

Syllabus

Public Relations Strategy

Course Code: PUR3801 - Section 6286

Instructor: Pamala Proverbs, MBA, M.P.S, APR, ABC

Office: Weimer: G036

Email: pproverbs@ufl.edu

Telephone: (352) 846-1090

About Me: www.pamalaproverbs.com

Twitter: @pamproverbs

Consultation: Monday, 11:35 a.m. – 1:35 p.m.

Class Schedule: Mondays Session 3 & 4 (9:35 a.m. - 11:30 a.m.)

and Wednesdays Session 3 (9:35 a.m. - 10:25 a.m.)

Room: WEIM 1076

Catalog Description

Develops skills in strategic public relations management based on an analysis of current and historical case studies.

Prerequisites

PUR 3000 and **PUR 3500** with minimum grades of C.

Course Goal

In this class, you will further explore the skills needed to be an effective public relations practitioner. Ultimately you will learn from case history how to use research (company and stakeholder knowledge) to create and evaluate strategic public relations plans.

Course Overview

This course dissects public relations strategy in an effort to help you flex your creative muscle and think like a public relations strategist. You will use case studies, class readings and independent research to build your theoretical knowledge of public relations planning and team up in groups to get real-world experience on how to solve public relations problems. Much like the real world, you will be given assignments that have to be completed in groups and on your own. You will also be expected to present some of your work before your peers and lead a class discussion. The emphasis of this course is on public relations strategy so you will be expected to keep up with your class readings to be able to discuss and analyze a range of communications solutions. The teaching follows the structure of the assigned text closely and is delivered in four sections – formative research, strategy, tactics, and evaluation. Not all the readings will be discussed in class so please feel free to raise any topic not covered or contact me at the office or by email for any clarifications. The final major product of the course is a group strategic plan and presentation.

Assignments Weighting

Individual Case Analysis:	10%
Team Project: · Situation Analysis · Strategic Plan · Presentation	35%
Exams: · First Exam (15%) · Second Exam (20%)	35%
Peer Evaluation:	5%
Class Participation:	10%
Attendance	5%
Total Points	100%

Course Objectives

- Strengthen conceptual thinking in the area of public relations.
- Build understanding of how science is applied in public relations.
- Develop proficiency in researching and creating strategic public relations plans.

Course Requirements

Text (Required):

Smith, R. D. (2017). *Strategic planning for public relations*.

Retrieve from <https://ebookcentral.proquest.com>

Recommended

Swann, P. (2014). *Cases in Public Relations Management: The Rise of Social Media and Activism. 2nd ed.* Retrieve from

<https://ebookcentral.proquest.com/lib/ufl/detail.action?docID=1637488>

Additional Reading

Additional readings will be assigned as necessary. Readings will be distributed on Canvas, however students will be required to research recent public relations cases to present in class. It is easy to fall behind in this course if you do not keep up with the readings, so it is highly recommended that you stay on top of the weekly reading assignments.

Assignments Description

Individual Case Analysis (Summarize a public relations strategy of a real company)

(10%)

In the first week of the semester, you are expected to post the name of a company on Canvas for your individual case study. You must be clear that the case chosen is a public relations solution and be prepared to articulate what makes it a public relations strategy. You are expected to make a 30-minute oral and visual presentation in class on the agreed case topic and be prepared to ask your classmates questions about the case. Printed highlights of the case should be made available to your classmates at the time of the presentation. Depending on the size of the class this assignment might be done in pairs.

Team Project

(Overall 35%)

The major assignment for this course is the development of a strategic public relations plan for a company. Students will be placed in groups on the first day of class and are expected to collaborate in choosing a company for which a plan is to be created. The name of the company should be posted on Canvas by the third week of class. *(A company may also be assigned)

Components

- **Situation Analysis (10%)** - You are expected to conduct secondary research on the group's chosen company. Some components of this assignment are background on the company, its strengths, weaknesses, opportunities and threats looking at both the internal and external environment. (Specific details of the assignment and rubric will be on Canvas).
- **Strategic Plan (10%)** - The situation analysis informs the final plan. The major headings for this area (goals, objectives, target audiences, messages etc.) will be taken from the required text for the course. Specific details of the assignment and rubric will be posted on Canvas).
- **Final Presentation (15%)** - The complete plan is to be presented by the group in a 30-minute oral and visual presentation. A final bound portfolio must be handed into the instructor at the time of the presentation.

Deadlines: Failure to meet deadlines will result in a 5-point per day deduction.

Examinations (35%):

Two exams will be given. You will be tested on class readings, presentations/discussions and handouts. There are to be no make-up examinations unless prior accommodation is sought from the instructor. The class attendance policy for this course is in keeping with the UF attendance policies found at <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

Grading Policy

Grading for the course follows current UF grading policies for assigning grade points (see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

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. Students are expected to arrive on time and remain in class for its duration unless prior notice is given of early departure.

Further, students are expected to conduct themselves in an honest, ethical, and courteous manner - with classmates, and the instructor. Eating, drinking, and privately chatting in class do not demonstrate professional behavior. Chatting while the instructor, or another student is speaking is unacceptable behavior; such actions can result in being asked to leave the classroom and will result in a lowering of your class participation grade.

Use of laptops, and tablets for taking notes only is permitted in class. Cellular telephone may not be used in class. Ringing phones or other disruptive technology are not permitted.

UF students are bound by The Honor Code found at:

<https://sccr.dso.ufl.edu/wp-content/uploads/sites/4/2018/08/The-Orange-Book-Web.pdf>

Honour Pledge:

<https://sccr.dso.ufl.edu/resources-by-audience/faculty-and-staff/honor-code-syllabi/>

Students Accommodation

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.

Students requesting classroom accommodation must first register with the Dean of Students Office (Disability Research Center – 352-392-8565, www.dso.ufl.edu/drc/). Once registered, you will receive an accommodation letter that must be presented to me when requesting accommodation. Students with challenges should follow this procedure as early as possible in the semester.

Weekly Schedule

Date	Class Description	Readings	Class Activity
Mon. Jan. 07	<ul style="list-style-type: none"> • Course Introduction 	Syllabus & Other course materials in Canvas	<ul style="list-style-type: none"> • Overview of Class Expectations • Individual Bio on Canvas
Wed. Jan. 09	Formative Research <ul style="list-style-type: none"> • Analyzing the Situation 	Smith p. 27 - 43	<ul style="list-style-type: none"> • Case presentation • Individual Case Selection on Canvas
Mon. Jan. 14	Formative Research <ul style="list-style-type: none"> • Ethical considerations in public relations planning 	Smith p. 27 - 43	<ul style="list-style-type: none"> • Class Lecture/Case Presentation /Discussion
Wed. Jan. 16	Formative Research <ul style="list-style-type: none"> • Analyzing the Organization 	Smith p. 47 - 62	<ul style="list-style-type: none"> • Class Lecture/ Discussion • Individual Presentations • (Group Members Selection)
Mon. Jan. 21	Holiday		
Wed. Jan. 23	Formative Research <ul style="list-style-type: none"> • Analyzing the Organization 	Smith p. 47 - 62	<ul style="list-style-type: none"> • Class Lecture/Discussion • Individual Presentations
Mon. Jan. 28	Formative Research <ul style="list-style-type: none"> • Analyzing the Publics 	Smith p. 63 - 96	<ul style="list-style-type: none"> • Class Lecture/Discussion • Individual Presentations
Wed. Jan. 30	Formative Research <ul style="list-style-type: none"> • Analyzing the Publics 	Smith p. 63 - 96	Class Lecture/Discussion Individual Presentations (*Group Case Selection)
Mon. Feb. 04	Strategy <ul style="list-style-type: none"> • Goals and Objectives for Strategic Plan 	Smith p. 103 - 119	<ul style="list-style-type: none"> • Class Lecture/Discussion • Individual Presentations
Wed. Feb. 06	Strategy <ul style="list-style-type: none"> • Goals and Objectives for Strategic Plan 	Smith p. 103 - 119	<ul style="list-style-type: none"> • Class Lecture/Discussion • Individual Presentations
Mon. Feb. 11	Strategy <ul style="list-style-type: none"> • Formulating Action and Response Strategies 	Smith p. 122 - 142	<ul style="list-style-type: none"> • Class Lecture/Discussion • Individual Presentations

Weekly Schedule

Date	Class Description	Readings	Class Activity
Wed. Feb. 13	Strategy • Formulating Action and Response Strategies	Smith p. 122 - 142	Class Lecture/Discussion
Mon. Feb. 18	Strategy • Proactive Strategy 2: Communication/ Media Theory	Smith p. 142 - 161	• Class Lecture/Discussion • Individual Presentations • Examination Review
Wed. Feb. 20	Exam 1		Exam 1
Mon. Feb. 25	Strategy • Formulating Action and Response Strategies Cont'd Reactive Strategy	Smith p. 161 - 193	
Wed. Feb. 27	Situation Analysis Due Response Strategies Cont'd Reactive Strategy	Smith p. 161 - 193	*Strategic Plans Submission Presentations. Individual Presentation Have a fantastic break!
Mon. Mar. 04	No Classes Spring Break (2-9)		
Wed. Mar. 06	No Classes Spring Break (2-9)		
Mon. Mar. 11	Situation Analysis Due Strategy • Developing the Message Strategy	Smith p. 197 - 227	• Class Lecture/Discussion • Individual Presentations
Wed. Mar. 13	Strategy • Developing the Message Strategy	Smith p. 197 - 227	• Class Lecture/Discussion • Individual Presentations
Mon. Mar. 18	Strategy • Selecting Communication Tactics	Smith p. 257 - 295	• Class Lecture/Discussion • Individual Presentations
Wed. Mar. 20	Strategy • Selecting Communication Tactics	Smith p. 257 - 295	• Class Lecture/Discussion • Individual Presentations
Mon. Mar. 25	Tactics - Selecting Communication Tactics Earned Media: New Media Tactics	Smith p. 295 - 336	• Class Lecture/Discussion • Individual Presentations

Weekly Schedule

Date	Class Description	Readings	Class Activity
Wed. Mar. 27	Tactics - Selecting Communication Tactics: Earned Media: New Media Tactics	Smith p. 295 - 336	Class Lecture/Discussion Exam 2 Review Individual Presentations
Mon. April 1	Tactics • Implementing the Strategic Plan	Smith p. 337 - 362	• Class Lecture/Discussion • Individual Presentations
Wed. April 3	Tactics • Implementing the Strategic Plan	Smith p. 337 - 362	• Class Lecture/Discussion • Individual Presentations
Mon. April 8	Evaluative Research • Evaluating the Strategic Plan	Smith p. 365 - 389	• Class Lecture/Discussion • Individual Presentations
Wed. April 10	Exam 2		Exam 2
Mon. April 15	*Strategic Plan Due Final Presentations		Group Presentations
Wed. April 17	*Strategic Plan Due Final Presentations		Group Presentations
Mon. April 22	*Strategic Plan Due Final Presentations		Group Presentations
Wed. April 24	Final Reflection and Course Evaluation		Have a Wonderful Summer!

Final Note: This syllabus is subject to change as deemed appropriate and necessary by the instructor.