

PUR3000 Principles of Public Relations – Spring 2023

Instructor: Sasha Matar, Adjunct Lecturer

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Office Hours (Virtual only): Mondays through Thursdays (flexible for most of the day) by appointment. See <https://calendly.com/sasha-matar> to schedule an appointment.

Course Description

In Principles of Public Relations, you will learn about the theory and practice of public relations, how public relations operates in organizations, its impact on publics, and its functions in society. You will study the professional development of the field; concepts, issues, and principles in the practice; and models and theories guiding the practice. You will apply course materials to public relations program planning and management by working in a group on a strategic planning project.

For those planning public relations careers, this course provides a foundation for the public relations major. The course also meets the needs of those planning other professional and managerial careers that can benefit from an understanding of public relations concepts and management practices. You must earn no lower than a "C" in the course to successfully complete the course and move on to other upper-level public relations courses.

Prerequisite: Sophomore standing

Course Format

This course is a completely asynchronous class. Each week you will have readings, lectures, discussions, and assignments. All of this comes together in your three exams and the large project due at the end of the semester. You must keep up with the readings to fully understand issues and intelligently complete your assignments and exams. It is in your best interest to fully engage yourself because what you learn will help you make important decisions in the future.

** This syllabus is subject to change as appropriate and necessary. Updates will be posted on Canvas.*

Required Book

Tom Kelleher, *Public Relations*, 2nd ed. (Oxford University Press, 2020)

Important note! You can find the book for purchase or rent. I really like the enhanced eBook.

Please note that this course will be participating in the UF All Access program. Login here <https://www.bsd.ufl.edu/AllAccess> and Opt-In to gain access to your UF All Access course materials. UF All Access will provide you with your required materials digitally at a reduced price and the charge will be posted to your student account. This option will be available starting 1 week prior to the start of the semester and ending 3 weeks after the first day of class.

Additional Readings as Assigned

Students are expected to regularly read industry news, examples include: [PRWeek](#), [PProvoke](#), [IPR Research Letter](#), and [PRNEWS](#).

Additional readings may be assigned over the semester.

Availability

Please feel free to reach out to me any time during the semester. I'm available by email and will try to get back to you within 24 hours. If you would like to set an appointment, you can see times I have available here: <https://calendly.com/sasha-matar>

Course Objectives & Learning Outcomes

By the end of the course, students should:

- have gained a historical perspective of the public relations discipline and profession;
- understand the basic theories, principles, concepts and practices relevant to public relations;
- understand key processes involved in public relations, including goal, research, planning, strategy, implementation, and evaluation;
- gained an international perspective of public relations;
- gained insights into the different types of public relations industries and careers; and
- demonstrated proficiency in written and oral communications.

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.

Diversity Statement

Your experience in this class is important to me. I embrace a notion of an intellectual community enriched and enhanced by diversity along a number of dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, socio-economic class, disability, age, and religion. It is my intent that students from all diverse backgrounds and perspectives be well-served by this course and that the diversity that students bring to this class be viewed as a resource, strength, and benefit. Please let me know ways to improve the effectiveness of the course for you personally or for others.

In this course, we will cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally choose to believe is your business.

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.

Student Accommodations

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center \(Links to an external site.\)](#). 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.

Evaluation of Course

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

Assignments: 20%

Public Relations is not something you can simply read about or attend a class and know. It takes a lot of work. This course includes five assignments – Note the deadlines in the schedule. This work will not only count toward your grade, but also help give you experience applying what you are studying. In public relations, deadlines are extremely important, so I typically do not accept late work. I will give you the opportunity to submit late assignments for a 10-point deduction for each 24-hour period it's late – note that one minute late is late. Every assignment marked late in Canvas will be considered late. Don't put off your assignments!

Three Exams:

The exams will be over the weeks listed. Each exam will be 50 multiple-choice questions. Exams are only open during a 24-hour window that starts at 12:01 am on the day it is due and will close at 11:59 pm that day. You can only take it once (no repeats). If you have any technical difficulties, please contact the Honorlock technical support and me immediately. Failure to take the exam on the day it is scheduled will result in a 10-point deduction for each 24-hour period it is late.

Exam 1: 20% - February 7

Exam one will be *closed-book* and cover Weeks 1, 2, 3 & 4

Exam 2: 20% - March 21

Exam two will be *closed-book* and cover Weeks 5, 6, 7 & 8

Exam 3: 20% - May 2

Exam three will be *closed-book* and cover Weeks 9, 10, 11, 12, & 13

Public Relations Report: 20% - DUE April 26

This assignment is to research a particular organization (for-profit or nonprofit) for its public relations elements. This can be someplace you would like to learn more about to aid your career search or just someplace you are interested in. The report does a deep dive into the organization and its competitors. This is something you can start thinking about right away. Details will be distributed soon. Late Reports will not be accepted.

The grading scale for the course is:

A 94.0-100%	C 74.0-76.99%
A- 90.0-93.99%	C- 70.0-73.99%
B+ 87.0-89.99%	D+ 67.0-69.99%
B 84.0-86.99%	D 64.0-66.99%
B- 80.0-83.99%	D- 61.0-63.99%
C+ 77.0-79.99%	E below 61.0%

Follows current UF policies

(<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>). NOTE: To continue taking public relations courses (PUR) you must pass this class with a C or better.

Recording of Class

Although the class is already recorded, the same rules as other online/in-person classes still apply. 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.

Course Schedule and Readings

Week 1 - 1/9	Introduction to Public Relations READ: Chapter 1
Week 2 - 1/17	PR Models Through the Ages READ: Chapter 2 Assignment ONE – DUE 1/19
Week 3 - 1/23	Convergence & Integrated Communication READ: Chapter 3
Week 4 - 1/30	Relationship Management READ: Chapter 4 Assignment TWO – DUE 2/2
Week 5 - 2/6	EXAM 1 on 2/7
Week 6 - 2/13	Research READ: Chapter 5
Week 7 - 2/20	Planning READ: Chapter 6 Assignment THREE – DUE 2/23
Week 8 - 2/27	Implementation READ: Chapter 7
Week 9 - 3/6	Evaluation READ: Chapter 8 Assignment FOUR – DUE 3/9
Week 10 - 3/13	SPRING BREAK
Week 11 - 3/20	EXAM 2 on 3/21 Writing READ: Chapter 9

Week 12 - 3/27	Social Media & Mobile READ: Chapter 10 Assignment FIVE – DUE 3/30
Week 13- 4/3	Legal READ: Chapter 11
Week 14 - 4/10	Global READ: Chapter 13
Week 15 - 4/17	Issues & Crises READ: Chapter 12
Week 16 - 4/24	PR Report – DUE 4/26
	EXAM 3 on 5/2

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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here](#) to read the Conduct Code. If you have any questions or concerns, please consult with me.

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/>

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 [U Matter, We Care 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 [UF Police Department website](#) 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; Visit the [UF Health Emergency Room and Trauma Center website](#).

Academic Resources

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.

Library Support: 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 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.

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