



**PUBLIC
RELATIONS
STRATEGY
PUR3801**

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.

Course & Instructor Introduction

Credit Hours: 3

Spring 2023

Instructor: Mercy Madu

Office Hours

By appointment.

Email: mercy.madu@ufl.edu [I respond within 24 hours on most days]

Class Hours

No mandatory meeting time, assignment due dates are as specified in the syllabus schedule and on Canvas.

1.0 Course

1.1 Course Objectives

Upon successful completion of this course, students should accomplish the following:

- 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.
- 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.

1.2 Instructional Methods

This learner-centered course will provide you the flexibility to manage your schedule, while also requiring you to be fully engaged in the learning process. The content from the instructor will be delivered through video lectures, PowerPoint presentations and supplemental readings. Discussions, exams, and the final paper will help keep you engaged in the course. **It is essential that you keep up with the reading schedule and actively participate in the online discussion.**

2.0 Course Materials & Technology

2.1 Required reading

Smith, R. D. (2017). Strategic planning for public relations (5th ed.). New York: Routledge.

2.2 Software/computing requirements

Canvas will be used to administer the course communication, final project, grades, and other materials (e.g., supplemental readings, reading summaries, assignment guidelines, evaluation forms). **It is very important for you to keep up with all "To Do" due dates.** Canvas can remind you of up-coming due dates. **Please check the site on a daily basis** for announcements and/or threads of comments from either classmates or the instructor.

3.0 Course Content

Week	Topic	Readings	To-Do
Week 0 (January 9 – 15)	Course Overview		Introduce Yourself Due: January 15
Week 1 (January 16 – January 22)	The strategic process	Smith Introduction	Discussion 1 Due: January 22
Week 2 (January 23 – January 29)	Strategic process continued Analyzing the situation	Smith, step 1	Discussion 2 Due: January 29
Week 3 (January 30 – February 5)	Analyzing the situation cont.	Smith, finish step 1, begin step 2	Discussion 3 Due: February 5
Week 4 (February 6 – February 12)	Analyzing the organization; Analyzing the publics	Smith, steps 2, 3	Discussion 4 Due: February 12
Week 5 (February 13 – February 19)	Establishing goals and objectives	Smith, step 4	Discussion 5 Due February 19
Week 6 (February 20 – February 26)	Formulating action and response strategies	Smith, step 5	Discussion 6 Due February 26
Week 7 (February 27 – March 5)	MIDTERM EXAMS		
Week 8 (March 6 – March 10)	Developing the message strategy	Smith, step 6	
Week 9 (March 11 – March 19)	SPRING BREAK		
Week 10 (March 20 – March 26)	Selecting communication tactics	Smith, step 7	Discussion 7 Due: March 26
Week 11 (March 27 – April 2)	Implementing the strategic plan	Smith, step 8	Discussion 8 Due: April 2
Week 12 (April 3 – April 9)	Evaluating the Strategic Plan	Smith, step 9	Discussion 9 Due: April 9
Week 13 (April 10 – April 16)	Course conclusion, key takeaways, lessons learned	Smith summary, steps 1 – 9	Discussion 10 Due: April 16
Week 14 (April 17 – April 23)	Final Paper (Due: April 23)		
Week 15 (April 24 – April 30)	FINAL EXAMS		

4.0 Course Work

Exams (40% of the final grade)

The exams (Midterm and Final Exams) consist of simple true/false, multiple choice, or short answer questions probing the content of covered course content, lectures and/or readings. For the week each exams falls in, you will need to have it completed by Sunday at 11:59 p.m. EST of that week.

Discussion posts (40% of the final grade)

These discussion posts are weekly online reactions to readings/lectures or current events. You are required to turn in a response for each discussion prompt. Discussion posts are due by Sunday at 11:59 p.m. EST of that week.

Final Paper (20% of the final grade)

Your final paper is a (5-10 pages) analysis of a client organization that consists of; a brief summary of the organization, its main challenges, its existing communications, and its targeted publics. It should be supported by secondary research, including reviewing paid, earned, shared and owned media. 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 encouraged. The situation analysis should be the base for this strategic plan. It must include a central theme, goals and objectives, the formulation of action and response strategies, messaging, and the selection of tactics. Smith (2017) should guide these parts of the assignment.

5.0 Academic Requirements & Grading

5.1 Grading scheme

A	100%	to	94.0%
A-	< 94.0%	to	90.0%
B+	< 90.0%	to	87.0%
B	< 87.0%	to	84.0%
B-	< 84.0%	to	80.0%
C+	< 80.0%	to	77.0%
C	< 77.0%	to	74.0%
C-	< 74.0%	to	70.0%
D+	< 70.0%	to	67.0%
D	< 67.0%	to	64.0%
D-	< 64.0%	to	61.0%
F	< 61.0%	to	0.0%

5.2 Extra Credit Opportunities

A few credit opportunities may be available throughout the semester:

For student evaluations of teaching (<https://ufl.bluera.com/ufl/>, also available via Gator Evals tab on Canvas), all members of the class will be awarded one (1) bonus percentage point to their final grade if 80% of the enrolled class completes evaluations, and two (2) bonus percentage points if 100% of the enrolled class completes evaluations. That, typically is enough to move many students from B+ to A- or A- to A.

If there are any other extra credit opportunities, students will be notified via Canvas.

6.0 Policies

6.1 Deadlines and make-up policy

Deadlines are the lifeblood of the PR profession. Missing deadlines not only can damage 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 assignments, quizzes and discussions are due by 11:59 p.m. EST on the date of the deadline, unless otherwise instructed. Any missed deadlines will attract the following penalties:

1 min. – 24 hours late	– 10% of your final grade for the submission
24 hours	– 7 days late – 20%;
8 – 10 days late	– 30%;
11 – 14 days late	– 40%;
More than 14 days late	– 100%.

Any other late assignment will not be accepted and will be given a grade of zero.

A student who misses a deadline can send an email to have the activity unlocked, but please beware of the penalty associated with the missed deadline.

In general, acceptable reasons for failure to submit assignments on time 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. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

For any questions regarding a given grade, please contact me within 24 hours after the grade is received.

6.2 Academic honesty

Students are expected to act in accordance with the University of Florida policy on academic integrity. It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code. Violations of the Honor Code at the University of Florida will not be tolerated. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details:

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

<http://gradschool.ufl.edu/students/introduction.html>

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

6.3 Students with disabilities

Students requesting accommodation for disabilities must first register with the Dean of Students Office (www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams.

Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

6.4 Course evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, near the end of the semester. Summary results are available to you and the general public.

6.5 Miscellaneous

The instructor reserves the right to make changes, if necessary, to the syllabus, grading system, schedule, or other matters pertaining to the class. **Please be aware that the instructor will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response.** Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you. If you notice yourself having trouble in the course, it is crucial that you see me immediately. Please feel free to approach me about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.

6.5 UF Resources

Division of Student Affairs (352-392-1261)

Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence.

www.ufsa.ufl.edu

UF Counseling & Wellness Center (352-392-1575)

The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues.

www.counseling.ufl.edu/cwc

Computers

Call 352-392-HELP (4357) or email helpdesk@ufl.edu.

**For issues with technical difficulties for E-learning in Canvas,
please contact the UF Help Desk at:**

Learning-support@ufl.edu

(352) 392-HELP - select option 2

<https://lss.at.ufl.edu/help.shtml>

6.6 Final Paper Rubric

Item	Description	Present	Absent
Client organization background	Mission, vision, and values; brief background of the corporation/organization.	2	0
Situation Analysis	i.) Problem/opportunity statement.	1	0
	ii.) Background of the situation.	1	0
	iii.) Client organization's internal and external environments/impediments and public perceptions.	2	0
	iv.) Existing communication techniques and efforts. This includes strategic key messages and a review of paid, earned, shared and owned media.	3	0
	v.) Audience. A description of targeted publics	1	0
	vi.) SWOT Analysis: strengths, weaknesses, opportunities, and threats analysis of client's organization.	2	0
Strategic Plan	i.) Central theme, goals and objectives: What is the main theme, aims and intentions of the strategic plan?	2	0
	ii.) Action and response strategies	2	0
	iii.) Messaging	2	0
	iv.) Selection of tactics	2	0
	Total	20	