

## PUR 4800: Public Relations Campaigns • Spring 2023

**Instructor**  
**Brittany Shaughnessy, MA**  
**Email:** [bshaughnessy1@ufl.edu](mailto:bshaughnessy1@ufl.edu)  
**Office Hours:** Thursdays 1 – 2 pm  
**Office:** Weimer G030

**Class Time**  
**T: 11:45 am – 2:45 pm**  
**Room:** Weimer 2056  
**Section:** 33A4  
**Class #:** 25313

### Required Texts

- **For purchase:**
  - Scott, M. E. (2020). *The PR campaigns worktext* (1st ed.). SAGE Publications.
    - ISBN: 978-1544397573

### Course Description

- PUR4800 is the capstone course for the public relations undergraduate program at the College of Journalism and Communications. Therefore, it draws heavily on students' previous training in principles, techniques, writing, and research methods to develop a public relations campaign for a real-world client.
- Students will use public relations principles and techniques to analyze case studies, track current public relations issues, create various communication campaigns, and present new opportunities to their client. The additional advanced learning will come not solely from the instructor and the course materials but in the application – the creation of a comprehensive public relations campaign for The College of Journalism and Communication's Innovation News Center (INC). This course will add another accomplishment for your undergraduate portfolio. You will be able to show prospective employers a rigorous, creative, and thorough campaign book. This is an exciting opportunity to bring together everything you've learned during your time at UF.

### Client Information

- The Innovation News Center (INC) is a two-story, 14,000 newly renovated space that provides nearly 100 seats for reporters, producers, and editors working together to report the news in English and Spanish for the College's many distribution channels, including WUFT-TV, ESPN 98.1, and others. The INC is organized around a "super desk" where daily producers and editors from television, web and radio are seated and manage coverage on each platform. Adjacent are pods of seating for journalism and telecommunication students as they report and produce stories. Sprinkled throughout are television and radio editing stations and audio booths. The space also includes a mini-studio (or "live-shot area") where students create video content for streaming and for broadcast on WUFT-TV and WRUF-TV. More information can be found at <https://www.jou.ufl.edu/home/main-immersion/inc/>

### Tasks for Client

- Based on enrollment, the class will be divided into four or five groups – groups will each be assigned a task. After an initial meeting with the client, the tasks include: an internal

campaign within the College of Journalism and Communications; implement and distribute a survey to CJC students; a social media audit/overhaul/interviews; marketing and branding package for the INC; community outreach.

### Course Format

- Students will join class face-to-face in Weimer 2056 at promptly 11:45 am EST. Class time will primarily consist of lectures on relevant material, update presentations, and team work sessions. This may not take the entire class period. Therefore, students are expected to spend the remaining time reading the textbook, completing reading quizzes, and meeting with their teams.
- For the campaign, the course will employ the counseling-firm format wherein class members form account teams, each representing the CJC Innovation News Center (INC). *Students are expected to dress and act professionally in all dealings associated with the client. We will treat our client with the utmost respect.*

### Course Goals

PUR4800 is an applied undergraduate course designed to provide students in public relations with a real-world capstone experience. By the end of this course, you will:

- Plan and develop a successful strategic communication campaign.
- Work effectively with a liaison for the client.
- Practice thinking strategically and courageously on behalf of a client or cause.
- Learn to represent yourself as a knowledgeable, competent, and confident professional.
- Understand the role of importance of research in responding to potential or emerging public relations problems or potential opportunities.
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials.

### Other Course Policies

- The University of Florida Honor Code applies to all activities associated with this class.
- Students should regularly check Canvas for course updates and check their email daily to respond to any client concerns/questions.
- Students are expected to read the assigned readings and take accompanying reading quizzes.
- Active student participation is crucial in ensuring a successful relationship with the client and success in this course.
- All work will be judged by professional standards. I will grade written assignments with care and expect that you will write with the same responsibility and precision you applied to your previous writing courses.
- All work must be typed and visually appealing with no spelling, grammar, or APA style grammatical errors. Points will be deducted for such errors.
  - More information on APA style [can be found here](#).
  - I *strongly* suggest reading your work multiple times prior to submission.

## Grading

Grades are *earned* via eight modes: (1) class attendance and participation, (2) reading quizzes, (3) case study paper and presentation, (4) midterm exam, (5) weekly client communication, (6) final client presentation, (7) campaign milestones and final campaign book, and (8) peer evaluations.

Mode	Percentage of Grade
Class attendance and participation	10%
Reading quizzes	10%
Case study paper & presentation	10%
Midterm	15%
Weekly client communication	5%
Final client presentation	10%
Campaign milestones & final book	35%
Peer evaluations	5%
<b>Grading scale:</b> 100 – 93 A; 92 – 90 A-; 89 – 87 B+; 86 – 84 B; 83 – 80 B-; 79 – 77 C+; 76 – 74 C; 73 – 70 C-; 69 – 67 D+; 66 – 64 D; 63 – 60 D-; 59 and below E	

### **Class attendance and participation (10%)**

- Attendance is *required* for each scheduled class meeting. You must be fully present during class, contribute to discussions, and demonstrate through your comments that you have understood assigned readings and lecture recordings. Given that this is a short course, your attendance grade will be negatively impacted by ANY unexcused absence, especially because class time will be partially devoted to teamwork in working towards the milestones and final project/presentation. An excused absence is one supported by documentation (e.g., from UF or a doctor's note) or specifically approved by the instructor prior to the absence. Regardless of the reason for your absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline. Late arrivals and/or early departures from class (without prior approval from the instructor) or multitasking during class will count as an unexcused absence.
- Six small assignments (group contracts, kickoff meeting team questions, issue, goal, and objective statements, secondary research roles, primary research/planning roles, measurement and evaluation roles) will also contribute to this grade.

### **Reading quizzes (10%)**

- The intent behind the reading quizzes is to assess your understanding of key concepts relayed to you during textbook readings and recorded lectures throughout the semesters. The goal is to ensure you begin class informed and ready to assist your team in developing a strategic, research-based public relations campaign. Four reading quizzes will appear sporadically throughout the semester and contribute to 10% of your grade.

### **Case study paper and presentation (15%)**

- During the second week of class, students will select their case study from a list on Canvas. They will write up a 3 to 4 page paper (Times New Roman, size 12 font, double spaced) and create a 10-slide presentation on analyzing and evaluating their selected

case study. Students will select their presentation day (weeks 4, 5, 7, 9, 11, 13, 14, 15) during the second week of class.

### **Midterm exam (15%)**

- Halfway through the semester, students will complete a midterm examination to ensure that they are comprehending the information taught in class so far. The midterm exam will focus on public relations campaigns generally, secondary research, and primary research. The midterm will consist of multiple choice, true/false, and short response questions. The midterm will take place in class on February 28<sup>th</sup>, 2023.

### **Weekly client communication (5%)**

- Every Friday, each group will take careful consideration of the class/instructor feedback on their weekly group update. Then, they will provide a short-form email to the Director of the Innovation News Center, Denise Vickers at [denisevickers@ufl.edu](mailto:denisevickers@ufl.edu), copying their group and the instructor to receive credit. This communication is crucial to keep the client informed between the kickoff call and final presentation.

### **Campaign milestones & final book (35%)**

- As the main project for this course, students will work in teams to conduct research and propose a public relations campaign for the Innovation News Center. Students are required to provide a written campaign book (~70-90 pages). Specific directions and an example campaign book are provided on Canvas.
- *15% of this grade will consist of the campaign material milestones/drafts due throughout the semester (5% each).* For each draft, the instructor will provide feedback for you to consider for the final draft. Each of the drafts will culminate into the final campaign book.
  - Before the secondary research deadline, the teammate in charge of the theory section must meet with the CJC librarian.
- *The remaining 20% are entirely dependent on your group's submission of the final campaign book.*

### **Final client presentation (10%)**

- The class will conclude with a final, live, in-class presentation with the client that covers the final campaign plan in great detail. For each group, this presentation will be ~20 minutes with an additional 10 minutes for Q&A. Presentations will be during class time on **April 25, 2023**. Public speaking resources will be posted to Canvas before presentation day. If your group would like practice time with the instructor, email [bshaughnessy1@ufl.edu](mailto:bshaughnessy1@ufl.edu) to schedule a private Zoom meeting.

### **Peer Evaluations (5%)**

- Your team members will each evaluate your contribution to the campaign. Their evaluation of your work will affect your final campaign book score. Specific details about peer evaluation are provided on Canvas.

### **Deadlines**

- “Student” deadlines (reading quizzes, campaign plan drafts/milestones) are due at 11:59 pm EST. Given that we are working with a real client, client communication and the final campaign book must be completed by the end-of-business day, 5:00 pm EST.

### Late work policy

- Due to the expedited nature of this course, dealing with a real-world client, and my goal of preparing you for a job in public relations, any work turned in late will receive a zero (0).

### 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:

- understand and apply the principles and laws of freedom of speech and press for the U.S.;
- demonstrate an understanding of the history and role of professionals and institutions in sharing communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional and ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;
- think critically, creatively, and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences, and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

### Notes

- **Florida House Bill 7:** In this course, we may cover sensitive and/or challenging subjects. 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 recording by instructor:** Our class sessions may be audio and visually recorded for students in the class to refer back or 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 image recorded. If you are unwilling to consent to have your profile image or video image recorded, be sure to keep your camera off and do not use a profile image. Relatedly, students who unmute 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. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited. *The final client presentation will not be recorded, so it is expected all students will turn on their camera, unmute, and dress professionally.*

- **Client confidentiality:** Because we are working for a real client that may provide proprietary information to you, our class discussions and materials may be related to client issues and challenges. As such, all client-related discussions or materials for this course must be kept confidential.
- **Academic honesty:** Students must abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a failing grade on the assignment or assessment. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at [sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)
- **Disability 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. It is important for students to share their accommodation letter with the instructor and discuss their access needs as early as possible in the semester.
- **Counseling center:** University counseling and mental health services are available to you at <https://counseling.ufl.edu/> or at 352.392.1575.
- **Religious observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify the instructor at the beginning of the semester and should discuss with them in advance acceptable ways of making up any missed work.
- **Excused absences for University Extracurricular Activities:** Students participating in officially sanctioned, scheduled university extracurricular activities will be given the opportunity to make up any graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work.
- **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 here](#). 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/>

## Course Schedule

*As the semester progresses, this schedule may change to reflect the progress and needs of the class. Students are responsible for checking Canvas announcements and email notifications.*

<b>Week</b>	<b>Topic</b>	<b>Required Readings</b>	<b>Client Communication Deadline</b>	<b>Campaign Milestones</b>	<b>Relevant Events &amp; Deadlines</b>
<b>1</b> January 10th	Course introduction	N/A	N/A	N/A	N/A
<b>2</b> January 17th	Kickoff meeting lecture, define the project lecture, select case study topics, group assignments	Scott Chapters 1 & 2	N/A	Select team liaison and editor, group contracts due by Friday, January 20 <sup>th</sup> 11:59 pm. Kickoff questions due by Friday, January 20 <sup>th</sup> 11:59 pm.	Quiz due by Monday, January 16 <sup>th</sup> at 11:59 pm
<b>3</b> January 24th	Client kickoff meeting, INC tour, debrief	Scott Chapter 3	Friday, January 27 <sup>th</sup>	Issue, goal, and objective statements due by end of this week	Issue, goal, objective statements due by 11:59 pm Friday, January 27 <sup>th</sup>
<b>4</b> January 31st	Secondary research, librarian guest lecture	Scott Chapters 4 & 6	Friday, February 3 <sup>rd</sup>	Secondary research draft roles due by end of this week	<b>Quiz due by Monday, January 30<sup>th</sup></b> ; Secondary research roles due by 11:59 pm Friday, February 3 <sup>rd</sup>
<b>5</b> February 7th	Mandatory in-class instructor/group secondary research meetings	Review sample secondary research draft example	Friday, February 10 <sup>th</sup>	Continue working on your secondary research draft	N/A
<b>6</b> February 14 <sup>th</sup>	Optional class for instructor/group meetings	N/A	Friday, February 17 <sup>th</sup>	Secondary research draft due by the end of this week	<b>Secondary research draft due by 11:59 pm Friday, February 17<sup>th</sup></b>



7 February 21st	Primary research lecture & midterm review	Scott Chapter 7 & 8	Friday, February 24 <sup>th</sup>	Primary research roles due by end of this week	Quiz due by Monday, February 20 <sup>th</sup> 11:59 pm; Primary research roles due by 11:59 pm Friday, February 24 <sup>th</sup>
8 February 28th	Midterm examination	Be sure you're caught up on all your readings!	N/A	N/A	Midterm exam in-class
9 March 7 <sup>th</sup>	Mandatory in-class instructor/group meetings	Review sample primary research draft	Friday, March 10 <sup>th</sup>	N/A	N/A
<b>10 - March 14<sup>th</sup></b> NO CLASS - SPRING BREAK - Spend this time working on primary research!					
11 March 21 <sup>st</sup>	Mandatory in-class instructor/group meetings	N/A	Friday, March 24 <sup>th</sup>	N/A	N/A
12 March 28 <sup>th</sup>	Optional in-class instructor/group meetings	N/A	Friday, March 31 <sup>st</sup>	Primary research draft due by end of this week	<b>Primary research draft due by Friday, March 31<sup>st</sup> 11:59 pm</b>
13 April 4 <sup>th</sup>	Measurement, implementation, and evaluation lecture	Scott Chapters 11 & 12	Friday, April 7 <sup>th</sup>	Measurement, implementation, evaluation, appendix roles due by end of this week	Quiz due by Monday, April 3 <sup>rd</sup> 11:59 pm; Measurement and evaluation roles due by Friday, April 7 <sup>th</sup> 11:59 pm
14 April 11 <sup>th</sup>	Final campaign book lecture	Review final campaign book sample on Canvas, Scott Appendix	Friday, April 14 <sup>th</sup>	Measurement, implementation, evaluation, appendix roles draft due by end of this week	<b>Measurement and evaluation draft due by Friday, April 14<sup>th</sup> 11:59 pm</b>
15 April 18 <sup>th</sup>	Public speaking skills and presentation requirements	N/A	Friday, April 21 <sup>st</sup>	In-class presentation due by class time April 25 <sup>th</sup>	<b>Practice your presentation with your group!</b>
16 April 25 <sup>th</sup>	Final client presentation	Make sure you're professionally dressed and ready to go!	N/A	<b>In-class presentations due by class time April 25<sup>th</sup></b>	N/A

<b>Final Exam Week</b>	N/A	N/A	N/A	<b>Final campaign book due by Tuesday, May 2<sup>nd</sup> at 11:59 pm EST</b>	Peer evaluations due by Tuesday, May 2 <sup>nd</sup> at 11:59 pm EST
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