

SYLLABUS – PUR 4932 Competitive Reports – Fall 2022

Instructor: Ben Deutsch

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Office hours: By appointment

Meeting times via Zoom: Wednesdays, 10:40 a.m. – 11:30 a.m. ET

Zoom class link:

<https://ufl.zoom.us/j/98577931709?pwd=WWFNU0JWZGVndkhhcHE0S096dTNLdz09>

Credits: 1

Course Description

In Competitive Reports, we will cover the core elements of a PR campaign. The main focus of the course is to complete the competitive submission for the PRWeek Outstanding Public Relations Student Award

Prerequisite: PUR3000

Course Format and Content

During the first few weeks of the course, we will meet to review and discuss the core elements of a PR campaign. Once PRWeek launches their Call for Nominations for the Outstanding Public Relations Student Competition (early-mid Sept.), I will update the syllabus to include specific deadlines so students will have a roadmap to complete their submission. We will work together during class hours to cover general campaign principles, and I will be available outside of class hours to advise each student on their submission. Current Chief Communications Officers and other communications professionals will visit as guest lecturers to share their learnings on PR campaigns.

Course Objectives & Learning Outcomes

By the end of the course, students should:

- have a strong familiarity of current topics and events related to public relations
- demonstrate an understanding of the process of creating and evaluating an effective campaign

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

Course Evaluation

The evaluation of coursework will be based on the student's performance in two areas, each of which constitutes a proportion of the final grade.

Attendance & Class Participation – 20%

You are expected to be an active member of the class. It is important to remember that it is not enough to simply attend the class. You need to critically think about the concepts we discuss in class and be prepared to ask questions and share your views in class.

Entry Quality for the PRWeek Outstanding Public Relations Student Competition - 80%

This includes meeting course due dates for research and draft submissions.

The grading scale for the course is:

A 92-100%	C 72-77%
A- 90-91%	C- 70-71%
B+ 88-89%	D+ 68-69%
B 82-87%	D 62-67%
B- 80-81%	D- 60-61%
C+ 78-79%	E below 60%

Follows current UF policies (<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>).

Availability

Please feel free to speak with me during the semester about any questions or concerns you have by appointment and/or over email.

Commitment to Diversity, Equity & Inclusion

I'm committed to creating an environment of inclusion which respects and affirms the fundamental dignity, value, and distinctiveness of all individuals and their perspectives. My teaching will reflect the understanding of the complexity of identity and the increasing mutuality of our global community. I believe it is part of my responsibility to help promote and maintain a community of compassion, embracing the rich depths of diversity, while facilitating opportunities for equity and inclusion.

Course Professionalism

Students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity but think ahead to how it will reflect on you. Use your best professional judgment.

Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger. Students are expected to arrive on time via Zoom, not leave early, and wait for the class to end before signing off. Cell phones and other electronic devices may not be used during class. In the event of an emergency, notify me at the start of class. Laptops may be used for assignments or as a note-taking device. Surfing the Internet, checking or sending email or texts, playing games, and other online activities not related to class are strictly prohibited.

Online Course Administration — e-Learning in Canvas

<http://elearning.ufl.edu/> will be used to administer the course communication, materials, and grades.

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://disability.ufl.edu/get-started/>) 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 professional and respectful feedback on the quality of instruction in this course by completing course evaluations online 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/>.

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://sccr.dso.ufl.edu/process/student-conduct-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 or TA in this class.

Class Recording Policy

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.

Campus Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392- 1575, or visit <https://umatter.ufl.edu/> to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit <https://counseling.ufl.edu/> or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need or visit <https://shcc.ufl.edu/>.

University Police Department: Visit <https://police.ufl.edu/> or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733- 0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; <https://ufhealth.org/emergency-room-trauma-center>.

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services <https://career.ufl.edu/>.

Library Support: <https://uflib.ufl.edu/> various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>

Student Complaints On-Campus: <https://sccr.dso.ufl.edu/policies/student-honor-%20code-student-conduct-code/>

On-Line Students Complaints: View the [Distance Learning Student Complaint Process](#).