

Syllabus Updated Dec. 18, 2015

Course: Public Relations Campaigns - PUR 4800
Section: 2764
Class Times: Tuesday 10:40-11:30 and Thursday 10:40-12:35
Location: Weimer Hall 1070

Instructor:	Florida Bridgewater-Alford, APR	Phone:	352-846-3903
Email:	bridgef1@ufl.edu	Office Hours:	Monday 4-5 p.m. Thursday 12:35 p.m.-1:15 p.m. And by appointment – If you need to discuss or meet with me, please let me know
Office:	101 Tigert Hall	Required Readings/ Textbook:	<i>Why Bad Presentations Happen to Good Causes</i> , Andy Goodman, available for download at http://www.thegoodmancenter.com/resources/ (Click on "Download PDF" under the image) <i>Made to Stick</i> , Dan and Chip Heath, available at Amazon.com – select pages Distributed Readings

Course Overview

Public Relations Campaigns is a **capstone course** that introduces students to the process of **campaign development, management, and evaluation** using the principles and strategies of public relations and agency management. Recreating real-world professional settings, this course marks your transition from student to professional.

The aim of the course is to help you master the elements of a strategic communication campaign through direct experience as a practitioner. As much as is possible in a classroom environment, I will try to recreate the experience of earning and working with a **real-world client**.

This course marks your transition from student to professional. You will work with a real-world client, which implies I expect you to conduct yourself like a professional in your interaction with me, your teammates and your client. This also means that you will be evaluated on the quality, creativity and professionalism of your work product.

You will work with a team on behalf of a client to develop a robust, strategic, measurable and actionable strategic communications plan. You will have the opportunity to work with a locally-based client, of which I will secure for you (using a RFP). **Your team will work together to write a proposal and prepare a client pitch before you can work with that client. I will make the final determination which team will work with which client.**

While you will be working in teams, this course will provide you with a platform to showcase your individual creative talents and knowledge of communication programs, strategy and tactics. Emphasis in the course is on the development of various campaign components. Other important aspects of the course include team participation and development of presentation skills.

This course will add another accomplishment to your undergraduate portfolio. You will be able to show prospective employers a smart, creative and well-fined campaign.

This is an exciting opportunity to bring together everything you've learned through your coursework in this program (research methods, writing, strategy and visual communications). This course is centered on you and your learning needs, with ample time and opportunity for hands-on learning.

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Course Objectives

PUR 4800 is an applied undergraduate course designed to provide students in public relations with a capstone experience. As such, it draws heavily on your previous training in public relations principles, research, strategy, writing, and visual communication to develop a public relations campaign for an actual organizational client. The course's major objectives are:

1. You will understand and be able to complete the components of a successful strategic communications plan.
2. You will understand how to earn and work with a client in a way that demonstrates confidence, professionalism and an ability to learn relevant content quickly.
3. You will develop the skill of working effectively with an account management team on behalf of a client.
4. You will learn to think strategically and **courageously** on behalf of a client or cause.
5. You will develop client communication skills, including an ability to listen, to understand and respond to client expectations.
6. You will learn to represent yourself as a knowledgeable, competent and confident professional.

Appointments

My office hours will primarily be online or Skype, however, I will accept appointments for visits as well to discuss assignments, materials or other concerns related to the course. Please schedule meetings with me via email. My office hours are listed at the top of the syllabus.

Course Professionalism

Professional decorum is expected at all times. You are expected to adhere to workplace norms of collegial and respectful interaction. That specifically means that I expect you to arrive on time, not speak when another student, the instructor or guests are speaking or use cell phones, lap tops or other electronic devices – unless as an assignment for this course - during the class period. You are expected to treat with respect the diverse perspectives of your fellow students. Violations of these expectations may result in students being asked to leave class and a lowering of your grade.

A Few Notes about Writing for this Course

You are expected to demonstrate excellent writing throughout this course. I will grade written assignments with care, and expect that you will write with the same responsibility and precision you applied to your previous writing classes.

In this course we will adhere to APA style when writing your reports. All work completed for this course is expected to be your own **original** work. There is a zero-tolerance policy for plagiarism. You are expected to follow the University of Florida policy on academic honesty without exception. I will subtract points for factual and mathematical errors, misspellings of names, organizations or misuse of terms associated with relevant content or research. Grammatical errors, syntax and misspellings are unacceptable in upper-level college writing, particularly writing by public relations students.

Students with Special Needs

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must submit a documentation letter when

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requesting accommodation. **Please notify me at the beginning of the semester if you would like to discuss requests for special provisions regarding exams, note taking and/or assignments.**

Class Attendance Policy

Prompt attendance for this course is required. I will use weekly assignments and a roll call at the beginning of each class period for the final record. Please make sure you are present when your name is called. Signing in another student is a violation of the Academic Honesty Policy. Arriving late (more than 10 minutes) or leaving class early will result in an absence for that class. Unexcused absences are unacceptable. **Each unexcused absence will result in a loss of two percentage points, out of 10 possible class participation points. Ideally, notifying 24 hours is best, however, illness does not perfectly accommodate our calendars or schedules. Bottomline: Please timely notify your team members and your instructor if you are not able to attend.**

Academic Honesty

The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including websites, without attribution. Please don't submit anything that you wrote for another class, or that you wrote as a volunteer or intern. Please don't submit anything that was written for any purpose other than the given assignment. Incidents will be handled in accordance with UF policies that address cheating and unethical academic behavior, specifically the UF Honor Code and the Academic Honesty Guidelines. As a consequence, any case of academic dishonesty will result in a failing grade for this course. I will follow University Guidelines for any offense.

Any time you complete an assignment for this course, please clearly attribute the source of your information, including information obtained from organizations' websites or internal documents.

Grading

Class Participation 10 percent

Class participation counts toward 10 percent of your final grade. You must be fully present during class, contribute to discussions and demonstrate through your comments that you have read and understood assigned readings and benefited from previous class discussions. Each unexcused absence will result in a loss of five points from your grade for the course.

Quizzes 10 percent

Client Proposal and Presentation 10 percent

Agendas and Call Reports (three sets) 10 percent

You and your team will prepare agendas for each interaction with your client. You will also capture the proceedings of those conversations in call notes. There will be at least **THREE** meetings that you are required to hold with your client (face-to-face, conference calls, or emails). Face-to-face meetings are preferred (if possible). Please adhere to the dates in the syllabus.

For each client meeting, your team will prepare an agenda and email it to me 24 hours prior to the meeting. Your team will also capture the proceedings of each meeting in a call note. A call note concisely summarizes the meeting's purpose and its results (conclusions and decisions reached/unreached during the meeting). It also introduces next steps to be taken by both the client and the team. Email the call note to me within 24 hours after your client meeting. At the same time, provide your client with a copy of the call note.

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Peer Evaluation **10 percent**

Your team members will each evaluate your contribution to the campaign – after each assignment. I will carefully review their assessments of your commitment and contribution to arrive at your peer evaluation grade. **Peer Evaluation for EACH assignment:** Utilizing confidential forms, team members will evaluate each other's contributions for each of the four assignments.

Campaign Preparation **15 percent**

You will complete a series of four graded assignments as a team as you develop your campaign.

Final Strategic Communications Plan and Presentation **30 percent**

Your team's final strategic plan and presentation is the **most** important part of your grade. You will submit a highly detailed written plan as a team, and present the plan as a team. I expect each member of the team to contribute equally and substantially to each.

Ten percent of the final percentage will be for the social media campaign which is required with each integrated communications plan. If a cohesive, comprehensive and creative social media campaign is not included – there is an automatic 10 points off the final grade.

When you present your strategic communications plan, you are welcome to use PowerPoint or Prezi if there are specific points that will be amplified using visual aides—for example, charts, photographs, compelling quotes or images associated with the work. Use PowerPoint and similar software wisely – not as a presentation crutch. If you plan to simply use it to display words on a slide – use of the software is not necessary. (You'll read more about the appropriate use in your assigned readings.)

Client and Professional Assessment of Your Plan **5 percent**

Your client will complete an assessment of your plan, the extent to which it meets their needs and the value it contributes to the organization. You will receive a copy of the assessment form when instructions for this assignment are given.

You will also receive feedback from other professional communicators who will evaluate the professionalism and excellence of the plan. Together, these assessments will be computed in your final grade for the course.

Grading

Each assignment – except the client pitch proposal and presentation - will be graded on a 100-point scale and weighted accordingly. I will first grade for content, and then subtract points for errors in style, grammar, and factual errors. Each grammatical or spelling error will count for five points off. AP or APA style violations will count for 10 points off your grade, and factual errors including misspellings of client names or misuse or core terms associated with the field in which your client works will count for 50 points off. I will award points based on your demonstrated understanding of the assignment, the level of creativity, and your ability to write compelling, accurate and precise copy.

Grades

Grades will be assigned based on the following scale:

Grading Scale: 92-100 = A, 90-91 = A-, 87-89 = B+, 82-86 = B, 80-81 = B-, 77-79 = C+, 72-76 = C, 70-71 = C-, 67-69 = D+, 62-66 = D, 60-61 = D-, Below 60 = E.

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Late Work

No assignments will be accepted after the due date. Quizzes may not be made up. If there is an agreement with the instructor to resubmit assignments, the first grade and the second grade of the assignments will result in an average of those two grades. Resubmission is a rare opportunity, please don't count on it. Due to your experience, I expect each team to produce high-caliber work.

The Campaign Team

Depending upon the number of students enrolled, the class will be divided into teams of six to seven people, each group simulating a full-service agency responsible for developing a complete public relations campaign for an actual organization. Generally, each agency will encompass all of the positions discussed below. It's possible that some students in smaller groups may need to assume more than one responsibility, depending on client needs and the particular campaign. Team make-up, position assignments, campaign choices and other details will be discussed as the course progresses. Traditional team positions and general responsibilities:

- **Account executive:** Responsible for overall performance of the group. (Note: AE may be required to meet with the instructor outside of class on scheduled times during the semester and/or to maintain ongoing communications with the professor. Expect to spend extra time managing your team and the team dynamics).
- **Public relations director:** Directs public communications strategies and works with the AE to plan programs of mutual understanding between client and various publics.
- **Research director:** Responsible for secondary and primary research, using focus groups, interviews, surveys, or other techniques necessary to determine target publics, attitudes, and opinions.
- **Copy writing director:** Responsible for all copy/content including style, grammar, references and in-text citations.
- **Creative services director:** Responsible for all art, including visuals for all presentations.
- **Media director:** Develops media strategy, including selecting major media for the campaign and determining research, frequency, and continuity.
- **Social media director:** Develops social media strategy, including selecting major social media for the campaign and determining research, frequency, tracking and continuity.

Your team is responsible to plan, evaluate and present an integrated communications campaign project.

- You are responsible for gathering background information for the topic you chose.
- The procedure and structure of the campaign project will be chosen based on your group consent.
- In the report, you should justify why and how you used the particular tactics.
- Writing should be clear and concise.
- Every one in your group is equally responsible for producing the final project. This means that the project will be graded as a group project – however – individual evaluation peer assessments will help determine your final grade. Essentially, all in the group may or may not receive the same grade for an assignment, however, a poor assessment may decrease your final grade for the class or that element of the final project.

Class Discussion and Assignment Schedule:

All course materials and requirements, as well as the following schedule, are subject to change as the instructor deems appropriate and necessary. Students are responsible for keeping themselves informed of any changes, and should complete reading assignments prior to class.

* Email the client and your instructor your call notes by 11 p.m. on designated dates (latest). Email me the call agenda 24 hours prior to your client meeting. ** Bring a one-page agenda to every meeting with me. Report your agency's progress and issues that need to be addressed in the agenda.

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	Tuesday	Thursday
Week 1	<p>January 5 Resumes and letter of intent (describing your job qualifications and thumbnail photos {due 11 p.m. via email}) assignment Course Topic: Course overview, objectives and expectations Present Job descriptions Please secure <i>Made to Stick</i></p>	<p>January 7 *In-class eight-question college assessment (tentative) Immediately following exam at 11:15 a.m., <i>Client proposal assignment distributed (due Jan. 22)</i> Course Topic: Select teams and agency name (pitch proposal report due at the end of today's class); assign roles, discuss background, logistics and review RFPs <i>Requests For Proposals (RFP) distributed</i> Describe campaign project – Review handouts for four campaign prep assignments – Review handout for final campaign plan and presentation – Review samples of campaign plan – Review handout for client call agendas and notes – Brief client's RFP – Describe agency roles and call for application</p>
Week 2	<p>January 12 Client Pitch Proposal assignment (due 11 p.m. January 22 via email) Course Topic: Client presentations begin Jan. 26 and end Jan. 28 (Secure time w/ potential client) Creating an effective client pitch proposal Campaign assignment 1 Any Questions? (due Feb. 12)</p>	<p>January 14 Course Topic: Making an effective pitch tips Using the Project Brief Assigned reading: <i>Why Bad Presentations Happen to Good Causes</i>, pgs. presented in class <i>Social Media Workshop: Todd Sanders, Director, Social Media, UF, and Ryan Morejon, social media</i></p>
Week 3	<p>January 19 Course Topic: Casual, secondary and primary research and UFL resources for conducting research</p>	<p>January 21 Client pitch proposal assignment due 11 p.m. January 22 Course Topic: Casual, secondary and primary research <i>Guest speaker: Nicole Yucht, The Anatomy of a Campaign</i></p>
Week 4	<p>January 26 (3) In class Client proposal/10-minute presentations (clients are present) *Reminder – client feedback is critical throughout this course</p>	<p>January 28 (2) In class Client proposal/10-minute presentations (clients are present) 11:35 a.m. – 12:20 p.m. <i>Qualtrics Help: Tiffany Schweickart, UF doctoral student</i></p>
Week 5	<p>February 2 Call notes and agenda, set 1 assignment (due 11 p.m. Feb. 9 via email) Course Topic: Clients assigned – confirmations <i>Agency work meetings (follow up w/ assigned client on next steps)</i> <i>Finalize schedules of agency meetings w/ instructor</i></p>	<p>February 4 Bring laptops to class April Hines: JM, Mass Comm. Librarian http://guides.uflib.ufl.edu/publicrelations #1 Quiz on assigned reading (Why Bad Presentations Happen to Good Causes) {second half of class period}</p>

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Week 6	February 9 Work meetings w/ agencies You should have met with your client by today.	February 11 <i>Campaign Assignment 1: Casual and secondary research report and plan for primary research, including survey due 11 p.m.</i> Course Topic: Communications Assessment Guest speaker: Heidi Otway, VP, PR and Social Media, Salter>Mitchell, Tallahassee
Week 7	February 16 Instructor work meetings w/ agencies Set appointments	February 18 Course Topic: S.M.A.R.T. Measureable Objectives <i>Assign Made to Stick</i> reading pgs. Guest speaker: Greg Ash, Creative Director 160overgo Agency
Week 8	February 23 <i>Campaign Assignment 2: Communications Assessment due 11 p.m.</i> Course Topic: Audience analysis Your client-approved/IRB survey must be deployed this week	February 25 Course Topic: Strategy and Theory
Week 9	March 1 Spring Break - Enjoy your break!	March 3 Spring Break
Week 10	March 8 Course Topic: Communicating Visually Videography and Images Choose your final presentation date	March 10 Call notes and agenda, set 2 due by 11 p.m. Campaign Assignment 3 due 11 p.m.: Measurable Objectives Communicating Visually Guest Speaker: Jim Harrison, Director of Creative Services, UF, award-winning graphic designer and artist. Jim is also known for the Gainesville Fruit Company, which he created to promote the Gainesville area with posters and prints featuring local landmarks, all inspired by the graphics of vintage collectible fruit crate labels.
Week 11	March 15 Course Topic: a. Channels and tactics b. Integrated Communication for Campaigns c. Creating Your Message Strategy	March 17 Quiz on assigned reading (<i>Made to Stick</i>) Agencies will be dismissed to continue collecting and analyzing survey results, and meeting with clients
Week 12	March 22 Campaign Assignment 4 Due by 5 p.m. today: Final Research Report, Audience Analysis and Message Strategy Call notes and agenda, set 3 due by 11 p.m. Course Topic: Using social media for research and authentic audience engagement	March 24 Call notes and agenda, set 3 due by 11 p.m. <u>The class will not meet in Weimer 1070</u>
Week 13	March 29 Draft Campaign Book Due: By 12:30 p.m.	March 31 Team meetings with FBA to discuss campaign book

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	(Students are preparing/meeting w/ clients) Team meetings with instructor to discuss campaign book - The Experience	
Week 14	April 5 Please use this time to meet with your team for final presentations and preparations	April 7 Client Presentation
Week 15	April 12 Client Presentation Client Presentation Final Campaign Book Due	April 14 ❖ Evaluation Client Presentation Client Presentation
Week 16	April 19 Client Presentation	

Class Etiquette

- Being tardy is unacceptable
- Reading a newspaper or other unrelated materials during class is not permitted.
- Sleeping during class is considered as an unexcused absence.
- Do not use cell phones or audible pagers.
- Food, drinks and tobacco products are not allowed in the classroom.

Instructor Notes

- I will make every effort to adhere to this syllabus and grading system, but reserve the right to make necessary changes.
- This class is challenging, but in the end it is rewarding and helps prepare you for internships and the job market. If you feel yourself having trouble, please see me immediately.
- I will make every attempt to make this and all courses diverse and multicultural and non-discriminatory. Should I ever fail to meet this goal, **please notify me immediately**.
- I will be available to assist students during office hours, by appointment, or via email and will try to provide you with your grades on assignments, exam, and participation as soon as possible.

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