
PUR 3500 Public Relations Research surveys principles of scientific research to establish, monitor and evaluate communication programs. This course will focus on research planning, theory and design, with a term project to learn practical applications of research for strategic communication. The course will cover qualitative and quantitative research methods, statistical analysis, and reporting research.

Class information: PUR 3500 §4742 meets M,W,F 7th period in 1076 Weimer Hall.

Course goals: The goal of PUR 3500 is for you to understand and appreciate how research is used in the practice of public relations and issues management and to gain practical experience in conducting research to plan a communication program or campaign.

Lecturer contact: Dr. Linda M. Perry • Imperry@ufl.edu • 273-1789 and 273-0749
3059 Weimer Hall and 122 Bryant Space Science Center
Office hours: 3–4 p.m. MWF and by appointment.

Prerequisites: PUR 3000 with at least a C, statistics, and junior standing.

Textbook: Wimmer, D., & Dominick, J.R. (2011). *Mass Media Research: An introduction (9th ed.)*. Boston, MA: Wadsworth, Cengage Learning (available for Kindle).

Required: A major daily newspaper: *New York Times* or *Wall Street Journal*.

Recommended: *Publication Manual of the American Psychological Association 6th ed.*, ISBN-10: 1433805618 (available for Kindle).

Class expectations: The instructor is committed to helping you (1) integrate and apply research theory and principles, and (2) improve your applied research, communication and critical thinking skills. To that end, **you can expect** constructive feedback on practical-application assignments and opportunities to apply that feedback. You can also expect opportunities for collaborative work with colleagues along with guidance from your instructor.

Your instructor expects collegial and regular class participation, on-time submission of assignments and honest effort. Requirements for make-up exams, assignments and other work in this course are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Assignments: An important part of professional work is meeting deadlines. Therefore, **late work is penalized 10%** of the available points for that assignment **per day** unless you have a *documented* excused absence. Extensions for assignment deadlines are granted only in cases of *documented* excused absences.

Three of the assignments have a **rewrite option**. You can earn up to half the points you missed on the first version of the work by carefully applying the instructor's feedback.

You will submit assignments electronically in Microsoft Word via Sakai by 11:55 p.m. on the due date, unless otherwise specified. Rewrites, when available, must be submitted **within one week** after the graded assignment is returned to you. **Late rewrites will not be accepted.** You are responsible for checking Sakai for *returned* assignments as well as for assuring that submitted assignments have *uploaded* successfully. If you are having trouble uploading documents, see *Student Help* (left-hand navigation pane) > *FAQs* > [How do I know if my Assignment was submitted successfully?](#)

Critical Dates:	Assignment/Quiz	Due Date
	1. Situation Analysis, with SWOT (G; R)	Sept. 20
	2. Quantitative Research Project: Proposal (I; PR)	Oct. 25
	3. Issue Summary & Bibliography (I; PR)	Nov. 1
	Quiz	Nov. 4
	4. Issues Analysis (G; R)	Nov. 15
	5. Quantitative Research Project: Findings (G; R)	Nov. 22
	6. Final Report and Recommendations (G)	Dec. 6

I=Individual; **G**=Group; **PR**=Peer Review; **R**=Rewrite available, due **one week** from the date the assignment is returned.

Grading:	Assignment and Quiz Weighting:	
	1. Situation Analysis, with SWOT (G; R)	15%
	2. Quantitative Research Project: Plan (I)	10%
	3. Issue Summary & Bibliography (I)	10%
	Quiz	10%
	4. Issue Analysis (G; R)	15%
	5. Quantitative Research Project: Findings (G; R)	10%
	6. Final Report and Recommendations	20%
	Class Participation	10%

Each assignment will be graded according to a rubric. If you have questions or concerns about your grade, please email Dr. Perry *within one week* of the assignment's being returned to you. The number of points you earn will determine your final grade. For information on current UF policies for assigning grades, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grading scale:

A	93 to 100	C	73 to 76
A-	90 to 92	C-	70 to 72
B+	87 to 89	D+	67 to 69
B	83 to 86	D	63 to 66
B-	80 to 82	D-	60 to 62
C+	77 to 79	E	59 & Below

Reading & Assignment Schedule: Readings are from the textbook.

Week	Topic	Readings
I • Aug. 21	Introduction • Issues Monitoring • Research in PR	Ch. 16
II • Aug. 26	Qualitative Research Methods Situation Analyses • SWOT analysis	Ch. 5
III • Sept. 4	Science and Research <i>Labor Day, Monday, Sept. 2: NO CLASS</i>	Ch. 1
IV • Sept. 9	Elements of Research • Research Ethics	Ch. 2-3
V • Sept. 16	Sampling • Survey Research DUE Sept. 20: Situation Analysis (G)	Ch. 4, 7
VI • Sept. 23	Content Analysis	Ch. 6
VII • Sept. 30	Longitudinal Research	Ch. 8
VIII • Oct. 7	Experimental Research	Ch. 9
IX • Oct. 14	Statistics	Ch. 10
X • Oct. 21	Hypothesis Testing DUE Oct. 25: Quantitative Research Project: Plan (I)	Ch. 11
XI • Oct. 28	Basic Statistical Procedures • SPSS DUE Nov. 1: Issue Summary & Bibliography (I)	Ch. 12
XII • Nov. 4	QUIZ , chapters 1-12; 16 • Issues Analysis <i>Homecoming, Nov. 8: NO CLASS</i>	
XIII • Nov. 13	Quantitative Research Reporting <i>Veterans Day, Nov. 11: NO CLASS</i> DUE Nov. 15: Issues Analysis (G)	
XIV • Nov. 18	Synthesizing and Making Recommendations DUE Nov. 22: Quantitative Research Project: Findings (G)	
XV • Nov. 25	Work on group project <i>Thanksgiving, Nov. 27-29: NO CLASS</i>	
XVI • Dec. 2	Work on group project • <i>Last day of class, Dec. 4</i> DUE Dec. 6: Final Summary and Recommendations	

Academic Honesty: Academic honesty is expected in this course, just as high ethical standards are required professionally. There will be zero-tolerance for anything less. That includes not giving, accepting or taking unauthorized aid; plagiarizing websites or others' or your own previous work; or doubling on assignments without the written permission of all involved professors and instructors. Violations will be pursued according to university guidelines. You

also must adhere to copyright law requirements. Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, or Student Conduct and Conflict Resolution in the Dean of Students Office.

For all work submitted for credit, the following UF student pledge is implied:

"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Attendance:

To succeed in this course, you must regularly attend class and participate in discussions. Attendance as well as participation in class discussions, forum discussions, peer reviews and group projects will comprise your class participation grade.

Course Evaluation:

You are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments will be available at <https://evaluations.ufl.edu/results>.

Special Needs:

Students requesting accessibility accommodation must first register with the [Dean of Students Office](#), which will provide documentation for the accommodation needed. It is the *student's responsibility* to assure the documentation is delivered to the instructor. The Disability Resource Center (DRC) coordinates the needed accommodations of students with disabilities. This includes registering disabilities, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. The DRC is located at 0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/.

UF Academic Honesty Policy, Software Use, Campus Helping Resources, Services for Students with Disabilities

Academic Honesty

In 1995 the UF student body enacted an [honor code](#) and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

The Honor Pledge: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council, or Student Conduct and Conflict Resolution in the Dean of Students Office.

(Source: 2012-2013 Undergraduate Catalog)

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. This policy will be vigorously upheld at all times in this course.

Software Use

All faculty, staff and students of 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.

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

*University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575,
www.counseling.ufl.edu/cwc/*

Counseling Services; Groups and Workshops; Outreach and Consultation; Self-Help Library; Training Programs; Community Provider Database

Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/