. A zero-tolerance policy is in effect for plagiarism or other cheating on any and all coursework. The consequence of any such activity may range from a zero on the assignment to a grade of F for the course.

You can expect me to:

- Be dedicated to creating an effective learning climate in the classroom and on Canvas.
- Be accessible and available to you for assistance and encouragement.
- Evaluate your work fairly using a standard grading system for each assignment that the class completes.
- Not discuss grades or accommodations via email.
- View the diversity that all students bring to this class as a resource, strength, and benefit. I intend to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Students will be contributing to much of the course content. Please let me know ways to improve the effectiveness of the course for you personally or other students or student groups.

Course Outline & Discussion Topics

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated in class, via class email, and in a Canvas announcement. Additional (supplemental) readings and activities may be added.

Module 1: Welcome!		
Aug. 26	Instructor Intro & Syllabus Overview	
Aug. 28	Forming House Teams	**Sorting Hat Survey (In-class activity)**
Module 2: Introduction to PR Event Development & Design		
Sept. 2	What is a PR Event?	
Sept. 4	Why Design a PR Event?	
Module 3: Conducting Client Research		
Sept. 9	Defining the Client	
Sept. 11	Client Branding & Visual Identity	***Group:* Client Sketch due via Canvas on Sunday, Sept. 14 by 11:59 p.m.**

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	Module 4: Strategically Planning a PR Event	
Sept. 16	Event Logistics I	
Sept. 18	Event Logistics II	
Sept. 23	Setting Goals & Objectives	
Sept. 25	Assessing Strategies & Tactics	*Group:* **Event Goals & Tactics Report due via Canvas on Sunday, Sept. 28 by 11:59 p.m.**
Sept. 30	SWOT Analyses	
Oct. 2	SWOT Analyses	*Group:* **SWOT Analysis due via Canvas on Sunday, Oct. 5 by 11:59 p.m.**
Oct. 7	Calendaring	
Oct. 9	Budgeting	*Group:* **Budget & Calendar due via Canvas on Sunday, Oct. 12 by 11:59 p.m.**
Oct. 14	Lab I: PR Event Design Project Planning & Catch-Up	
Oct. 16	Lab II: PR Event Design Project Planning & Catch-up	*Individual:* **PR Event Report due via Canvas on Sunday, Oct. 19 by 11:59 p.m.**
	Module 5: Case Study Presentations	
Oct. 21	Case Study Presentations Day I	*Individual:* Case Study Presentations Day I
Oct. 23	Case Study Presentations Day II	*Individual:* Case Study Presentations Day 2 *Individual:* **Case Study Report due via Canvas on Sunday, Oct. 26 by 11:59 p.m.**
	Module 6: Marketing & Promoting Your Event	
Oct. 28	Design Lab I: Save the Dates / RSVPs	
Oct. 30	Design Lab II: Invitations	
Nov. 4	Design Lab III: Social Media & Other Promotional Content	

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Nov. 6	Design Lab IV: Press Releases	*Group:* **Deliverable I due via Canvas on Sunday, Nov. 9 by 11:59 p.m.**
Module 7: During-Event Preparation		
Nov. 11	Event Itineraries	
Nov. 13	Media & Music; Venue Layouts & Maps	*Group:* **Deliverable II due via Canvas on Sunday, Nov. 16 by 11:59 p.m.**
Module 8: Post-Event Communication & Follow-ups		
Nov. 18	Post-event Communication & Follow-ups	
Nov. 20	Post-event Communication & Follow-ups	*Group:* **Deliverable III due via Canvas on Sunday, Nov. 23 by 11:59 p.m.**
Fall Break		
Nov. 25	Fall Break	**No Class**
Nov. 27	Fall Break	**No Class**
Module 9: Final Package & Presenting Your Work!		
Dec. 2	Group Presentations	*Group:* **Present Your Event!**
Dec. 4	Group Presentations	*Group:* **Present Your Event!** **Group: Final Package due via Canvas on Thursday, Dec. 4 by 11:59 p.m.**

Course Evaluation Methods

This course will utilize several instruments to determine student grades and proficiency of the learning outcomes for the course. In this course, you will work *alone* and in a *group* to complete the following assignments:

Individual: Participation (20 pts):
Small assignments consisting of in-class exercises, small group exercises, and discussion groups make up your participation grade in this class. Students will have ample opportunities to earn participation credit. To earn full credit, students must be present for and actively contribute to at least 10 out of 15 in-class activities/discussions. Participation credit is awarded daily and **cannot** be made up, even with an excused absence. You must be in class on the day we complete exercises. Failure to appear in class will result in a participation grade of 0 for the day. Every in-class activity completed after the initial 10 will be counted as extra credit.

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Individual: PR Event Report (10 pts):

Once during the semester, students will individually find and cover an event of their choice. This event may be local, national, or virtual (attending an in-person event is not required and is solely up to the student's discretion). You will assess the event and write a short report on your findings.

Individual: Case Study & Presentation (10 pts):

Individually, students will look at existing PR events created by top national/global PR firms. Specifically, you will choose a PR case study of your choice and analyze the event(s) from the campaign. You will give a short presentation in class based on your findings.

Group: Designing a PR Event & Presentation (60 pts):

Students will work in **event planning 'houses'** (3-4 students per group) to create a public relations-based event for a client, organization, or company of interest to them. This plan will consist of a variety of components that each group will complete throughout the course of the semester.

*While this is a **group** project, students will be graded individually.* Once groups are formed, each group will delegate (divide and conquer, per se) different elements of the project. This means that while you will be working collectively, each member will be in charge of their own portion of the event AND will not be expected to complete every assignment listed below. In-depth detail (about the project, group assignments, and delegation) will be given on August 28 and September 2.

You will have significant amounts of creative freedom for this project. At the end of the semester, your group will present on your event.

PR Event Design Project	
Client Research (5 pts)	First, groups will conduct research on the client and the client's branding. Essentially, in 1,000 words or fewer, groups will describe 'who the client is', and identify their overarching visual identity (typography, themes, color palettes, logo designs, etc.). Such visual identity will be considered when crafting the design details of the event (e.g., invitations and/or marketing).
Event Goals & Tactics Report (10 pts)	Second, using their research reports, groups will outline a list of goals for developing and designing their event. Accompanying each goal will be a list of tactics that groups plan to accomplish over the course of the semester. During this stage, groups will need to think through event logistics, from the format of the event (e.g., in-person or online); services (e.g., transportation and catering); activities (e.g., a silent auction, raffle, dance); and the appeal (e.g., a keynote speaker, philanthropy efforts,

	and/or other perks, incentives, and celebrity appeals).
SWOT Analysis (5 pts)	Third, groups will assess their plan and its associated strengths, weaknesses, opportunities, and threats. This will help groups improve their initial plan *before* any potential issues arise.
Budget & Calendar (10 pts)	Fourth, groups will create a calendar outlining their progress, including key dates pertaining to (but not limited to) securing a venue (and deposit), catering, invitations, promotional materials, event activities, and other relevant milestones. Furthermore, groups will research pricing for all items in their plan and calendar and provide a budget with a total estimated cost for the event. Lastly, groups will include a 'Plan B' listing budget and calendaring solutions that mitigate any ways 'Plan A' could go wrong, according to their SWOT Analysis.
Deliverable I: Pre-event Materials (10 pts)	At this point, groups will have reached the end of the event-planning process and will now be encouraged to create and design a variety of 'deliverables' for the client and event. The first set of deliverables will include: ● **Save the Date / RSVPs** ● **Invitations** ● **Social Media and/or Promotional Content** ○ **Press Release**
Deliverable II: During-event Materials (10 pts)	The second set of deliverables will include: ● **Event Itinerary** ● **Media and/Music Playlist** ● **Venue Layout/Map**
Deliverable III: Event Follow-Up (5 pts)	The third set of deliverables will include: ● **Follow-up materials and content.**
Final Package & Presentations (5 pts)	At the end of the semester, students will 'package' their assignments and final deliverables into one document. This package will be the final Event Plan delivered to the client. In addition, students will create a PowerPoint presentation of their work and present their package to the class, highlighting key aspects of their plan and showcasing the final deliverables they created for the client.

Extra Credit:
Students will have several ways to earn extra credit in this course. First, students can earn 5 points of extra credit for participating in class activities beyond their required 10. Second, event design groups will have opportunities to earn extra credit for their 'house' when completing each group assignment (e.g., turning their work in one day early). More information on 'house' points will be given on August 28 and September 2.

Grading Breakdown & Policies

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Accessing Grades:

You can access your grades on the Canvas Course Menu (under the tab "Your Grades"). Grades will be posted after the due date and after the assignment has been graded for all students.

Course Breakdown:

There are 100 points possible in the course. Final grades will be based on the following assignments and point values.

Course Assignment	Max. Points	Percentage
Participation *10 opportunities @ 2 pts. each* *5 opportunities = 5 pts. Extra Credit*	**20**	**20%**
PR Event Report *1 event @ 10 pts.*	**10**	**10%**
Case Study & Presentation *1 essay @ 15 pts.*	**10**	**10%**
PR Event Design Project *5 pts. Client Research* *10 pts. Event Goals & Tactics Report* *5 pts. SWOT Analysis* *10 pts. Budget & Calendar* *10 pts. Deliverable I* *10 pts. Deliverable II* *5 pts. Deliverable III* *5 pts. Final Package & Presentations*	**60**	**20%**
	100 Possible Points	***100% Possible***

Your final grade will be determined as follows:

- To earn an A, you need 90+ points
- To earn a B, you need 80 - 89 points
- To earn a C, you need 70 - 79 points
- To earn a D, you need 60 - 69 points
- If your point total is 59 points or less, you will earn an F

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24/7 Rule:

If you have questions about or are concerned about a specific grade you earned, you will need to schedule an office hour appointment to discuss the grade. You must wait a minimum of 24 hours after receiving a graded assignment before contacting me to discuss the grade. During this time, you should review the assignment description and grading rubric for information about assessment methods. After the initial 24 hours, you have one week to meet with me to discuss the grade. If you do not meet with me in that time, then I will consider the matter closed.

Late Work:

- *Grace Period:* Although assignments are due by 11:59 PM unless otherwise noted, they will be accepted up until 10:00 AM the next morning with a 20% deduction. This is to encourage you to get a good night's sleep, but have some flexibility, too. Assignments submitted after the grace period will receive a grade of 0. No exceptions without a university-approved excuse.
    - If something comes up and you would like to request an extension, you need to do so in a timely fashion and with good reason. I can't help you unless you let me know what's going on—communication is key!
- *Technological issues are not an excuse for late work.* Do not wait until the last minute to submit work in case any issues arise. Contact Canvas for tech support.

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas at Dallas makes reasonable academic accommodations for students with disabilities. Students seeking accommodation must first register with the Disabilities Services Office (DSO) to verify their eligibility. If a disability is verified, the DSO will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. You may request accommodation at any time, however, DSO notices of accommodation should be provided as early as possible in the semester to avoid any delays in implementation. Note that a student must obtain a new letter of accommodation for every semester and must meet/communicate with each faculty member prior to implementation in each class. Students are strongly encouraged to deliver letters of accommodation during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Disability Services Office website at http://www.untdallas.edu/disability. You may also contact them by phone at 972-338-1777; by email at UNTDdisability@untdallas.edu on the first floor of the Student Center.

Canvas Instructure Accessibility Statement:

University of North Texas at Dallas is committed to ensuring that online and hybrid courses are usable by all students and faculty including those with disabilities. If you encounter any difficulties with technologies, please contact our ITSS Department. To better assist them, you

would want to have the operating system, web browser and information on any assistive technology being used. The Canvas Instructure Accessibility Statement is provided at https://www.canvaslms.com/accessibility.

NOTE: Additional instructional technology tools, such as Turnitin, Respondus, Panopto, and publisher cartridge content (i.e. MyLab, Pearson, etc.) may NOT be fully ADA compliant. Please contact our Disability Office should you require additional assistance utilizing any of these tools.

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the UNT Dallas Academic Integrity Policy in the appropriate Catalog at http://dallascatalog.unt.edu.

Academic dishonesty includes, but is not limited to, cheating, plagiarizing, fabrication of information or citations, facilitating acts of dishonesty by others, having unauthorized possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

AI Use is Allowed ONLY for Specific Assignments:

You may not use traditional artificial intelligence tools or generative artificial intelligence (AI) tools (such as ChatGPT) to assist or produce work for this class EXCEPT on assignments specified in class or on the syllabus. The instructor will provide more information as appropriate. You may not, however, construe this limited use as permission to use these technologies in any other facet of this course. Submission of AI-generated content as your own work is a violation of academic integrity and may result in referral. Please contact your instructor if you have questions regarding this course policy.

Web-based Plagiarism Detection:

Please be aware in some courses, students may be required to submit written assignments to Turnitin, a web-based plagiarism detection service, or another method. If submitting to Turnitin, please remove your title page and other personal information.

Classroom Etiquette:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student's Rights, Responsibilities, and Conduct will be referred to the Dean of Students as the instructor deems appropriate (UNTD Policy 7.001 found at https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true).

Classroom Disruption:

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Students are expected to always engage with the instructor and other students in this class in a respectful and civil manner to promote a classroom environment that is conducive to teaching and learning. Students who engage in disruptive behavior will be directed to leave the classroom. A student who is directed to leave class due to disruptive behavior is not permitted to return to class until the student meets with a representative from the Dean of Students Office. It is the student's responsibility to meet with the Dean of Students before class meets again and to provide the instructor confirmation of the meeting. A student who is directed to leave class will be assigned an unexcused absence for that class period and any other classes the student misses because of not meeting with the Dean of Students. The student is responsible for material missed during all absences, and the instructor is not responsible for providing missed material. In addition, the student will be assigned a failing grade for assignments, quizzes or examinations missed and will not be allowed to make up the work.

The Code of Student's Rights, Responsibilities, and Conduct (UNTD Policy 7.001 found at https://untsystem.policytech.com/dotNet/documents/?docid=1278&public=true) describes disruption as the obstructing or interfering with university functions or activity, including any behavior that interferes with students, faculty, or staff access to an appropriate educational environment. Examples of disruptive behavior that may result in a student being directed to leave the classroom include but are not limited to: failure to comply with reasonable directive of University officials, action or combination of actions that unreasonably interfere with, hinder, obstruct, or prevents the right of others to freely participate, threatening, assaulting, or causing harm to oneself or to another, uttering any words or performing any acts that cause physical injury, or threaten any individual, or interfere with any individual's rightful actions, and harassment. You are encouraged to read the Code of Student's Rights, Responsibilities, and Conduct for more information related to behaviors that could be considered disruptive.

Course Evaluations:
Student evaluations of teaching effectiveness are a requirement for all organized classes at UNT Dallas. This short survey will be made available to you at the end of the semester via your campus email, providing you a chance to comment on how this class is taught. I (as the instructor) will not have access to the results of the evaluations until after final grades have been posted. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider students' evaluations to be an important part of your participation in this class.

Sexual Harassment, Sexual Misconduct, Intimate Partner Violence and Stalking
UNT Dallas is committed to creating a safe learning environment for all members of our community, free from gender and sex-based discrimination, including sexual harassment, domestic and dating violence, sexual assault, and stalking, in accordance with Title IX, Texas laws and University Policies. Please note that all employees are mandated reporters and must report all instances of sexual misconduct, dating violence, sexual assault, domestic violence and stalking to the Title IX Coordinator. If you or someone you know has experienced any form of sex or gender-based discrimination or violence and wish to speak to the Title IX Coordinator, you can email them at titleix@untdallas.edu or file a report here.

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Pregnancy, Pregnancy-Related Conditions and Parenting Modifications Under Title IX:
UNT Dallas is committed to compliance with Title IX, and to supporting the academic success of pregnant and parenting students and students with pregnancy-related conditions. If you are pregnant, have pregnancy-related conditions or a parenting student (child under one-year needs documented medical care) who wishes to request reasonable related modifications from the University under Title IX, please email the Title IX Coordinator at titleix@untdallas.edu. The Title IX Coordinator will work with your professors and academic unit to provide reasonable modifications needed to be supportive of your education while pregnant or as a parent under Title IX.

Bad Weather Policy:
Campus facilities will close, and operations will be suspended when adverse weather and/or safety hazards exist on the UNTD campus or if travel to the campus is deemed dangerous as the result of ice, sleet or snow. In the event of a campus closure, the Marketing and Communication Department will report closure information to all appropriate major media by 7 a.m. That department will also update the UNTD website, Facebook and Twitter with closing information as soon as it is possible. For more information, please refer to http://www.untdallas.edu/police/resources/notifications.

Technology Assistance:
To successfully access the materials in Canvas, UNT Dallas advises that your computer be equipped with the minimum system requirements listed on the first page of the syllabus.

If you have trouble accessing or using components of the course, try using Google Chrome browser. If you still experience technical difficulties, first, notify your instructor.
If the problem is still not resolved, call Distance Learning at the phone number listed on the first page of the syllabus. Also, no matter what browser you use, always enable pop-ups.

For more information, see:
- UNT Dallas Canvas Technical Requirements:
  https://community.canvaslms.com/docs/DOC-10721
- Canvas Instructure Support & Unsupported Operating Systems:
  https://community.canvaslms.com/docs/DOC-10720