PUR 3500—Public Relations Research
Spring 2015, Section Dept.
Instructor: Dr. Linda Hon
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294-2745
Office Hours: T, 11:00-12:00; Th,1:45—2:45

Course Objectives
As a result of the course, you will be able to:

- Understand of the role of research in public relations management.
- Display sensitivity to ethical concerns in conducting research.
- Analyze issues related to measurement in public relations research and make appropriate measurement choices.
- Explain the assumptions of various research methods in public relations.
- Apply research methods to specific situations and execute various forms of original public relations research.
- Write persuasive research reports and deliver the results successfully in a professional oral presentation.

Course Format
Students are expected to attend each class and arrive on time, read the assigned materials before coming to class, and participate meaningfully in discussion. Each course period will incorporate some interactive class activity (e.g., case study, Internet/Web research; social media assignment) so every student is expected to participate actively. Laptops and smart phones are encouraged for in-class activities, but please refrain from texting, digital surfing, or checking in on social media or email not related to class discussion or assignments. Course materials will be posted on Canvas after they are discussed in class.

Course Grading
Attendance and In-Class Assignments (10 percent)
Examinations (60 percent; 20 percent each)
Internet/Web Research Project/Presentation (10 percent; 5 percent instructor grade, 5 percent peer grade)
Focus Group Research Project/Presentation (10 percent; 5 percent instructor grade, 5 percent peer grade)
Survey Research Project/Presentation (10 percent; 5 percent instructor grade, 5 percent peer grade)

Required Textbook
Stacks, D.W. (2011). *Primer of Public Relations Research*, (2nd Ed.). New York: Guilford.

Course Schedule

Week 1
--January 5
Overview of Class
Chapter 1
--January 7
Chapter 2

Week 2
--January 12
Chapter 3
--January 14
Chapter 3 cont.

Week 3
--January 19
Chapter 4
--January 21
Chapter 4 cont.

Week 4
--January 26
Chapter 5
Review for Exam 1
--January 28
Exam 1

Week 5
--February 2
Chapter 6
--February 4
Discussion of Internet/Web
Research Project

Week 6
--February 9
Chapter 7
--February 11
Chapter 7 cont.

Week 7
--February 16
Chapters 8
--February 18
Chapter 9

Week 8
--February 23
**Internet/Web Research
Project and Peer
Evaluation due
Internet/Web Research
Project Presentations**
Review for Exam 2
February 25
Exam 2

Week 9—Spring Break

Week 10
--March 8
Discussion of Focus Group
Project, Chapter 10
--March 10
Chapter 10 cont.

Week 11
--March 15
Chapter 11
--March 17
Chapter 11 cont.

Week 12
--March 22
**Focus Group Project and
Peer Evaluation due**

**Focus Group Project
Presentations**
--March 24
Chapter 11
Discussion of Survey
Project

Week 13
--March 29
Chapter 12
--March 31
Chapter 12 cont., SPSS

Week 14
--April 5
Chapter 13; Survey data
due, SPSS
--April 7—
SPSS lab

Week 15
--April 12
Review for Examination 3
April 14
Exam 3

Week 16
--April 19
**Survey Research Project
and Peer Evaluation due**

Requirements for Class Work: Requirements for 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.

Students with Disabilities: "Students requesting accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation."

Grading Scale: Grading policies adhere to UF's guidelines that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

A   100 to 94
A-   <94 to 90
B+   <90 to 87
B   <87 to 84
B-   <84 to 80
C+   <80 to 77
C   <77 to 74
C-   <74 to 70
D+   <70 to 67
D   <67 to 64
D-   <64 to 61
E   <61 to 0

Netiquette Policy: Netiquette policies for all class interaction adhere to UF's guidelines that can be found at:
http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf

Online Teaching Evaluations: "Students 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 are available to students at https://evaluations.ufl.edu/results/."

Academic Honesty: As a UF student, you have agreed to abide by the University's Student Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

Counseling Services: University counseling services and mental health services are available at http://www.counseling.ufl.edu/cwc/Default.aspx; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.