

PUR 3000 – Principles of Public Relations – Summer C 2013
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Telephone office hours: MWF 9 to 10 a.m.; T/TH 2-3 p.m.
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Principles of Public Relations is a survey of the theoretical and professional aspects of public relations. Topics include the theory, language and processes involved in public relations; the history of PR; the ethics of PR; and industry applications in PR. This course relies heavily on our textbook, *Public Relations Strategies and Tactics* by Wilcox and Cameron, which you may purchase at the UF bookstore or elsewhere. The text provides an excellent introduction to the public relations profession and industry. Your grade will be assessed via quizzes, discussion/research assignments, and a final exam. In order to succeed in this course you must be a regular visitor to our course website hosted by Sakai on UF's e-Learning page at <https://lss.at.ufl.edu/>.

Course Objectives

- ◆ To understand the history and evolution of public relations.
- ◆ To understand communication theory relevant to public relations.
- ◆ To understand the various publics, aspects, and career fields involved in public relations.
- ◆ To understand the language of and key processes involved in public relations such as research, planning, strategy, and evaluation.

Text and other Reading Materials

- ◆ Wilcox et al. *Public Relations Strategies and Tactics*. Tenth Edition. Pearson Education, Inc. 2012.
- ◆ Assigned readings posted in unit summaries or in lecture slides.
- ◆ Fun reading disseminated via Twitter.

Communication and Engagement

You have a variety of ways to communicate with me but **all official** course communication will be conveyed via announcements and materials on our Sakai course site. All assignments, lectures, required reading, due dates, grades, and announcements will be posted on Sakai. You are responsible for being aware of the site's contents on a daily basis (i.e. if you have computer problems you will need to make arrangements to log on elsewhere to keep up).

Please be aware of the following communication policies:

- I will regularly **Tweet** links to "fun" articles that apply to what we're studying or alert you to new announcements posted on Sakai. You will need to follow me at twitter.com/kmunnpur3000 or check there daily for Tweets. Feel free to Retweet the articles or reply with comments. Twitter alerts about new content posted on Sakai are a courtesy. You'll be responsible for knowing what's posted there whether I Tweet about it or not.
- Sakai is our official **email** channel. You may email me any time through Sakai and call me during my office hours. If office hours are not convenient, please email me to set up a call at another time. Feel free to call outside of office hours if you consider your question urgent (a deadline is looming) or you've experienced an emergency that will disrupt your participation in class. If Sakai/e-Learning is down, you may email me at tkgmunn@cox.net. All individual email from me will be delivered through Sakai. You may set your Sakai preferences to have your email delivered to your primary email address.

- I've set up two ongoing **discussion boards** on Sakai devoted to dialogue about the course: one to take questions about course business and logistics (assignment instructions, policies, grades, etc.) and a second to answer questions about course content. If you have a question about an assignment or concept from a lecture there's a good chance someone else has the same question. Please post these questions on the appropriate discussion board. *You are responsible for being aware of the information posted on these forums. You'll find this discussion adds rich detail and clarification helpful for quiz preparation and the essay assignment.* If you need to speak with me about something of an individual nature, contact me via Sakai email or phone.

Please follow these guidelines when posting on the discussion boards.

- **Course business discussion:** 1) Please consult your syllabus, unit summaries, announcements, essay instructions, and the discussion board, etc., before posting a question. Most of your questions are answered there. If you've looked and it's not there or you need further clarification, this is the place to ask. 2) Please proofread your posts to ensure they are clear and free of surface errors. Feel free to respond to each other if you know the answer.
- **Course content discussion:** Consider this our virtual classroom. I'll frequently invite questions and feedback on lecture concepts or cases in the unit summaries or directly on the board. This forum is the place to post responses to those questions, ask new questions, or comment on anything related to course material (including fun reading and Tweets). This is your opportunity to contribute to our collective learning and have your questions answered. Please title your posts with the *unit number and lecture topic*. Feel free to respond to each other and to my answers. I want this to be a living, thriving, and useful discussion to help you process and apply course material. Please proofread your posts to ensure they are grammatically coherent and free from multiple surface errors. Substantive content posts are required for your participation grade (see assignment below).

Course Delivery, Schedule & Organization

The "Course Calendar/Important Dates" link on the "Course Materials" page is a general course schedule that lists quiz and exam dates and essay assignment due dates. This should be your master planning guide for the course. The course is organized into six two-week learning units that you can access at the "Course Materials" page.

In addition to required readings and a few videos, course content is delivered primarily through narrated PowerPoint lectures, most of which correspond to chapters from our text. A unit summary is provided on each unit page that will serve as a guide for how to successfully organize and process the material in the unit. Most of the unit materials for the course are posted and you may review them at any time but I caution against printing anything before the unit begins as I often tweak, polish, and update materials and summaries right before a unit begins. All unit materials are subject to update without notice before the unit begins. I will announce any updates that are made after the unit begins.

Since we are not meeting face-to-face the textbook and readings are vitally important. We are fortunate in PR to have good textbooks that accurately reflect the profession and present recent cases. I'm not promising page-turning material every day but I can guarantee that with the right attitude you will benefit and learn from everything you read. I encourage you to keep up with the reading on a weekly basis versus cramming for the quizzes at the last minute. In fact, one of the best ways to prepare for quizzes is to outline the chapters noting terms/concepts and lists. I may add articles I run across during the course session as required reading. When I do this, I'll post an announcement alerting you to the addition.

Unit learning will be assessed via quizzes at the end of each unit. Unit 6 quiz questions will be included in your final exam. All required reading, videos, and lecture materials are subject to assessment (quizzes, final

exam); fun reading links sent via Twitter will not be subject to testing. I frequently relay quiz hints in the narrated lectures and discussion boards.

Organization tips: One of the downsides to the convenience of online learning is the tedious nature of keeping track of a large amount of information. In addition to the text/required readings, there's much to read (unit summaries, announcements, and discussions) that will assist you with organizing, processing, and applying the material. There's no getting around logging on daily to check for announcements and new discussion board posts. I suggest keeping notes on course information, much like you would in a face-to-face class, where you jot down important information you read on the site. For instance, if you read a discussion board Q&A about "campaign budget," jot down a few notes and keep them with your Chapter 6 lecture notes or chapter outlines. Likewise, I recommend keeping a running section in your notes for quiz hints and tips. In lieu of study guides, I provide quiz hints in the lectures, on the discussion boards, and post study aid information in the unit summaries. Jotting quiz info down as you hear/read it will save you time during your last minute quiz prep. I.e. you can study your notes versus weeding through dozens of posts looking for the quiz hint you remember seeing a few days ago.

In summary, your success in PUR 3000 depends on daily participation: checking Sakai for announcements; keeping up with the reading, lectures, and due dates; preparing for quizzes; and participation on the course discussions and Essay Assignment. *This is not a "work at your own pace" class.*

Assignments & Grading

Unit quizzes	50%
Final exam	25%
Essay Assignment	20%
Participation/Discussion	5%

Unit Quizzes and Final Exam

You will be tested on required reading, lectures, and other unit materials via five unit quizzes and a final exam. Quizzes are administered on the week following the unit's end (see schedule) between 6 p.m. and 7 p.m. EST. The quizzes will become available at 6 p.m. and you will have until 6:35 p.m. to log on and begin taking the quiz. You will have 25 minutes to complete each 25-question quiz (multiple choice). Your lowest quiz grade will be dropped and four quizzes worth 12.5% each will comprise your quiz grade. Check the course calendar for quiz dates.

You may consult your study materials (text, lectures, and notes) during the quiz but keep in mind *quizzes are designed for prepared learners. You will not have time to look up all the answers.* All required reading, videos, and lecture materials are subject to assessment. In lieu of study guides, I provide quiz hints in the lectures and post study aid information in the unit summaries and on the discussion boards. I will also answer questions about quizzes on the boards.

A 50-question, 50-minute final exam on August 5 (6:30 p.m.) will cover information from unit 6 and previous units. You may consult study materials during the exam. A study guide for the final will be posted at a later date. Any information conveyed during the course via readings, videos, lectures, or highlighted discussions is subject to inclusion in the final exam. The final exam may be proctored via an online proctoring service.

Please afford quizzes and the final exam need the same level of respect and formality due on-campus counterparts. Requests for early exams or make-ups will be considered *only in cases of emergencies* and extenuating circumstances that are communicated to me in a timely manner, beforehand when possible, and will require documentation (doctor's note, etc.).

Technical problems, emergencies: *If you encounter an emergency close to quiz/exam time, please call me as I may not get your email in time. Likewise, if you experience technical problems while taking a quiz/exam, **call me**. I will only be able to help you complete the quiz in a timely manner if you call. No emails.*

Essay Assignment

The Essay Assignment involves responding to two (2) topics about course material. Essays are submitted online. In addition to providing you with an outlet to research and apply course concepts, it's hoped the discussions emanating from this assignment will evolve into collaborative learning experiences. Each post is graded on content and mechanics. Each essay is worth 10 percent of your final course grade. Although essay prompts/topics are available for review at any time you will not be able to submit your essay until the unit begins.

You'll be assigned to a group of 20-25 students in which you'll be able to read and comment upon your group mates' posts. While I cannot require you to read each post and respond to each other, I encourage you to do so as an additional means to reflect upon and apply course material. Substantive responses to group mates' posts will be considered for your participation grade.

The Essay Assignment (Assignments page) contains detailed grading criteria and guidelines, including the following requirements that are worth noting here. 1) You must complete two essays during the summer session; 2) Your first essay must be completed by mid-session (i.e. the end of unit 3) or you will receive a "0" grade for the first essay; and 3) Your two posts must include *at least one* of the following options: unit 2 option 1, unit 4, or unit 5. Please do not post more than two essays. In a class this large I will not be able to read extras.

Participation/Discussion Board Posts:

Participation in course discussions is required via substantive, course-related comments on the content discussion board or in response to a group mate's essay. Eligible posts will be graded S or U (Satisfactory/Unsatisfactory) until you have accrued three (3) S posts. Additional posts are encouraged but not required and will not be graded or considered for extra credit. I certainly plan to read every post and will respond to as many as possible but cannot grade extra posts. U grades will not be counted against your participation grade and are not always an indication the post was not interesting, not relevant, or was literally unsatisfactory. U grades indicate the following criteria for an S post (below) were not met. I.e. don't be discouraged by U posts but use the coded feedback provided to improve your next.

In order to earn an S grade, posts must:

- Appear on the content discussion board or in response to a group mate's essay. **Posts to the business discussion are not eligible.**
- Be related to course content (text/lecture/readings) and, preferably, material covered in the current unit. Applying concepts from our text and lectures to current events, PR-trade news, or your professional experience (volunteer work, internships, extracurricular activities, jobs) are great discussion builders. Feel free to ask questions of me and your classmates in your posts or answer questions as your post. Posts that stray from addressing the PR perspective of a current event, social/political issue, or any topic will be given a U.
- Be at least 100 words in length. Posts under 100 words are welcome when relevant and course-related but will not be given a grade.

- Reflect college-level writing and be free of surface and fact errors. Take care to proof and polish your posts before submitting. Please do not use text message spellings and be sure to write in complete sentences.

Grading/Requirements. You are encouraged to post as much as you'd like but, minimally, must accrue your S posts by the following deadlines to receive participation credit. This requirement ensures we build a well-flowing discussion throughout the summer, versus a barrage of comments at the end of the session that none of us will have time to read or appreciate. If you're shooting for 3 S posts the first is due by May 31, the 2nd by July 7, and the 3rd by July 29. If you're shooting for two, the first is due by July 7th and 2nd by July 29. Early submissions are accepted.

- Three (3) S posts (according to deadlines) are required for a 100 percent participation grade
- Two (2) S posts (according to deadlines) are required for 75 percent
- One (1) S post by July 29 is required for 50 percent
- Zero (1) S posts = 0 for participation grade

Final Grading Scale (for course)

93-100	A
90-92	A-
87-89	B+
83-86	B
80-82	B-
77-79	C+
73-76	C
70-72	C-
67-69	D+
63-66	D
60-62	D-
Below 60	F

Rounding up is at my discretion.

Sakai Policies

If you are not familiar with Sakai I encourage you to take advantage of the student resources offered on the e-Learning home page and the "Course Materials" page. Please consult these resources first if you have questions about Sakai or have problems using any of its tools. Chances are, I will not have the answer to technical questions and will send you back there or to the UF Helpdesk. All narrated lecture links have been tested. If your media player won't play them, check your security settings, dump your cache/cookies, update your browsers, then call the Helpdesk if none of these work.

Those who have used Sakai or any course management system know to expect occasional downtime. If you are unable to log on or the system runs slowly be assured that the e-Learning folks are working diligently to correct the problem. If one of these incidents occurs close to a due date I will Tweet you regarding alternative plans. If you don't hear from me or see an alert on the e-Learning home page, you should assume the problem is not anticipated to be prolonged and turn the assignment in as soon as the system is up and running. If the problem continues more than four (4) hours and you haven't received a Tweet from me or see an alert on e-Learning, you should assume the problem is on your end and check the status of Sakai on another computer. You may also email or call me to check on the status of any prolonged system problems.

Miscellaneous Information and Policies

- ◆ **Academic Integrity.** Work submitted must be your original creation and completed by you individually for this class. Please be familiar with accepted definitions of cheating and plagiarism, the UF Honor Code, and the university's Academic Honesty Guidelines. I will address all instances of alleged academic dishonesty that come to my attention.
- ◆ **Students with Special Needs.** Students with disabilities identified by the university should notify me at the beginning of the semester to discuss requests for accommodations.
- ◆ Please be familiar with the university's grading policies, particularly those that refer to assigning grade points. You can find them here: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>.