SYLLABUS – PUR3801 (19046, 29927) PUBLIC RELATIONS STRATEGY*
Spring 2021 – Thursday (4:05 PM - 7:05 PM)
Location: TUR L005/Zoom

Instructor: Ekaterina (Kat) Romanova
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Office hours: virtual office hours are available by appointment. Email to set up.

Course Description

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

Prerequisites: PUR 3000 Principles and PUR 3500 Research with minimum grades of C. If you do not have these prerequisites, you are advised to drop this class. Failure to do so or to obtain the instructor's permission to remain in the course may mean the departmental office will drop you.

* This syllabus is subject to change as the instructor deems appropriate and necessary.

Method of Instruction

This learner-centered course will primarily use discussions, service-learning projects, presentations, and hands-on instructions to engage in the learning process. We will emphasize *interactivity* and *collaboration* and classes will move in a seminar format much like the collaborations that operate in the professional world. This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in class into workable solutions.

Course Objectives & Learning Outcomes

As a result of the course, students should be able to:

- Demonstrate an understanding of the purpose of public relations and its strategic process.
- Identify and explain the concepts and theories on which strategic public relations is based.
- Apply the knowledge and experience gained in this course as well as that from course prerequisites to the development of a service-learning project for a client organization, which should become part of students' professional portfolios.
- Write and formulate fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.
- Define publics appropriate for specific client organizations and appreciate differences that affect programming.

- Recognize the importance of primary and secondary research in public relations practice.
- Demonstrate understanding of conceptual foundation and professional skills competency related to strategic management process of the public relations function.
- Demonstrate proficiency in written and oral communications.

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Required Books

Smith, R. D. (2013). *Strategic planning for public relations* (5th ed.). New York: Routledge.

Additional Materials – will be available on Canvas.

What is HyFlex?

Due to the COVID-19 pandemic, UF is adopting a HyFlex model, short for Hybrid-Flexible, which combines online and classroom-based instructional components. Classrooms equipped with HyFlex technology provide instructors the ability to teach in-person and remote learners simultaneously and to record their lectures for their online sections while teaching face-to-face. In a HyFlex course, all learning content and materials are designed for both classroom and online learning environments and address all learning outcomes, regardless of the delivery medium. This way, whether a student attends class in a face-to-face environment, remotely through their computer, the learning objectives and outcomes will remain equivalent.

For more information on learning during the COVID-19 pandemic, refer to the UF Keep Learning website: Keep Learning - eLearning - University of Florida

What to expect during the class session?

You have registered to attend the class sessions in person or remotely.

If you are joining a class session remotely, practice using Zoom ahead of time. Plan to have access to a microphone, speakers or headphones, and a webcam. Most laptops should have all these components. In cases of slow Internet connectivity, you can participate through your phone (audio only) by joining the Zoom meeting via a telephone number. Professionalism is important as a public relations student, and I expect a **professional demeanor** in our course Zooms (i.e., camera on, fully clothed, sitting up, in a quiet environment and/or using headphones, etc.). These course Zooms will not be recorded. As in all courses, **unauthorized recording and unauthorized sharing of recorded materials is prohibited.**

If you are attending the class in person, you are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations. Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class. If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#)

Course Policies

Late Work/Make-up Work: All written assignments must be turned in to Canvas by 11:59pm the day the assignment is due. Canvas will automatically mark assignments as late if they are uploaded even one second after 11:59pm. An assignment turned in passed the deadline will be penalized one letter grade for each weekday it is late. This is a business where deadlines count. You can't make excuses to your boss or a client if your work is late. It is your responsibility to make sure you properly uploaded your paper, blaming a group member doesn't work as it is the group's joint responsibility.

Professionalism: As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others via your cell phone or computer usage, talking with others during lecture, or arriving late.

How You Get Points

- **Class participation 6% [30 points]**
- **Individual case presentation 10% [50 points]**
- **Service-learning (group) project 44% [220 points]**
  - Situation analysis 14% [70 points]
  - Strategic plan draft [Not graded]
  - Final paper (Situation analysis + Strategic plan + Evaluation) 20% [100 points]
  - Presentation to the "client" 10% [50 points]
- **Examinations 40% [200 points]**

The grading scale for the course is as follows:

A	100-93%
A-	92.9-90%

B+	89.9-87%
B	86.9-83%
B-	82.9-80%
C+	79.9-77%
C	76.9-73%
C-	72.9-70%
D+	69.9-67%
D	66.9-60%
F	59.9-0%

Letter grades for this course will be based on the total points earned over the term. I don't round up. I will keep grades posted on Canvas - it is your responsibility to check it and make sure you know where you are at. For further information about grades and grading policy, please consult:
https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Overview of Course Components

- **Participation (30 points)**

  You will be expected to participate in class discussions. If you are not present in class/Zoom meeting, participation points cannot be made up for any reason. Your contributions to our discussions are a major part of this course.

- **Individual Case Presentation (50 points)**

  Each student will conduct a case study and present the case in class. Students should consult with the instructor about a possible topic and date for presentation in the beginning of the semester. This 20-minute oral and visual presentation will summarize public relations strategy use of a selected organization as identified by the student and approved by the instructor. Students are encouraged to supplement their presentations with a variety of sources and to emphasize the use of digital public relations in their selected cases. Public speaking, discussion skills, visual communication, and research skills will be evaluated.

- **Service-learning Project: [Group project]**

  o **Situation analysis – 70 points**

  Minimum five (5) **single-spaced** pages, Times Roman 12, margins 1". This is a summary of the analysis of the client organization, its main challenges, its existing communications, and its targeted publics. It should be supported by secondary research and productive exchanges with your client. The analysis should include a variety of reliable sources and corporate information. The main components of this analysis are: problem/opportunity statement, background of the situation, background of the organizations (internal and external environments/impediments and public perceptions), existing communication techniques and efforts (strategic key messages), and the description of targeted publics. A SWOT analysis is required. In addition to the outline in *Smith*, it is highly recommended to reach the internet for good professional examples of situation analysis. Your paper will be submitted through Turnitin to check for plagiarism or improper attribution.

  o **Strategic plan draft**

The situation analysis should be the base for this second written assignment. It must include a central theme, goals and objectives, the formulation of action and response strategies, messaging, the selection of tactics. *Smith* should guide these parts of the assignment. Minimum five (5) **single-spaced** pages, Times Roman 12, margins 1". Your paper will be submitted through Turnitin to check for plagiarism or improper attribution.

- o **Final paper – 100 points**

For the final submission, you should upload the revised version of your **situation analysis** *(min 5 pages)* + **strategic plan** *(min 5 pages)* + **evaluation plan** *(1 page).* Minimum 10 single-spaced pages, Times Roman 12, margins 1". Your paper will be submitted through Turnitin to check for plagiarism or improper attribution.

Toward the end of the semester, you will be required to fill out peer-reviews for your colleagues. The results of peer-review assessments will have an effect on your grade for the final paper.

- o **Final presentation – 50 points**

The presentation of the strategic plan to the client will last 20 minutes. This presentation includes the analysis of the organization, challenge/opportunity, and target publics, as well as the planned objectives, strategic messaging, and tactics.

- **Exams (200 points)**

Two unit exams will be given, in addition to the **OPTIONAL** final, which if taken would replace your lowest unit exam grade. All exams will be worth 100 points and will be administered online via Honorlock. Honorlock requires that you have a working webcam, and you must download the Chrome extension prior to the exam. You must be on time for exams. **No make-up exams are given regardless of the reason.** If you do well on the two unit exams, and are satisfied with your grade, you can skip the final exam without consequence. If you miss an exam, or do poorly on an exam, you can take the final to replace the earlier exam grade that you may not be pleased with. The exams will cover the material in the readings and lectures – that includes the textbook chapters and any supplemental material posted online to Canvas. The two unit exams will be **non-cumulative**. **The final exam will be cumulative, covering the whole semester and must be taken during the scheduled final exam period.** The tests will be multiple choice/true-false/matching.

Technical Help

In the event that you have technical difficulties with your course, please contact the UF Help Desk at https://helpdesk.ufl.edu/ or by calling (352) 392-4357 - select option 1. The Help Desk is available 24 hours a day, 7 days a week. If your technical difficulties will cause you to miss a due date, you MUST report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an e-mail to the instructor to explain the late assignment/quiz/test.

Tentative Course Schedule*

Date	Class Discussion	Readings	Assignment Due/Notes
Week 1 January 14	Course introductions; overview of the projects	Syllabus & other course materials	
Week 2 January 21	The strategic process	Smith, Introduction	Assign individual cases; Assign team project and groups
Week 3 January 28	Analyzing the situation	Smith, step 1	
Week 4 February 4	Analyzing the organization; Analyzing the publics	Smith, step 2,3	
Week 5 February 11	Establishing goals and objectives	Smith, step 4	Review for Exam 1
Week 6 February 18	**Exam 1**	Smith, introduction, steps 1-4	
Week 7 February 25	**Recharge day at CJC**		*No class*
Week 8 March 4	Formulating action and response strategies	Smith, step 5	
Week 9 March 11	Developing the message strategy	Smith, step 6	**Situation analysis due!**
Week 10 March 18	Selecting communication tactics	Smith, step 7	
Week 11 March 25	Implementing the strategic Plan	Smith, step 8	
Week 12 April 1	Evaluating the strategic plan	Smith, step 9	Exam 2 review **Draft Strategic plan due** – *not graded*
Week 13 April 8	**Exam 2**	Smith, steps 5-9	
Week 14 April 15	**Final group presentations**		**Final paper due** *Group presentations*
Week 15 April 22-23	**Reading days**		
Week 16 April 26	**Final exam (optional)**	Intro + steps 1-9	**3:00 PM - 5:00 PM**

*This schedule is tentative and subject to change. Changes to the schedule will be discussed in class. You are responsible for attending all classes unless it is marked as a holiday.

Standard UF Policy Information and Links

College of Journalism and Communications. The Accrediting Council on Education in Journalism and Mass Communications defines journalism and mass communications to be among the most vital forces in the maintenance of society and to be fundamental to a democratic government and a free society. These forces transmit and interpret culture and bind society together; they seek to protect the rights of citizens and to inform and enlighten them as they pursue their public and private interests; and they embody the values of free inquiry, dissent and expression.

Students Requiring Accommodations. Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation. Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/.

Respect for Diversity. It is my intent that students from diverse backgrounds and perspectives be well served by this class and that the diversity that students bring to this class be viewed as a resource, strength and benefit. Class assignments and activities have been designed to encourage individuality and creative expression. You are encouraged to not only take advantage of these opportunities in your own work, but also, learn from the information and ideas shared by other students.

Materials and Supplies Fees. There are no additional fees for this course.

University Honesty Policy. UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (https://www.dso.ufl.edu/sccr/process/student-conducthonor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

Software Use. All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Campus Resources

Health and Wellness
U Matter, We Care:
If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc (Links to an external site.), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

Academic Resources
E-learning technical suppor*t*, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. https://www.crc.ufl.edu/ (Links to an external site.).

Library Support, http://cms.uflib.ufl.edu/ask (Links to an external site.). Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. https://teachingcenter.ufl.edu/ (Links to an external site.).

Writing Studio, 302 Tigert Hall*, 846-1138. Help brainstorming, formatting, and writing papers. https://writing.ufl.edu/writing-studio/ (Links to an external site.)

On-Line Students Complaints*: http://www.distance.ufl.edu/student-complaint-process (Links to an external site.).