

SYLLABUS
PUR 4800 (05FD)—PUBLIC RELATIONS CAMPAIGN

Instructor

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Office Hours:
M - 11:30 – 12:30 a.m.
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Or by Appointment

COURSE DESCRIPTION:

PUR 4800—Public Relations Campaign: is the capstone course for the undergraduate program in public relations. As such, it draws heavily on students' previous training in principles, techniques, writing, and research methods to develop and partially implement a public relations campaign for an actual organizational client. Students will use the principles and techniques of public relations to analyze case studies, track current public relations issues, create various communication campaigns, and solve real-world problems. The additional advanced learning will come not so much from the instructor or the materials but in the application--the creation of comprehensive communications campaigns that truly communicate.

COURSE FORMAT:

Class time will be dedicated to lectures/discussions and/or time reserved for team meetings and work sessions. Students should prepare to dedicate ample time outside of classroom hours to complete their campaign projects. For the campaign-planning portion, this course will employ the counseling-firm format in which class members form account teams, representing the same organization client. The requirements and expectations of the Team Project will be as rigorous and demanding as students' first job in public relations.

COURSE PURPOSE & LEARNING OUTCOMES:

By the end of this course, you should be able to:

- Discuss the basic principles of public relations campaign management, including applied research, planning, communication, evaluation, and stakeholder relationship management
- Develop a standard of excellence by analyzing “real life,” award-winning campaigns
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials
- Determine, analyze, and, develop communication programs to solve real world problems
- Consult and advise an actual client on strategic public relations campaign development

COURSE TEXTS:

Required: Bobbit, R., & Sullivan, R. (2009). *Developing the Public Relations Campaigns: A Team-Based Approach* 2nd ed. Boston: Allyn & Bacon.

Recommended: Austin, E. W. & Pinkleton, B. E. (2006). *Strategic Public Relations Management: Planning and Managing Effective Communication Programs*. Lawrence Erlbaum Associates, Mahwah, NJ.

Smith R. D. (2009). *Strategic Planning for Public Relations* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

Continuing reading:

Students are expected to read news periodicals (local, national, and international) and communication-related professional and academic journals regularly. Higher levels of professional competence and authority demand not only awareness of current news events but also an applied understanding of how economic, political, and social trends affect the communication professions. Suggested resources include, but are not limited to, *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal* (<http://www.prsa.org/prjournal/>), and *PRism*

(<http://www.prismjournal.org>). Other helpful practitioner-based resources include The Institute for Public Relations (www.instituteforpr.com) and PRSA (www.prsa.org).

TESTS AND GRADE DISTRIBUTION:

The course grade will be determined on a 100-point scale as follows:

Class Participation	10%
Assignments	10%
Case study	15%
Mid-term Exam	20%
Campaign project	45%

Grading for the course follows current UF grading policies for assigning grade points (see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>)

Grading Scale: 91-100 = A, 89-90 = A-, 88 = B+, 82-87 = B, 80-81 = B-, 78-79 = C+, 72-77 = C, 70-71 = C-, 60-69 = D, 59 or less = E.

- **Class Participation** will account for 10% of the course grade, as determined by such efforts as discussion of assigned readings, performance in ungraded in-class exercises, and participation in raising timely and relevant issues to the attention of the class.
- For **Assignment**, each student will submit an updated resume and cover letters for the positions applied in campaign teams. The due week and instructions are indicated in course schedule.
- For **Case Study Presentation**, each team of two students will select and sign up for one (1) year of case studies from the PRSA Silver Anvil website (available at <http://www.prsa.org/Awards/SilverAnvil/Search>). Each team will be required to read through all the cases of the year and select the best one for analysis and present to the class. Alternatively, you may find a casebook of public relations campaign (approved by the instructor). Read through all the cases of the book and select the best one for analysis and presentation.
- There will be one closed-book, comprehensive semester **Exam**. A study guide will be provided to you prior to the exam. Content of class discussions, required readings, and students' class presentations are subject to inclusion.
- The final **Campaign Project** requires students to work in teams of 5 to 6 to research and propose a public relations campaign for an actual client selected by the instructor. A written campaign proposal will be turned in and students will present their campaign design to the client, who will provide oral debriefing. Detailed instructions on the team campaign project will be provided later in the semester.

The Team Project grade is comprised of a Team Grade (75%) and an Individual Grade (25%). Individual grade will be based on peer evaluations. Utilizing confidential forms, team members will evaluate each other's contributions. Team Grade will be based on the quality of the campaign plan book (80%) as well as the final oral presentation (20%).

Notes: Teams will be responsible for providing supplies and other materials, such as presentation binders and prototypes, which are necessary for producing two copies of a written campaign plan and an oral presentation of professional quality.

MAKEUPS, LATE ASSIGNMENTS, AND EXTRA CREDIT:

Policy of the course is that there will be no make-up exams or extensions of deadlines. Dates have been announced in advance in the "Weekly Course Plan" so that students can schedule other activities around these deadlines. Exceptions will be rare and made only in cases of extraordinary, documented circumstances, as determined by the instructor. Any make-up exams administered or late assignments accepted will be graded lower than work turned in on time. Extra credit opportunities will be offered throughout the semester.

ABSENCES:

Attendance is mandatory. Each student is allowed two excused absences for the semester. Absences beyond two—for *any* reason—will result in a reduction of the course grade at the rate of one-third grade level for each absence. Students are responsible for all class work missed. They should consult with classmates, rather than the instructor, to obtain information on lectures, assignments, and other matters.

ACADEMIC HONESTY:

Students are expected to observe the University of Florida's policy on academic honesty in fulfilling all course requirements. The penalty for violation of academic honesty is an "E" for the course, at minimum.

Academic dishonesty includes the following: use of materials from another author without citation or attribution, extensive use of verbatim materials from another author *with* citation and attribution, and extensive use of one's own writing from past assignments or from assignments in other, current classes (called "double dipping").

UF students are bound by The Honor Pledge, which states: "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, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Furthermore, students are obligated to report any condition that facilitates academic misconduct to appropriate personnel.

For more information about the student honor code, violations, and sanctions, go to the Dean of Students Office website at (<http://www.dso.ufl.edu/scsr/process/student-conduct-honor-code/>). If you have any questions or concerns, please consult with the instructor.

INTELLECTUAL PROPERTY PROTECTION:

Lectures given in this course, including handouts and PowerPoint® presentations, are the property of the instructor and the University of Florida. Class lectures may not be recorded in any form without prior permission from the instructor and any guest lecturers that may speak to this class. Recordings, including class notes, may not be used for commercial purposes.

CLASSROOM CONDUCT:

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. This means the instructor and students adhere to workplace norms for collegial and respectful interaction. Students are expected to arrive on time and not leave the classroom until announced breaks or the end of the class.

Diversity:

All discussions will be ruled by mutual respect—for people and their opinions. Effective public relations practice is dependent on gathering and understanding diverse viewpoints. Furthermore, professionalism requires an appreciation for the multicultural society and global economy in which students plan to work. Effectiveness in both practice and scholarship relies on an ability to recognize and embrace diversity in all its forms. Throughout the course, students will have opportunities to learn from the information and ideas shared by their classmates.

Other Rules:

- Cell phones must be turned off during class.
- Photos and other recordings are prohibited unless approved in advance by the instructor.
- Laptops and electronic tablets may not be used in class; notes must be handwritten.
- Students may only leave the classroom during official breaks (notify the instructor of emergencies).
- Reading unrelated material or talking while others are speaking is prohibited.
- Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom.
- Students are urged to meet in-person with the instructor or teaching assistant if they have questions or are having problems. Office Hours for both are listed on p. 1 of the syllabus. Short conversations immediately following class are welcomed.
- E-mail inquiries to the instructor or teaching assistant should be limited to questions that are not answered elsewhere (e.g., the syllabus). Formal composition and clear and concise writing are required. E-mail messages generally cannot be answered in less than one day, so plan ahead.
- Telephone calls are encouraged for quick questions (when leaving a voice-mail message, slowly state you name, telephone number, and reason for calling; repeat phone number).

ONLINE COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online and typically are conducted during the last two weeks of the semester. Time has been allocated in the "Weekly Course Plan" for students to complete their evaluations. Summary results of assessments are available to students at <https://evaluations.ufl.edu/results>.

STUDENTS WITH DISABILITIES:

Students requesting classroom accommodation must first register with the Dean of Students Office, which will provide documentation to the student, who must then provide the documentation to the instructor when requesting accommodation. Requests should be made at a private meeting during the instructor's office hours.

UF RESOURCES:

- University counseling services and mental health services: <http://www.counseling.ufl.edu/cwc/Default.aspx> or 392-1575
- University Police Department: 392-1111 or 911 for emergencies.

FINAL CAVEAT:

This syllabus is subject to change as the instructor deems appropriate and necessary.

WEEKLY COURSE PLAN:

Week #1

Jan. 7 **Topics:** Introduction to the Course. Overview of Requirements. Review of Fundamentals of Public Relations. Review of resume and cover letter requirements.
Readings: Chapter 1
Assign: **Resume and Cover Letter**
Signup for case study presentation

Week #2

Jan. 14 **Topics:** An overview of the public relations campaign management process (ROPES) Research, and Brand platform
Readings: Chapter 2, 3, & 4
Assign: **Resume and Cover Letter DUE in class**
Team Project: The instructor will select Account Executives (AEs) from all applicants. By the end of the week, the selected AEs must meet with the instructor to form all campaign teams together.

Week #3

Jan. 21 **Topics:** Client meeting in this week (tentative)
Goals and objectives
Readings: Chapter 5
Team Project: Campaign Project Team formed.
Before the class, each team meets separately to compile one brand platform (Vision, Values, and Purpose sections) that represents the team's shared input and an outline of the major challenges/issues to address in the Final Project.
Through the client meeting, all teams work on a Public Relations Problem Statement, identifying the problems that the organization has, and the problems will be addressed in the campaign plan. Also, through secondary research, all teams, led by the research directors, should draft a SWOT analysis report.
Assign: **Brand Platform DUE on Friday midnight**
Problem Statement and SWOT analysis

Week #4

Jan. 28 **Topics:** Target Publics
Team Project: Based on the client meeting, problem statement, SWOT analysis, and lectures on research and target publics, all teams start to work on a research plan.
Assign: **Problem Statement and SWOT analysis DUE in class**
Research Plan

Week #5

Feb. 4 **Topics:** Implementation: Strategies and messages
Team Project: All teams will continue working on their own research plans. After each team has their own research plan drafts, all AEs and Research Directors should meet and compile **one comprehensive research plan**. The instructor will provide feedbacks on the research plan during the weekend.
Assign: **Research Plan Draft DUE by Friday midnight**

Week #6

Feb. 11 **Topics:** Client meeting: Research plan report and feedback
Implementation: Media Channels
Readings: Chapter 6 & 8
Team Project: After the client meeting, all teams work on revising and finalizing the research plans. All teams start to draft campaign goal and objectives.
Assign: **Final research plan (of all teams) DUE by Sunday midnight, including all survey instruments and interview/moderator guide**
Goal and objectives

<i>Week #7</i> Feb. 18	Topics:	Field research and data collection No class meeting
	Team Project:	Data collection and analysis. All teams should distribute qualitative and quantitative data collection work equally. This year, the walking events will take place on 8 consecutive Saturday mornings from Jan. 9 to Feb. 27. Part of the field participant recruitment and data collection could take place during or after the walking events in Santa Fe College.
 <i>Week #8</i> Feb. 25	Topics:	Field research and data collection cont. Qualitative and quantitative data analysis
	Team project:	All data collection should be completely done at the time of the class. All teams will work on data analysis together. The data analysis results are then shared among all teams. Then each team works individually on finalizing the research section in the campaign plan book during Spring Break.
	Assign:	Campaign goal and objectives draft DUE in class
 <i>Week #9</i> Mar. 10	Topics:	Programming, evaluation, and stewardship Exam review
	Readings:	Chapter 10
	Team project:	All teams should start working on the programming section. Set communication strategies. Use the decimal system to organize tactics, objectives, and strategies in the programming section. Use the Gantt Chart to organize campaign timeline. And draft budget section according to formed tactics. All teams must include at least 3 prototypes for the programming section.
	Assign:	Final Version of Research and Objectives Due in class
 <i>Week #10</i> Mar. 17	Topics:	Semester Exam
	Team project:	Continue working on the programming section of final plan book. Start to draft evaluation and stewardship sections.
 <i>Week #11</i> Mar. 24	Topics:	Campaign plan production No class meeting
	Team project:	There will be no class meeting this week. However, each team must meet individually to continue brainstorming on programming, evaluation, and stewardship.
	Assign:	In-Progress Draft DUE by Sunday midnight
 <i>Week #12</i> Mar. 31	Topics:	Individual team meeting with the instructor: Progress check
	Team project:	All teams will meet individually with the instructor to get feedbacks on the draft turned in.
 <i>Week #13</i> Apr. 7	Topic	Finalizing campaign plan book Presentation rehearsal Course evaluation
	Team project:	All teams should have their final versions of campaign plan book ready for production. In class, all teams should at least have the PPT draft to go over with the instructor, if not the finalized version.
	Assign:	Campaign Plan Book Draft and PPT Draft Due by Sunday midnight
 <i>Week #14</i> Apr. 14	Topics:	Final presentation to client, semester wrap-up, Q & A, and celebration
	Assign:	Two Hard Copies of Campaign Plan Book DUE at the time of presentation