



PUR6006: Public Relations Foundation

Academic Term: Fall 2022

3 Credit Hours

Instructor

Name: Joseph J. Klimavich, APR

Email Address: joseph.klimavich@ufl.edu

Cell Phone/Text Number: (508) 769-8391, Please identify yourself and indicate you are a student in my UFL course.

Virtual Office Hours: Available by Cell or Zoom daily from 1 p.m. to 7 p.m. EST

Course Description and Prerequisites

Course Description: This course is the foundational course in the public relations master's degree curriculum. The overall goal of this course is to help students develop the knowledge and skills that lead to professional competence in the field. Students will focus on the origins and significant milestones of the profession, theories and principles of public relations, professional ethics, public relations programming, and on the roles and responsibilities of public relations professionals in today's environment, with an emphasis on the role of social media and the importance of storytelling and content development.

Course Prerequisites / Co-Requisites – N/A

Course Expectations

This is a fully online course, and you must log in to Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET.

Time Commitment & Student Workload Expectations

Expect to spend between 10 to 20 hours per week, per course, watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

Expectations for Writing Assignments: Writing Style

To meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses when appropriate for the assignment. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements, and format for your papers, writing style, and grammar, bias-free language guidelines, mechanics of style, in-text citing references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Attendance Policy

This is a 100% asynchronous online course. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#) for information on absences, religious holidays, illness, and the twelve-day rule. Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation.

Late Assignment Policy

Late assignments will not be accepted unless it is a [University excused absence](#) as stated in the attendance policies. **No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.** If potential issues arise concerning submitting final work, students should contact their instructors before the assignment deadline.

1. Late Assignment Grade Reductions
 - a. 0-24 Hours Late: 10% reduction in grade.
 - b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
 - c. After the 7th Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

Student Guidelines for Course Challenges

A student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines: first, *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc. Use the instructor's contact information to request an appointment where you can address any concerns and/or questions. If after meeting with *the faculty member teaching the course* you are still not clear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising (onlineadvising@jou.ufl.edu) for additional guidance.

Accessibility/Students with Disabilities Information

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letters with their instructors and discuss their access needs, 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 professionally and respectfully 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/>.

Course-Level Objectives

This course is the foundational course in the public relations master's degree curriculum. The overall goal of this course is to help students develop the knowledge and skills that lead to professional competence in the field. Students will focus on the origins and significant milestones of the profession, theories, and principles of public relations, professional ethics, public relations programming, and the roles and responsibilities of public relations professionals in today's environment, with an emphasis on the role of social media and the importance of storytelling and content development. The primary objective of this survey course is to familiarize students with the basic concepts and principles of public relations that lead to professional competence in the field. Upon successful completion of this course, students will be able to:

1. Evaluate professional definitions in public relations. (CO: 1)
2. Explore the history of the public relations profession. (CO: 2)
3. Identify the core ethical values of a public relations professional. (CO:3)
4. Identify models for public relations campaigns. (CO: 4)
5. Summarize the PESO model for public relations campaigns. (CO:5)

6. Examine public relations management functions. (CO: 6)
7. Develop and assess key components of an integrated campaign (CO:7)
8. Identify and apply steps for navigating a crisis (CO:8)
9. Utilize social media to build mutually beneficial relationships and increase brand recognition (CO:9)
10. Conduct quantitative and qualitative research campaigns (CO:10)
11. Develop key messaging for strategic public relations campaigns (CO:11)
12. Create and write thoughtful messages via multiple public relations channels in Associated Press (AP) style (CO:12)
13. Develop and assess SMART goals and measurable objectives, strategies, and tactics (CO:13)
14. Explain the role of evaluation in measuring and demonstrating campaign success (CO:14)
15. Examine public relations from a global perspective (CO:15)
16. Explore public relations career opportunities (CO:16)

Textbooks and Materials

Required Course Textbook(s)

Jamie Ward and Alisa Agozzino (2021). *PR Principles: Current. Proven. Practical.* Publisher: Stukent.com

- ISBN: 978-1-7346888-8-7

Additional Resources

- Stukent's Mimic Public Relations Simulation Tool

Recommended Textbook(s)

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).

- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

Gini Dietrich. (2014). *Spin sucks : communication and reputation management in the digital age.* Indianapolis, Indiana, Usa: Que, Cop.

- ISBN-13: 978-0789748867
- ISBN-10: 078974886X

Maxim Behar. (2019). *The global PR revolution: how thought leaders succeed in the transformed world of PR.* New York: Allworth Press.

- ISBN-13: 978-1621537151
- ISBN-10: 1621537153

Cialdini, R. B. (2021). *Influence: The Psychology of Persuasion.* Harper Business. (Original work published 1984)

- ISBN-13: 978-0063138810

Scott, D. M. (2017). *The new rules of marketing & PR : how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly* (8th ed.). Hoboken, New Jersey: John Wiley & Sons, Inc.

- ISBN-13: 978-1119854289
- ISBN-10: 1119854288

University and Course Grading Policies

University Honor Code

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 Conduct Code specifies the number of behaviors that violate this code and the possible sanctions. Click here to read the Conduct Code. If you have any questions or concerns, please consult with the instructor in this class.

Plagiarism

Plagiarism is unacceptable; especially, in academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). In addition, self-plagiarism is also unacceptable. Self-plagiarism is defined as recycling or reusing one’s own specific words from previously submitted assignments or published texts. Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. It’s important to always cite your sources in your assignments.

Grading Criterion

Your grade will be calculated based on the following:

Assignments/Assessments	Weight (%)
Course Orientation: These assignments are required; however, they do not count towards the final grade. <ul style="list-style-type: none"> • Student Introduction • Course Evaluation 	0%
7 Discussions <ul style="list-style-type: none"> • Worth up to 100 points each. 	10%
3 Case Study Analyses <ul style="list-style-type: none"> • Worth up to 100 points each. 	10%
12 Written Assignments <ul style="list-style-type: none"> • Worth up to 100 points each. 	10%
1 Webinar Project <ul style="list-style-type: none"> • Worth up to 100 points. 	20%
7 Simulation Activities <ul style="list-style-type: none"> • Worth up to 470 points. 	20%
1 Final Reflection Paper <ul style="list-style-type: none"> • Worth up to 100 points. 	30%
TOTAL	100%

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%

D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the [Graduate Catalog](#) and [UF graduate school grading policy](#) for more information.

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](#).

Technology Requirements

Software Use

All faculty, staff, and students at 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.

Software

- [Microsoft Office 365](#).
- [UF Apps](#) – access UF software applications from any device from any location, at any time.
- [Adobe Reader](#)
- [Zoom](#)

Technical Support

If you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or calling 352-392-4357 (HELP).

If your technical difficulties 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 email to the instructor to explain the late assignment/quiz/test.

IT Support

For all Technical assistance questions please contact the UF Computing Help Desk.

Phone: 352-392-HELP (4357)

Email: helpdesk@ufl.edu

Communication Policies

Student Expectations

Announcements

You are responsible for reading all announcements posted in the course each time you log in.

Email

You are responsible for reading all your course emails and responding promptly (within 24 hours).

Video Conferencing

You are responsible for attending course video conferencing meetings. If you cannot attend the video conferencing meeting, please advise the instructor and/or your team at least 24 hours in advance (exceptions can be made for legitimate emergencies). You are expected to demonstrate netiquette and etiquette communication expectations during these meetings.

Instructor Communications

Email Policy

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. For course-related questions please post in the Canvas FAQ discussion board. If you have questions of a personal nature, please email me directly.

Assignment Feedback Policy

I will provide feedback/grades on submitted assignments in a timely manner. Some assignments may require a longer review period, which I will communicate to you, if necessary.

Course Policies

Video 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 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](#).

Privacy

If your course includes live synchronous meetings, the class sessions will all be audio-visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. Please see UF's Information Technology [policies](#) for additional information.

Academic and Student Resources

Academic Resources

- E-learning Technical Support: Contact the UF Computing Help Desk at 352-392-4357 (HELP) or via e-mail at helpdesk@ufl.edu.
- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
- [Library Support](#): Various ways to receive assistance concerning using the libraries or finding resources. [UF Library Services for Distance Students](#)
[Ask a Librarian](#) – chat with librarians online.
CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhine@uflib.ufl.edu.
- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-294-2273, or visit the website to refer or report a concern, and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: Visit the [Counseling and Wellness Center](#) website 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 the [Student Health Care Center website](#).
- University Police Department: Visit the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services: For prevention services focused on optimal wellbeing, including wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

Course Schedule

Week Number	Topic and Assignments
1	The Theory and Practice of Public Relations, Icebreaker Assignment: Defining PR, Digitally Mediated Relationship, Quiz One
2	History of Public Relations, Research Report, Share Your Research, Quiz Two
3	Ethics, PRSA Ethics Quotient Quiz, Case Study Analysis, Quiz Three
4	Integrated Marketing Communication, Identifying IMC in a Social Media Campaign, Applying the PESO Model, Expert Session: Developing Your Brand Voice, Quiz Four
5	Research, SWOT Analysis, Updating a Brand, Quiz Five
6	Planning, Writing a Planning Template, Completing a Planbook Template, Expert Session: Eight Elements of a PR Plan, Quiz Six
7	Implementation, Using the PESO Model to Implement Your Plan, Quiz Seven
8	Evaluation, AMEC Integrated Evaluation Framework, Quiz Eight

9	Writing and Storytelling, Planning to Write a Media Release, Write a Media Release, Expert Session, The 4 Elements of Great Storytelling, Expert Session: Writing for the Customer's Journey, Quiz 9
10	Crisis Communication, Case Study Analysis, Drafting Crisis Documents, Expert Session: Crisis Ready: How to Build an Invincible Brand, Quiz 10
11	Social Media and Public Relations, Demonstrating Social Media Tools and Platforms, Quiz 11
12	Global Public Relations, Yeezy Boost Sneakers Case Study, Hofstede's Cultural Dimensions, Quiz 12
13	Careers in Public Relations, PR Specialization, Resume, Cover Letter, LinkedIn Profile, Quiz 13
14	Mimic Public Relations Simulation, Rounds 1-4
15	Mimic Public Relations Simulation, Rounds 5-7
16	Final Report: Digitally Mediated Relationship

The instructor reserves the right to adjust this syllabus, as necessary.