

University of Florida
Department of Public Relations
College of Journalism and Communications

COURSE SYLLABUS – Spring 2015 – Sec. 05FD

PUR 4800 – Public Relations Campaigns

INSTRUCTOR: Dr. Michael A. Mitrook
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Office hours: By appointment.

CATALOG DESCRIPTION: Credits 3; Prereq. PUR 3000, PUR 3801, PUR 4100, PUR 4103 and senior standing. Utilizing the principles and techniques of public relations to create comprehensive campaigns for actual clients.

COURSE OVERVIEW/GOALS: This course is designed to help develop and refine critical thinking on the part of the student in selecting, creating and applying tools, techniques and principles of public relations to a variety of managerial cases and problem situations. It is the capstone course in the public relations sequence at UF. Use of real-life cases studies, tracking of current public relations issues, and creation of a full-scale public relations plan for an actual client are planned. This course is for those students close to graduation, who have mastered most or all of the skills courses and are ready to apply themselves to a genuine public relations problem.

PUR 4800 is where it all comes together. You will apply the knowledge you have garnered in other PR classes to develop, complete and present a communication plan for an actual client. This course is rigorous, and there is high expectation for excellence from the instructor, the department, the University, the community, and the clients. The course emphasizes the methods and techniques of public relations communication and problem solving. There will be a special emphasis on class presentations. The work for this class will take place both inside and outside of class hours and occurs within a team context. You are expected to plan your schedule to allow for research and team meetings outside of class hours. Ultimately, you will produce distribution-ready public relations materials that will become part of your portfolio and presentation to your client.

This course supports the UF College of Journalism and Mass Communications' mission to prepare exemplary professional practitioners and scholars for journalism and communications fields and to generate and exchange new knowledge about these fields. The College is the home for the world's most respected educators and scholars who advance the value, practice, and understanding of journalism and communications in a democratic society. The faculty are committed to preparing professionals and scholars to practice and teach in a global society, providing leading research and service while generating and sharing knowledge. This is particularly relevant in public relations campaigns.

*Audio recording and note taking for the purpose of sale are strictly prohibited. However, sharing audio recordings and notes with classmates is acceptable.

GENERAL CLASS NOTES: Each class session will feature some instruction from the instructor, but much of our time will be spent on the daily assignments involved in putting together a campaign.

READING ASSIGNMENTS: There is no required text for the course. Required readings will be assigned as needed. These additional readings will be distributed as needed. Students may fall behind quickly and therefore are strongly advised to keep up with the reading assignments.

RECOMMENDED TEXTS

- Hagley, T. (2006). *Writing winning proposals: PR Cases*. NY: Pearson/Allyn and Bacon.
- Poindexter, P. M., and McCombs, M. E. (2000) *Research in Mass Communication: A Practical Guide*, Boston: Bedford/St. Martin's.
- Orcher, L. T. (2007). *Conducting a survey: Techniques for a term project*. Glendale: CA: Pycszak Publishing.

WRITTEN ASSIGNMENTS (Individual): All work submitted for this course must be coherent, logical, and carefully edited. That is, writing proficiency is necessary to pass this course. Misspellings, syntax and grammar errors, and other writing problems are unacceptable in upper-division college writing, especially in work by public relations students.

PRESENTATIONS: You will be asked to prepare at least two team presentations for the class, on a particular topic of interest to you and your team members (with my approval). The goal of this presentation is to enable you to practice some of the items we are learning in class.

QUIZZES: There will be quizzes or quiz equivalent work given. These will be unannounced or "pop" quizzes. This requires that you attend class. Periodically, you will be tested on your comprehension of class materials. You should expect a quiz every time you come to class although the quizzes may not be administered systematically. **NO MAKEUP QUIZZES WILL BE GIVEN.**

INSTRUCTOR EVALUATION: Your participation in your agency team is imperative. As a practitioner, you will be required to influence public relations activities and affect campaign strategies in boardroom meetings where your ability to converse with others about your craft will be mandated. Prepare for meetings, anticipate discussions and be ready to talk intelligently on issues that arise. Your grade, and in fact your career, depend on it. For this class, I will evaluate you on your classroom conduct as well as how I believe you are conducting yourself in your agency team. Part of this falls under the category of class participation. Since part of your grade is based on class participation it is vital that you be in class and be prepared. Simply being in class but acting invisible won't work here. Your success and the success of the class as a whole require you to play an active part in the learning experience and the class discussions.

PEER EVALUATION: Public relations is often a group activity. You must be able to become a cog in a company's PR wheel. This involves working closely with others and pulling your share of the weight. Because much of your work will be done outside of class, I have limited ability to monitor your involvement with your agency team. For this reason, each of you will evaluate the performance and contributions of other members of your agency team. This peer level grading will take place at multiple times during the semester and will count as part of your project grade.

CAMPAIGN: You and your group will ultimately prepare and present a communication campaign. You will have a real-world client who is giving you an opportunity to do real-world public relations. I expect nothing less than professional-quality work from you. Blunders in grammar, spelling, logic, and/or professionalism no longer simply affect your grade; they will affect the way you are viewed as a practitioner, which is much more important than A's and B's. You should produce one copy of the campaign for each member of your group as well as one copy for the instructor and one for the client. All copies should be bound and include a heavy cover. Presentations are part of the campaign development process and you will be asked to prepare multiple presentations for the class as needed over the course of the semester.

ATTENDANCE POLICY: Attendance is required. One of the goals of this class is to introduce students to working in a professional environment. In an effort to create a deadlines-are-everything setting, I will not tolerate absences or tardiness. Absent practitioners are of no use to employers, and public relations materials distributed a day late are filed in the trash. Arriving late or leaving class early—without prior permission from the instructor—will be considered an absence. Students will have their final grade reduced by one grade level for each additional unexcused absence beyond one. If you miss a class, it is up to you to obtain course materials. You are responsible for all material covered in

class, including readings, class discussions, video presentations, and any other material covered. Students missing class must obtain class notes from another student; notes are not available from the instructor. (Being on time for class is as important as being attending class. Nothing puts me in a bad mood more than people arriving late for class.)

UF POLICY ON RELIGIOUS OBSERVANCES: All students have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Please notify your instructor in writing before the second class meeting if you intend to be absent from a class, in accordance with this policy.

GRADE WEIGHTS: Grading in the course is based on the following formula:

Written:	10%
Presentations:	10%
Quizzes:	10%
Instructor evaluation:	10%
Peer evaluation:	5%
Campaign -written:	40%
-oral:	<u>15%</u>
Total	100%

For the purpose of **final letter grades:** **A = 100-90%; B+ = 89.99-86; B = 85.99-80%; C+ = 79.99-76; C = 75.99-70%; D+ = 69.99-66; D = 65.99-60%; F = 59.99-0%.**

DEADLINE POLICY: Late assignments will not receive full credit, if any credit is permitted at all. A valid reason for missing class will be the determining factor as to the acceptability of any late work. All work is due at the start of class and will not be accepted late. In the case of documented illness or other extraordinary problems, students must contact the instructor BEFORE the class when work is due to make other arrangements for turning in the work; otherwise it will not be accepted.

MATERIAL CONTENT POLICY: Students should provide thoughtful and factual information on quizzes, tests and on written assignments. Factual errors will result in a grade reduction. All materials produced for PUR 4800 must be created/developed during the current semester for this particular course.

NOTE: Course grades will be based entirely on demonstrated student performance on work required for this class. No "extra credit" work will be permitted.

Please know that I am here to help you learn. If you have any questions, problems or difficulties, please feel free to talk to me. I look forward working with you this semester.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES: Students in need of academic accommodations for a disability may consult with the Disability Resource Center (DRC) to arrange appropriate accommodations. Students are required to give reasonable notice prior to requesting an accommodation. DRC can be contacted at www.dso.ufl.edu.

CELL PHONES: Easiest thing here is don't bring them to class. Since this won't happen, you must make sure that they are turned off. If a phone rings in class it will be quiz time. If this becomes a problem it will impact a greater portion of your grade. **No texting/social networking etc. during class!** This is also cause for a quiz. Work with me on these.

ACADEMIC INTEGRITY POLICY: Students are expected to understand and conform to the letter and spirit of the University of Florida Student Conduct Code. Students who violate the code are subject to immediate failure of the course and referral of the case to the College Journalism and

Communications Dean's Office or the Office of Student Affairs for further action and determination of penalty. In case this isn't clear enough we have the following...

And Now A Few Words From Our Lawyers: The University of Florida is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Each student is bound by the academic honesty guidelines of the University and the student conduct code.

Preamble

In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code

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 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."

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261. You can review UF's academic honesty guidelines in detail at:
<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

ACADEMIC MISCONDUCT QUICKVIEW: All students in attendance at The University of Florida are expected to be honorable and to observe standards of conduct appropriate to a community of scholars. All acts of dishonesty in any academic work constitute academic misconduct. This includes, but is not necessarily limited to, the following:

- Cheating**-using or attempting to use unauthorized materials, information, or study aids in any academic exercise.
- Plagiarism**-representing the words, ideas, or data of another as one's own in any academic exercise.
- Fabrication**-unauthorized falsification or invention of any information or citation in an academic exercise.
- Aiding and abetting academic dishonesty**-intentionally or knowingly helping or attempting to help another student commit an act of academic dishonesty.

DIVERSITY AND INCLUSIVENESS: The UF College of Journalism and Communications complies with national accrediting standards designed to foster understanding of issues and perspectives that are inclusive in terms of gender, race, ethnicity and sexual orientation, including instruction in issues and perspectives in a range of diverse cultures in a global society in relation to mass communications.

MEETINGS: PUR 4800 sect. 05FD meets in WEIM 1075 Thursdays (11.45 a.m.-2:45 p.m.).

DATES TO NOTE:

- Classes begin** – Jan 6
- Holidays** (no classes) – Jan 19 MKL Day, Feb 28-Mar 7 Spring Break
- Classes End** – April 22
- Commencement** – May 1-3