

**College of Journalism and Communications – Department of Public Relations  
Fall 2016 – PUR3801 Section 2660, Public Relations Strategy**

<b><u>Instructor:</u></b>	Tianduo Zhang Canvas Email or <a href="mailto:zhangtianduo@ufl.edu">zhangtianduo@ufl.edu</a>
<b>Office:</b>	Weimer G029
<b>Office Hours:</b>	Tuesday 6-7 and other time by appointment. You can always chat with me before or after class.
<b>Class hours:</b>	Tuesday 4 (10:40 –11:30 am), Thursday 4-5 (10:40 am – 12:35 pm)
<b>Location:</b>	Weimer 1076

**Course description:**

PUR 3801—Public Relations Strategy: The development of skills in strategic public relations management based on an analysis of current and historical case studies. Prerequisites: minimum grade of C in PUR 3000 and PUR 3500.

**Course Format:**

This course uses a combination of lecture and seminar formats. Several guest speakers will join the class to demonstrate how scholarly principles are related to the professional practice of public relations. A high degree of student interaction is expected.

**Course objectives:** This course is designed to educate students in the strategic management of public relations through a systematic problem-solving process based on theory and research. Through readings, lectures, exercises, and discussions, students will study in-depth the essential steps of the process: research, objectives, programming, evaluation, and stewardship. Using case studies, students will analyze and evaluate actual public relations campaigns related to the various sub-functions of public relations, such as media relations and employee relations. As a result of the course, students should be able to:

- Demonstrate an understanding of the purpose of public relations and the process through which it is practiced strategically;
- Apply the problem-solving process of ROPES to diverse organizations and situations;
- Identify and explain the concepts and theories on which strategic public relations is based;
- Write and formulate fundamental components of a public relations campaign plan, including objectives and budget;
- Define publics appropriate for specific campaigns and appreciate differences that affect programming;
- Recognize the importance of formative and evaluative research in public relations practice; and
- Demonstrate proficiency in written and oral communication.

The course specifically supports 7 of the 11 professional values and competencies required of graduates by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC):

- Demonstrate an understanding of the diversity of groups in a global society in relationship to public relations
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles, and work ethically;
- Think critically, creatively and independently;
- Conduct research and evaluate information by appropriate methods;
- Write correctly and clearly in forms and styles appropriate for the public relations profession
- Apply basic numerical and statistical concepts.

## **Textbook:**

**Required:** Smith, R. D. (2013). Strategic planning for public relations (4th ed.). New York: Routledge.

**Strongly Suggested:** PRSSA membership (in order to access the Silver Anvil Awards on the PRSA website for your final project)

Additional readings will be assigned as needed. These additional readings will be distributed as needed via Canvas. Students may fall behind quickly and therefore are strongly advised to keep up with the reading assignments.

## **Grade:**

The course grade will be determined on a 100-point scale as follows:

Class Participation	5%
PRSSA/FRANK/FPRA Speaker Event	5%
Spokesperson Interview Prep	10%
Individual Case Analysis	10%
Team Situation Analysis	20%
Exam #1	20%
Exam #2	30%

*The grading scale for the course is as follows:*

Grading Scale:	A	92-100%
	A-	90-91%
	B+	87-89%
	B	82-86%
	B-	80-82%
	C+	77-79%
	C	72-76%
	C-	70-71%
	D+	67-69%
	D	62-66%
	D-	60-62%
	E	below 60%

*Letter grades for this course will be based on the total points earned over the term. For further information about grades and grading policy, please consult: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>*

**Class Participation** will account for 5% of the course grade, as determined by such efforts as discussing assigned readings, participating in ungraded exercises, and bringing timely and relevant issues to the attention of the class.

**Please note: class participation is not equal to attendance.**

**Attendance** is mandatory. Each student is allowed three excused absences for the semester. Absences beyond three—for any reason—will result in a reduction of the course grade at the rate of one-third grade level for each absence. Students are responsible for all class work missed. They should consult with classmates, rather than the instructor, to obtain information on lectures, assignments, and other matters.

Students will attend one **PRSSA/FRANK/FPRA Speaker Event** or other instructor approved event during the semester and submit a one-page, double-spaced, typed summary of the featured speaker's presentation, which will account for 5% of the course grade. (see "Events" at <http://ufprssa.com/>)

## **Spokesperson Interview Prep:**

This is a scenario-based assignment. In the scenario, you are the PR expert working with an organization's spokesperson to prepare for a media interview. The organization received an interview request from a reporter when facing an organizational event/issue/crisis. The company's name, spokesperson's name, and the name of the reporter will be given to you. You will then have 48 hours to prepare a written interview prep plan for the

spokesperson. The interview prep plan should inform the spokesperson with background information of the reporter, key talking points, anticipated questions and responding strategy. Response should be around 4-5 double-spaced pages long in concise language and bullet points.

**Case And Situation Analysis (Individual & Team):**

Students will produce an **Individual Case Analysis** of a public relations case study. The written analysis will be four to five pages in length, double-spaced and typed. After your paper is written, you will then include appropriate graphics, charts, etc. to enhance your content visually. Your final product will be approximately 8-10 pages in length including coverage, graphics and bibliography.

**Team Situation Analysis:** Students will be organized into teams, based on their interest in one of the sub-functions of public relations (for example, sports public relations). Each team will conduct a situation analysis. The team will produce a written report and an oral presentation out of that analysis. The team will then outline a new campaign based on the analysis of the case campaign. The team will produce a written report of 22 to 26 pages and a 25-minute oral presentation. The grade received for a team's analysis is not necessarily the grade individual team members will earn. Utilizing confidential forms, team members will evaluate each other's contributions. Peer evaluations will weigh heavily in determining individual grades for the project. As in real life, team members will be dependent on each other to complete the project successfully.

All work submitted for this course must be coherent, logical, and carefully edited. That is, writing proficiency is necessary to pass this course. Misspellings, syntax and grammar errors, and other writing problems are unacceptable in upper-division college writing, especially in work by public relations students.

**Assignments should be submitted through Canvas, Turnitin** is enabled to prevent plagiarism.

**Exams:**

There will be two exams given. You will be tested on your comprehension of class materials. Both exams will measure students' mastery of content covered in the readings, presentations, and lectures/discussions. There will be a prep session for each of the exam.

**Course professionalism:** The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, **the students and the instructor adhere to workplace norms for collegial and respectful interaction.**

**Makeups, Late Assignments, And Extra Credit:**

Policy of the course is that there will be no make-up exams or extensions of deadlines. Dates have been announced in advance in the "Weekly Course Plan" so that students can schedule other activities around these deadlines. Exceptions will be rare and made only in cases of extraordinary, documented circumstances, as determined by the instructor. Any make-up exams administered or late assignments accepted will be graded lower than work turned in on time. No extra credit will be given for additional work.

**Students with challenges:** I am committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standard code of confidentiality. In order to address academic needs, I must be informed of the student's circumstance at the beginning of the semester *before* performance becomes a factor. This is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

**Other important notes:**

- **The instructor reserves the right to make changes, if necessary, to the syllabus.**
- Students are urged to meet in-person with the instructor and/or teaching assistant if they have questions or are having problems. Office Hours for both are listed on p. 1 of the syllabus. Short conversations immediately following class are welcomed.
- E-mail inquiries to the instructor and teaching assistant should be limited to questions that are not answered elsewhere (e.g., the syllabus). Formal composition and clear and concise writing are required. The professor may not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. So **plan** ahead.
- Talking about subjects unrelated to the class and reading unrelated material are prohibited.
- Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom.
- **Any evidence of plagiarism or cheating will result in an “E” for the course and possible disciplinary action.** Do not submit the same work to more than one class without prior written permission from both instructors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.
- An assignment turned in passed the deadline not be accepted. This is a business where deadlines count. You can't make excuses to your boss or a client if your work is late.

### **Diversity:**

All discussions will be ruled by mutual respect for people and their opinions. Effective public relations practice is dependent on gathering and understanding diverse viewpoints. Furthermore, professionalism requires an appreciation for the multicultural society and global economy in which students plan to work. Effectiveness in both practice and scholar-ship relies on an ability to recognize and embrace diversity in all its forms. Throughout the course, students will have opportunities to see how different cultural perspectives influence public relations. They are encouraged to also learn from the information and ideas shared by their classmates.

### **Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

### **Useful University of Florida Services.**

- Disability Resource Center: <http://www.dso.ufl.edu/drc/>
- Reading and Writing Center: <http://www.at.ufl.edu/rwcenter/>
- Counseling Center: <http://www.counsel.ufl.edu/>
- Dean of Students Office: <http://dso.ufl.edu/>

**The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:**

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261.

You can review UF's academic honesty guidelines in detail at:  
<http://www.dso.ufl.edu/studentguide/studentrights.php#academichonestyguidelines>

**Weekly Schedule:**

Week	Topic and reading
Week 1 Aug. 23, 25	Introduction to the Course. Overview of Requirements. History of Public Relations. ROPES Model. Nine Steps of Strategic Planning. <b>Reading: Smith (2013) Introduction.</b>
Week2 Aug. 29, Sep. 2	Formative Research: Analyzing the situation and the organization. Brief Case analysis. <b>Reading: Smith (2013) Step 1 and Step 2. (pp. 19-56)</b>
Week 3 Sep. 6, 8	Analyzing the publics. Theory relevant to public relations. <b>Reading: Smith (2013) Step 3. (pp. 57- 92)</b> <b>PDF: Theory relevant to Public relations</b>
Week 4 Sep. 13, 15	Formulating Action and Strategy. Prepare for media interview. <b>Reading: Smith (2013) Step 4-5 (pp. 95-171)</b>
Week 5 Sep. 20, 22	Formulating Action and Strategy continued. <b>Individual Case Analysis Due on Sep 22<sup>th</sup>.</b>
Week 6 Sep. 27, 29	Wrap up: Phase 1 & 2. Barcelona Principle. Measurement in public relations. The art of listening.
Week 7 Oct. 4, 6	Spokesperson Interview Prep <b>Due on Oct. 4<sup>th</sup>.</b> Review of individual case analysis. Review For Mid-term Exam. <b>Reading: Smith(2013) Appendix D: Effective media engagement.</b>
Week 8 Oct. 11, 13	<b>Mid-term exam on Oct. 11<sup>th</sup>.</b> Final Team project Q&A.
Week 9 Oct. 18, 20	Selecting Communication Tactics. Social media and online tactics.

	<b>Reading: Smith (2013) Step 7</b>
Week 10 Oct. 25, 27	Implementing the Strategic Plan. Guest speaker. <b>Reading: Smith (2013) Step 8</b>
Week 11 Nov. 1, 3	Evaluation. Budgeting. Q& A for Team Presentation. <b>Reading: Smith (2013) Step 9</b>
Week 12 Nov. 8, 10	Stewardship and public engagement: beyond follower counts. <b>Additional reading will be provided.</b> <b>Speaker's Event Analysis Due on Nov. 10<sup>th</sup>.</b>
Week 13 Nov. 15, 17	Team Presentation.
Week 14 Nov. 22, Thanks Giving	Team Presentation continued. Review and comments.
Week 15 Nov. 29, Dec. 1	Final Team paper due on Nov. 29 <sup>th</sup> . Review for Final Exam.
Week 16 Dec. 6	<b>Final Exam</b>