

SYLLABUS
PUR 4800 (SECTION 18AD): PUBLIC RELATIONS CAMPAIGNS

INSTRUCTOR

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COURSE DESCRIPTION

Public Relations Campaigns is the capstone course for the undergraduate program that introduces students to the process of campaign development, management, and evaluation using public relations principles. The concepts taught in this course are applied throughout the course and require that you call upon learnings from courses that you have completed - including principles, research methods, writing, and strategy in addition to your internship and/or other professional experience – to develop a public relations campaign for an actual client. As you will do in your future professional life, you will apply the principles and techniques of public relations to analyze case studies, track current public relations issues, create communication campaigns, and solve real-world problems. To ensure that students and teams have an understanding and clarity of topics, there is time reserved at the end of every class for students or teams to work directly with the instructor on campaign questions or issues.

This course marks your transition from student to professional. I will teach this course from the perspective of a practitioner and make use of extensive real-life examples. Lessons will be relevant to the contemporary practice of public relations and communications management. Further, you will work as a team with a real-world client and required to conduct yourself like a professional in your interactions with me, your teammates, and your client.

College of Journalism and Communications Objectives

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

- Apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- Demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;

- Present images and information effectively and creatively, using appropriate tools and technologies;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- Effectively and correctly apply basic numerical and statistical concepts;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply tools and technologies appropriate for the communications professions in which they work.

Student Learning Objectives

This course will exercise and refine your ability to think critically. Each assignment and task that you complete in this course requires you to collect, analyze, and apply information to the benefit of your client. By the end of this course, you should be able to:

- Develop an understanding of the public relations planning process, including applied research, planning, ethics, communication, evaluation, and stewardship/stakeholder relationship building and management
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials
- Determine, analyze, and develop communication programs informed by research to solve social, organizational, and/or communication issues
- Understand how to counsel a client on strategic public relations campaign development

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

1. Demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
2. Present images and information effectively and creatively, using appropriate tools and technologies;
3. Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
4. Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
5. Apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
6. Effectively and correctly apply basic numerical and statistical concepts;
7. Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;

8. Apply tools and technologies appropriate for the communications professions in which they work.

CLASS FORMAT

Class time will be dedicated to lectures and discussions of the planning process and current issues followed by time reserved for team meetings and work sessions. Students should prepare to dedicate ample time outside of classroom hours to complete their campaign projects. The requirements and expectations for the team project will be as rigorous and demanding as students' first job in public relations. All work completed for this class will be judged by professional standards. All out-of-class work must be well written, typed, and visually appealing, with no spelling or grammatical errors.

REQUIRED TEXT

We will draw readings from the Scott (2021). It will also be useful resource for you as a practitioner. As such, it is recommended that you purchase or have access to this text. If you have difficulty locating or accessing it, please discuss it with your instructor.

Scott, M. (2021). *The PR Campaigns Worktext*. Thousand Oaks, CA.: Sage.

There will be additional readings assigned during the semester that will help you develop the campaign. They will be handed out in class, available online, or e-mailed to you. All readings must be **read in advance** of the class dates for which they are assigned. Your instructor will identify these in the semester reading list and schedule. One key reading will be Kelly (2001), as it provides the basis for the fifth step in the planning process which provides an ESSENTIAL check on the accuracy of the plan and provides for image and reputational assurances for your client.

Kelly, K.S. (2001). Stewardship: The fifth step in the public relations process. In R.L. Heath (Ed.), *Handbook of public relations* (pp. 279-289). Thousand Oaks, CA: Sage.

ASSIGNMENTS, EXAMS, AND GRADE DISTRIBUTION

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

Assignment	Percent of Grade
Attendance and Class Participation	10%
Mid-term Exam	25%
Team Campaign Project	
Team Campaign Research Plan and Results	15%
Team Check-in Meetings – Participation in and Preparation for Meetings	10%
Final Team Campaign	25%
Final Team Campaign Presentation to Client	10%
Peer (Team Member) Evaluations	5%

Attendance and Class Participation (10%)

This course requires you to be present and engaged!! Attendance and class participation counts toward 10 percent of our final grade. Students are expected to arrive to class on time. Class participation is determined by such efforts as discussion of assigned readings, performance in ungraded in-class exercises, and participation in raising timely and relevant issues to the attention of the class.

Arriving five minutes after the start of class or leaving early will result in the lowering of the student's grade. There are two excused absences for this class. Beyond the first two, each unexcused absence will result in a loss of one percentage grade for the total attendance/participation grade. However, perfect attendance does not ensure that the student will receive the full 10 percent for class

participation. Consider that 5% is awarded for attendance and 5% is awarded for participation. Students must be fully present during class, contribute to discussions, and demonstrate through their comments that they have read and understood assigned readings and benefited from previous class discussions. It is the student's responsibility to sign in. If the student's signature is not on the sheet for that day, the student will be marked absent. Students may not sign in for other students. Attendance may also be taken through roll calls and quizzes.

Mid-term Exam (25%)

There will be one exam which will account for a total of 20% of the course grade. This exam will test students on elements of the public relations planning process. The exam will cover course readings, weekly PowerPoint slides, handouts, class discussions, guest speakers, and student presentations.

Make-up exams must be approved and scheduled in advance and are only available for students who provide documented and acceptable excuses. Failure to provide a documented excuse prior to the exam date will result in a grade of zero on the exam.

Team Campaign Research Plan and Results (15%)

Teams will discuss their campaign research plan with the instructor early in the semester; specific dates are noted in the class schedule. The final research plan and results will be submitted to fulfill this assignment. The purpose of this assignment is to demonstrate an understanding of conducting secondary research, critically assessing a situation based on research, and identifying, designing, and implementing primary research that should be conducted as part of the planning process.

The following sections should be included in this plan: situation analysis (overview of the campaign topic), purpose of the research (or research questions), a summary of secondary research, primary research plan including the research method (qualitative, quantitative, or both) selected and why, research protocol (specifically how you intended and then actually carried out the research including stages of the process, developing the research instrument such as the set of questions to ask interviewees, sampling technique and sample, data gathering, and analysis), and results of primary research. Teams will provide a 5-minute summary of their topic, research findings, and how they inform their topic and research that they completed to the class in addition to submitting a summary of the research. In addition to providing this summary, Teams must submit the secondary research, primary research plan, and results in no more than pages 15 in length excluding references, single-spaced, and typed. **You MUST cite all sources meticulously using in-text citations and a compiled list of sources at the end of the written work.** This will account for 15% of the course grade. Details of this assignment will be discussed in class.

Team Check-in Meetings and Draft Section Submissions (10%)

Teams will meet regularly with the Instructor and TA during the semester. are required to meet with the Instructor and TA to present complete drafts of Programming and Implementation and Evaluation sections of their campaigns. These drafts will be submitted at the time of the check-in meeting. **You MUST cite all sources meticulously using in-text citations and a compiled list of sources at the end of the written work.** This will account for 10% of the course grade. Details of this assignment will be discussed in class.

Final Team Campaign (25%) and Presentation (10%)

Your team's final campaign plan and presentation is the MOST important part of your grade. You will submit a highly detailed written plan as a team, and present the plan. This final campaign project requires students to work in teams throughout the semester to research and propose a public relations campaign for an actual client selected by the instructor. A written campaign document will be turned in and students will present their campaign design to the client, who will provide a verbal debriefing. Detailed instructions on the team campaign project are included in this syllabus.

Teams are required to submit an electronic file in PDF format and two copies of the written campaign plan and a Power Point or similar presentation of professional quality. When you present your strategic campaign plan, you are welcome to use PowerPoint or Prezi if there are specific points that will be amplified using visual aids—for example, videos, charts, photographs, compelling quotes or images associated with your client’s topic.

Peer (Team Member) Evaluations (5%)

Team members will evaluate each other’s contributions to the campaign throughout the semester comprise 5% of your grade for the semester. You should complete and submit the peer evaluation form (which will be distributed during the semester) for each team member in your group. Your comments will only be read by the instructor. I will carefully review your peers’ assessments of your commitment and contribution to arrive at the evaluation grade. You will receive credit for their assessments only if you complete your assessments of your peers.

Grades

Grades will be assigned based on the following scale:

Grade	Percent
A	92-100
A-	90-91
B+	87-89
B	82-86
B-	80-81
C+	77-79
C	72-76
C-	70-71
D	60-69
E	59 or less

Each assignment will be graded on a 100-point scale and weighted accordingly. Letter grades are based on the total points accumulated over the term. Students who earn a “C” or better will fulfill the PUR 4800 requirement for graduating with a degree in public relations and will not be required to retake the course.

For information on University of Florida grades and grading policies, go to: [Grades and Grading Policies < University of Florida \(ufl.edu\)](http://www.ufl.edu/grades)

Appointments

Supporting students throughout the semester is a priority. Please stop by during my office hours to discuss assignments, materials or other concerns related to the course. Students may also schedule a meeting with me via email. I am always available before and after class, and will coordinate another time as needed. I have an open-door policy to meet with my students! Please reach out to me if you have questions or need help.

Speakers

During the semester, the class will have the opportunity to discuss aspects of the public relations research with senior public relations practitioners. The purpose of inviting speakers to participate in class is to provide hands-on perspectives on role, realities, challenges, and opportunities when the research process is placed in practice. Students are encouraged to consider speaker’s experience and background, and develop discussion questions and topics.

Attendance

Attendance is mandatory. Each student is allowed two absences for the semester. Absences beyond two will result in a reduction of the course grade by one percentage grade for each unexcused absence from your total attendance/participation grade. 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 are responsible for satisfying all academic objectives as defined by the instructor. Absences count from the first class meeting.

In general, acceptable reasons for absence from or failure to participate in class include illness, serious family emergencies, special curricular requirements (e.g., judging trips, field trips, professional conferences), military obligation, severe weather conditions, religious holidays, and participation in official university activities such as music performances, athletic competition or debate. Absences from class for court-imposed legal obligations (e.g., jury duty or subpoena) must be excused. Other reasons also may be approved.

Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students cannot participate in classes unless they are registered officially or approved to audit with evidence of having paid audit fees. The Office of the University Registrar provides official class rolls to instructors. If a student does not participate in at least one of the first two class meetings of a course or laboratory in which they are registered, and they have not contacted the department to indicate their intent, the student can be dropped from the course. Students must not assume that they will be dropped, however. The department will notify students if they have been dropped from a course or laboratory.

The university recognizes the right of the individual professor to make attendance mandatory. After due warning, professors can prohibit further attendance and subsequently assign a failing grade for excessive absences. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Click [Attendance Policies < University of Florida \(ufl.edu\)](#) to read the university attendance policies.

Makeups, Late Assignments, and Extra Credit

The practice of public relations hinges on meeting deadlines. Missing deadlines not only damages a public relations professional's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, deadlines are treated seriously in this class. All written assignments are due by the date of the deadline, unless otherwise instructed. A student may not submit a late assignment and will receive a grade of zero for that assignment. 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. No extra credit will be given for additional work.

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.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Academic Honesty

The University of Florida is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Each student is bound by the academic honesty guidelines of the University and the student conduct code. The penalty for violation of academic honesty is an “E” for the course, at minimum.

Students are expected to observe the University of Florida’s policy on academic honesty in fulfilling all course requirements. The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including Web sites, without attribution. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment. Having someone else do your work or sign your name/initials on the attendance sheet is considered academic dishonesty.

Academic dishonesty includes the following: use of materials from another author without citation or attribution, extensive use of verbatim materials from another author with citation and attribution, and extensive use of one’s own writing from past assignments or from assignments in other, current classes (called “double dipping”). Any time you complete an assignment for this course you will clearly attribute the source of your information, including information obtained from organizations’ Web sites or internal documents.

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, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.”

Furthermore, students are obligated to report any condition that facilitates academic misconduct to appropriate personnel. For more information about the student honor code, violations, and sanctions, go to the Dean of Students Office website at (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>). If you have any questions or concerns, please consult with the instructor.

Intellectual Property Protection

Lectures given in this course, including handouts and PowerPoint® slide decks, are the property of the instructor and the University of Florida. Class lectures may not be recorded in any form without prior permission from the instructor and any guest lecturers that may speak to this class. Recordings, including class notes, may not be used for commercial purposes.

In-class Recording

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

Diversity

All discussions will be ruled by mutual respect—for people and their opinions. Effective public relations practice relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Furthermore, professionalism requires an appreciation for the multicultural society and global economy in which students plan to work. Throughout the course, students will have opportunities to see how different life experiences and cultural perspectives influence public relations practice. You are encouraged to take advantage of these opportunities in your own work and to learn from the information and ideas shared by other students.

Course Professionalism

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. I expect you to adhere to workplace norms of collegial and respectful interaction. That specifically means you will arrive on time, not speak when another student or the instructor are speaking or use cell phones, laptops or other electronic devices for anything other than note taking.

Classroom Conduct

- Cell phones must be turned off during class.
- Photos and other recordings are prohibited unless approved in advance by the instructor.
- Reading unrelated material or talking while others are speaking is prohibited.
- Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom.
- Students are urged to meet in-person with the instructor if they have questions or are having problems. Office hours are listed on p. 1 of the syllabus. Conversations immediately following class are welcomed.

Format for Written Assignments

All written work submitted for this course must be coherent, logical, and carefully edited. Writing proficiency is necessary to pass this course. Misspellings, syntax, and grammar errors as well as other writing problems are unacceptable in upper-division college writing, especially in work by public relations students. Do not submit materials with editing marks on them; all assignments must be client ready. Specifics as to assignment format will be included in instructions provided during the semester.

Additional Final Notes

Computers are great tools, and we’ll obviously be using them in this course, but they can also be distracting! **Laptop computers and iPads are welcome in class only for taking notes.** Because your classmates, the professor, and guest lecturers will need your full attention during our brief class time together, you may not email, text message, tweet, surf, check Facebook or other social media, etc. during class time. If you simply must engage in these activities, please excuse yourself from class or you’ll be asked to leave.

Students are not permitted to bring guests to class unless special arrangements have been made with the professor prior to class. You are expected to maintain comprehensive class notes because class lectures and discussions often contain information that is not contained in the readings or slide decks.

Online Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing course evaluations via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>

Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click [Get Started with the DRC - Disability \(ufl.edu\)](#) to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester

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: counseling.ufl.edu/cwc, 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.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or police.ufl.edu.

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.

Library Support, 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.

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers.

[Student Complaints Campus](#)

[On-Line Students Complaints](#)

SYLLABUS – FALL 2021
PUR 4800 (SECTION 18AD): PUBLIC RELATIONS CAMPAIGNS
WEEKLY COURSE PLAN

Week	Date	Topics	Readings from Assigned Text	Due
1	8/23/2021	Introductions Syllabus Review Introduction to the Course		
2	8/30/2021	Comparison of Process Models Situation Analysis Introduction to RPIE/ROPES Processes Campaign Teams Selected and First Team Meeting	Text: Chapters 1, 2, 3	
3	9/6/2021	Labor Day Holiday; No class		
4	9/13/2021	Discuss Myers-Briggs Results Step 1: Campaign Research Research Basis for Planning Conducting Secondary Research Discuss Secondary Research Outlines Analyzing and Writing Research Results Team Meeting – Develop Secondary Research Outline	Text: Chapters 5, 6, 7, and 8 Link: Research Basis for Public Relations Public Relations Research for Planning and Evaluation https://www.instituteforpr.org/wp-content/uploads/2006_Planning_Eval.pdf	Take online Myers-Briggs personality test and bring your results to class http://www.humanmetrics.com/cgi-win/jtypes2.asp
5	9/20/2021	Designing and Conducting Primary Research Ethics in Research Practical Challenges to Conducting Research – When Clients Say No to Research		Outline of Secondary Research
6	9/27/2021	Client relationship management Research Working Session Team meetings with instructor to discuss situation analysis (secondary research results) and research outlines	Text: Chapters 6, 7, and 8	Situation Analysis (Secondary Research) Results Due; Primary Research Plan due
7	10/4/2021	Step 2: Programming – Goal, Objectives, Strategy, Tactics Overcoming the Competence/Confidence Gap	Text: Chapters 9 and 10	
8	10/11/2021	Step 2: Programming Team meetings with instructor to discuss goals and objectives and progress on planning element	Text: Chapter 10	Draft Goal and Objectives and Supporting Tactics
9	10/18/2021	Exam review		Primary Research Results

Week	Date	Topics	Readings from Assigned Text	Due
				Due Discuss Programming Elements Report key research findings to client
10	10/25/2021	Mid-term Exam		Mid-term Exam taken in class
12	11/8/2021	Step3: Implementation Budget and Schedule Development Aligning Resources and Schedule Issues during Implementation Planning for the Unexpected and Uncertainty Team meetings with instructor to discuss evaluation and stewardship		
11	11/1/2021	Step 4: Campaign Evaluation Step 5: and Stewardship/Relationship Building Counseling Clients through Evaluation Team meetings with instructor to discuss programming	Text: Chapter 11 Kelly article on Stewardship (noted in Text section of syllabus)	
13	11/15/2021	Applying Stewardship as a Check of Your Public Relations Plan Team meetings to work on evaluation, schedule, approach, and stewardship		
14	11/22/2021	Campaign document preparation Leadership and Initiative for Young Professionals	Text: Chapter 13	Schedule Team Meetings with Clients to Present Final Plan for Week of 4/6 or 4/13
15	11/29/2021	No class; Work remotely with your team on the final plan		Draft Campaign Plan including Executive Summary Document Due
16	12/6/2021	Final Campaign Team Presentations		Final Campaign Documents Due Team Presentations in Class and Presentations to Clients during this week
Please submit instructor evaluations!!!!				