

PRINCIPLES OF PUBLIC RELATIONS

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OFFICE HOURS: Contact me by email anytime. I will try to respond as soon as possible; and in all cases, no longer than 24 hours. (please don't use Canvas Conversations)

REQUIRED TEXT:

1. Public Relations: Strategies and Tactics (11th edition)

by D. L Wilcox and G. T. Cameron

2. Selected articles in modules in Canvas

COURSE PREREQUISITE: No prerequisites, open to all students interested in the field of public relations

COURSE OBJECTIVES AND OVERVIEW:

Principles of Public Relations serves as an introductory course for those pursuing a major in public relations at UF. It offers an overview of public relations, including the origins and evolution of the field and covers concepts, strategies and tactics used by business, government, political and non-profit organizations. And, in light of the fast-changing nature of the industry, a focus is placed on the impact of the Millennial generation and social media in practicing public relations today. Current public relations issues, trends, and challenges are reviewed and discussed.

The course also covers:

- appropriate professional and ethical standards,
- crisis communication,
- meetings and events,
- affecting public opinion and persuading, and
- research and evaluation.

For this semester, there are 15 modules. All lectures, videos, assignments, discussion items, selected readings, and other instructions are on the course website.

GRADING POLICY:

- Mid-Term and Final Exams - 50 percent
- Quizzes - 25 percent
- Discussion Board Assignments - 25 percent

Grades will be assigned based on the following scale:

A 94-100 percent

A- 90-93

B+ 87-89

B 83-86

B- 80-82

C+ 77-79

C 73-76

C- 70-72

D+ 67-69

D 63-66

D- 60-62

E 0-59 percent

Attendance and Late Work Policies:

As part of being successful communication industry practitioners, meeting deadlines is critical, so: **No assignments, quizzes or discussion posts will be accepted after due date and time.**

Because this is an online, asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day to check for course updates in the announcements and discussion sections of the site.

Discussions Assignments– Details:

Discussion Boards are a key part of this online course. Review all module content prior to posting. Then familiarize yourself with the discussion board scenario/question and post your initial discussion item. You are also required to read all and comment on a minimum of two student posts (per discussion board). You must submit your initial post (250-300 words) before you respond to your classmates' contributions. You will not be able to edit your post, so take time to ensure your post is complete for submission before you officially post.

Discussion Boards will be graded on the following criteria:

Content, Contribution of Original Thought, Connection to Course Material, and Spelling and Grammar.

Deadline: First post (addressing the instructor posed questions) is to be submitted by **THURSDAY** at 8PM (ET) and the minimum **two** meaningful responses are to be submitted before **SUNDAY** at 8PM (ET).

Discussion Board Grading Rubric: Your discussion grade is two parts: 50 total points for your initial post, 50 points for your responses. Both initial post and responses will be graded on the same criteria.

Criteria	Excellent	Good	Less than satisfactory	Points
Content	Post is appropriate length and includes one original and two reply posts to stimulate further discussion. Information clearly relates to the main topic. Includes supporting links and/or examples. 25 pts	Post and responses are appropriate length, but ideas developed for discussion are minimal or vaguely developed. Information marginally relates to the main topic. No links and/or examples are given. 13 pts	Post is short, does not address topic, and/ or does not develop ideas. - OR – Responses have little or nothing to do with the topic and/or are missing. 5 pts	25
Contribution of original thought	Contribution is thoughtful, analytical, and original. 25 pts	Contribution shows adequate evidence of original thought, but lacks real insight or analysis. 13 pts	Contribution relies on others' posts or lacks original insight into/ shows little understanding of the questions asked. 5 pts	25
Post connects to course materials	Author makes connections between course content and personal reflection, current events, etc. 25 pts	Author makes some connections between course content and personal reflection or current events, but connections are not sufficient or clearly explained. 13 pts	Author does not connect course content to personal reflection or current events. 5 pts	25

Spelling and Grammar	Precise syntax and superior usage of grammar, punctuation and spelling result in a coherent and intelligible response. 25 pts	Syntax is clear and the relatively few grammar, punctuation or spelling errors do not impede understanding. 13 pts	Syntax is sometimes garbled and errors in grammar, punctuation and spelling disrupt understanding. 5 pts	25
Total points				100

Quizzes - Details:

Quizzes will be on lectures, readings, and videos. Quizzes are to be completed by 8 p.m. (ET) Sunday on the week of the module

Exams - Details:

There will be two exams, a mid-term and final, with 50 questions.

Weekly Lectures:

A lecture video will be posted to the course website on Canvas for the 15 weeks. These videos will vary in length depending on the material. It is your responsibility to watch each of the videos. Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos week to week according to the schedule will be easier as many build off the other along with the weekly readings.

University Policies:

University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities 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. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations. Students with Disabilities who may need accommodations in this class are encouraged to notify the instructor and contact the Disability Resource Center (DRC) so that reasonable accommodations may be implemented. DRC is located in room 001 in Reid Hall or you can contact them by phone at 352-392-8565. University counseling services and mental health services:

****Netiquette: Communication Courtesy:**

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. These rules of courtesy for online interactions are often called "Netiquette."

Class Demeanor:

Mastery in this class requires preparation, passion, and professionalism. Students are expected, within the requirements allowed by university policy, to attend class, be on time, and meet all deadlines. Work assigned in advance of class should be completed as directed. Full participation in online and live discussions, group projects, and small group activities is expected.

My role as instructor is to identify critical issues related to the course, direct you to and teach relevant information, assign appropriate learning activities, create opportunities for assessing your performance, and communicate the outcomes of such assessments in a timely, informative, and professional way. Feedback is essential for you to have confidence that you have mastered the material and for me to determine that you are meeting all course requirements.

At all times it is expected that you will welcome and respond professionally to assessment feedback, that you will treat your fellow students and me with respect, and that you will contribute to the success of the class as best as you can.

Getting Help:

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

Learning-support@ufl.edu
(352) 392-HELP - select option 2
HelpDesk website

***Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

Other resources are available from UF Distance Learning for:

Counseling and Wellness Center 352-392-1575
Disability resources
Library

Resources for handling student concerns and complaints

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

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 online at [GatorRater](#).

University Policy on Academic Misconduct:

Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the [UF Student Honor Code](#).

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, 352-392-1261.

ACADEMIC HONESTY

All graduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

Plagiarism: Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

Cheating: Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

Misrepresenting Research Data: The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.

Students are expected to adhere to the University of Florida Code of Conduct

Disclaimer:

This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.