Public Relations Campaign. Apply the course concepts and prepare a term paper that develops a Public Relations campaign for a local business organization – either for-profit or not-for- profit. During the course, students will submit weekly guided project components of the paper which will provide opportunities to apply the course concepts to develop the paper by linking with appropriately cited textbook and course readings as well as outside sources to support the research. Components of the paper will include: • Title page • Introduction • Review of the Literature • Discussion • Summary • References The paper will be 8 pages in length (not counting the title page or reference page). Double spaced, 12 point font, APA style. Students should include at least three scholarly peer reviewed journal articles.