

PUBLIC RELATIONS STRATEGIES
COURSE SYLLABUS
PUR 3801 Section 6044

Instructor: Maria De Moya .- **Email:** mdemoya@ufl.edu.- **Office:** Weimer 2039D
Office Hours: Tues. 11:00 a.m. – 12:30 p.m., Thurs. 11:00 a.m.-12:30 p.m. or by appt. **Phone:** 352.273.1640
Class meets Tues 10-11th period (5:10-7:05 p.m.) & Thurs. 10th period (5:10-6:00 p.m.) in Weimer 1076

Course overview:

Public Relations Strategies introduces students to the strategic planning process involved in putting together and coordinating organizational public relations efforts. In this course, students will learn what is involved in developing, implementing and evaluating public relations strategies. The course provides insights on understanding an organization's internal and external environment; as well as identifying and addressing public relations situations that emerge in these environments. Students will learn how to develop objectives, and design strategies and select tactics that can better serve the organization's goals. Additionally, students will learn from current public relations strategies, by analyzing and discussing good and bad practices. This course also focuses on the use of social media and other new media channels in strategic public relations, examining when and how they can be employed to better serve the organization communication and relationship building needs.

Prerequisites:

Students must have taken and passed Principles of Public Relations (PUR 3000) and PUR 3500 with a grade of C or higher; be at least junior standing; and have taken and passed a statistics course.

Course Objectives:

- To provide an overview of the various functions of public relations and the normative process of public relations program development and implementation
- To develop skills in strategic public relations management based on an analysis of current and historical case studies
- To practice developing and applying strategy and tactics based on a sound understanding of public relations concepts and practices
- To enhance student's communication persuasively, clearly and successfully
- To encourage students to think strategically about how to select and employ public relations tactics are most fitting for a client and/or problem
- To understand the strategic use of social media and other new media channels in communicating and building relationships with publics
- To encourage students to view themselves as public relations strategists and to acquire the necessary skills to fulfill this role.

Classroom accommodation:

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 then provide this documentation to the instructor when requesting accommodation. **More information at:** <http://www.dso.ufl.edu/drc/>

Course instruction, management and communication:

Lectures and class discussions. The instructor and guest lecturers will offer short lectures designed to reinforce –not reiterate— information obtained from the readings. PowerPoint files used with the lectures will be made available to students by 1:00 p.m. on the day of the class meeting. Every course meeting will include ample opportunity for open discussions; please do your readings before class and come prepared to participate.

Collaborative Learning. Students learn more if they are open to sharing their thoughts and opinions. Students are expected to participate in class and group discussions about real world public relations problems and assigned readings. In the spirit of collaborative learning, students are encouraged to:

- Find one or two classmates to share notes from class and discuss the readings with.

- Share resources that they find relevant to the topic being discussed via the discussion forum on eLearning.
- Work together to complete study guides and prepare for exams.

Online course management: e-Learning in Sakai (available at <https://elearning2.courses.ufl.edu/portal>) will be used to administer all course communication. You can access the site by using your GatorLink username and password. Your grades will be posted via e-Learning. You are expected to check the site before every class meeting for materials, email messages and announcements.

Communicating with your instructor: I prefer receiving emails from students via the eLearning email, but welcome any form of communication with my students. If you email me to my UFL address, please start by saying that you are in my PUR3801 class. This will help me keep track of the emails I receive from students.

Class Readings:

1) Required book: Smith, R. D. (2009). Strategic Planning for Public Relations (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates. Available at the UF bookstore, Amazon.com and off campus.

2) Required supplementary readings: available in PDF format in the “Supplementary Readings” folder on the course eLearning site. The dates on which the required readings are assigned are detailed on the course schedule and marked with a #. Please note that additional required supplementary readings may be provided at a later time during the semester.

3) Recommended readings related to Public Relations and Social/New media

- Putting the Public Back in Public Relations: How Social Media Is Reinventing the Aging Business of PR by Brian Solis and Deirdre Breakenridge
- The New Rules of Marketing and PR: How to Use Social Media, Blogs, News Releases, Online Video, and Viral Marketing to Reach Buyers Directly, 2nd Edition by David Meerman Scott
- Trust Agents: Using the Web to Build Influence, Improve Reputation, and Earn Trust by Chris Brogan & Julien Smith
- Engage: The Complete Guide for Brands and Businesses to Build, Cultivate, and Measure Success in the New Web by Brian Solis
- The Social Media Bible: Tactics, Tools, and Strategies for Business Success, by Lon Safko
- The New Community Rules: Marketing on the Social Web, by Tamar Weinberg

Grading policy

The course grades will be calculated based on student’s performance in course assignments and exams, as well as attendance and participation. **The grading scale for the course is as follows:**

465 – 500 (93-100) = A	450 – 464 (90-92) = A-	435 – 449 (87-89) = B+
415 – 434 (83-86) = B	400 – 414 (80-82) = B-	385 – 399 (77-79) = C+
365 – 384 (73-76) = C	350 – 364 (70-72) = C-	300 – 349 (60-69) = D
Below 300 (below 60) = E		

Letter grades are based on the total points accumulated over the term. Point values for assignments, exams and participations are as follows:

Two exams	(100 points each) 200 points	(20% each) 40%
Professional goal statement (2 drafts)	(10 points each) 20 points	4%
Class attendance and participation	80 points	16%
Case analysis I presentation	50 points	10%
Social media best practices white paper	50 points	10%
Case analysis II (report & presentation)	100 points	20%
TOTAL	500 points	100%

→ For more information on grades and UF grading policies visit:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Exams

There will be two exams in this course. Exams are non-cumulative. The exams will cover all of the course readings (textbook chapters and supplementary readings), handouts, class discussion, guest speakers and student presentations. The exams will be a combination of multiple-choice and short answer questions. Study questions for the exam can be found at the end of each lecture in the PowerPoint file. Study questions for guest speakers and/or student presentations will be provided before the exam.

Make up exams are only available for students who provide documented and acceptable excuses, such as university-sanctioned travel or medical emergencies. Make up exams MUST be scheduled IN ADVANCE. Failure to provide a documented excuse prior to the exam date will result in a zero grade on the exam.

Course assignments

This course is very demanding, but very rewarding. Class assignments are designed to help students apply the concepts studied and discussed in the course, as well as to test knowledge and comprehension of the material. It is important to read carefully the assignment guidelines and requirements and to seek assistance from the instructor as soon as possible to clear up any doubt or misunderstanding.

There are four assignments in this course:

1) Professional goal statement (individual written assignment): Each student will draft a 300-600 word professional goal statement at the beginning of the course, stating how they view themselves as a public relations professional, and where they want to be (professionally) five years after graduating. At the end of the semester, students will be asked to revise their original draft so that it reflects some of the insight they have obtained from this and other courses during the semester. *Detailed guidelines are provided in a separate document.*

2) Case Analysis I Presentation: Students will be assigned to small teams, will be given a public relations case to analyze and will be required to make a 10-minute presentation in class. *Detailed guidelines are provided in a separate document.*

3) Case Analysis II presentation and report. Students will select their own teams and work together to find a real world public relations problem or campaign as a case study. As a team, students will analyze the situation or campaign using the strategic planning model. Then, each team will prepare a 8 to 10-page report and make a 15-20 minute presentation in class. *Detailed guidelines are provided in a separate document.*

4) Social media white papers and presentation Students will work in small teams (the same teams formed for the case analysis presentation and report), to conduct a literature review of trade and academic publications, and find real world examples of best practices in common uses of social media as part of public relations efforts (see suggested readings for a list of useful books on the subject). Each team will focus on one of the following areas:

- A) Public relations best practices for *going viral and generating word of mouth*
- B) Public relations best practices for *creating content and gaining followers*
- C) Public relations best practices for *starting conversations and encouraging participation*
- D) Public relations best practices for *launching products or ideas*
- E) Public relations best practices for *starting a social movement (and/or motivating to action)*

Students will be required to submit a 5-10 page report and make a 10-15 minute presentation in class. Additionally, **the social media white papers will be compiled and published online, so that students can include it as part of their portfolio and refer to in the future.** *Detailed guidelines are provided in a separate document.*

Class Attendance /Participation

- Attendance is mandatory and will be an important part of your grade. You are expected to always arrive for class on time.
- Attendance will be taken each class. Two unexcused absence will be allowed without penalty over the

course of the semester. After that, your grade will be deducted 20 points for each unexcused absence.

- Students arriving after the class roll has been taken will be marked as late. Two “late” marks count as one absence.
- Excused absences must have either a doctor’s note or note from the faculty adviser of a university-sanctioned organization/event.
- Attendance counts towards your participation grade, but it is not the only component of your grade. Only students who participate in class discussion, express their own opinion and views and/or ask questions during class will receive the full participation grade.
- Come to class having done the assigned readings and ready to participate. If you are shy or unsure of how to contribute to the class discussion, I recommend that while you are preparing for class, you write down some questions or comments to share.

Class Behavior /Learning environment

I strive to build and maintain the best possible learning environment for the students in this course. However, this is impossible without your collaboration. Students are expected to behave in a cordial and professional manner in class. Mutual respect is very important to our learning environment. Please be quiet and attentive when the instructor or your fellow classmates are speaking; be respectful to different opinions and experiences; and be open to sharing your own experiences and opinions.

Course policies

- **Laptops** → In an effort to encourage class participation, computers are not allowed during class. Exceptions will only be made in the case of documented disabilities, please see me at the beginning of the semester.
- **Readings** → The Alligator is a great publication, but please don’t read it during class time. It is distracting and disrespectful to your classmates and the instructor. The same goes for other newspapers, magazines or readings for another class. You will get much more out of this course if you participate and pay attention.
- **Phones** → Please turn your mobile phones to silent when you are in class, unless they are needed for emergency purposes (please let me know ahead of time). Vibrate mode is distracting, so if your phone cannot be set to silent, please turn it off. Absolutely NO TEXTING during class. Students who are found texting during class will be penalized with 20 points deducted from their final grade for each offense.
- **Plagiarism and cheating** → Please take all possible steps to avoid plagiarism and cheating. It will not be tolerated. You have the right to revise their exam in person up to two weeks after the date of the exam, by requesting a meeting or coming to office hours. However, please note that while I will discuss exam questions with you, the validity of the questions or how they are graded are set, and not open for negotiation.
- **Course schedule** → A (tentative) course schedule is provided at the end of the syllabus. It includes assigned readings, exam and due dates and the dates on which class will not meet. I will do my best to keep to the course schedule, but if ever I need to make a change to the schedule, I will notify the students as soon as possible using eLearning email.

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 be available to assist students during office hours, by appointment, or via email. You can make an appointment with me by sending me an email message. When possible, please email me at least 24 hours before the time you’d like to meet, and when possible provide a couple of time/date options. Usually, I will not be available on Fridays, but might be able to make an exception if you write me ahead of time, and can meet early in the morning.
- 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 let me know immediately.
- I am open to suggestions from students as to how to improve the course content, facilitate the learning

process, encourage interest in the subject, or any other topic the student deems important.

- I will do my best to provide students with their grades on assignments, exams and participation as soon as possible. However, please allow up to 3 business days for grades, to account for scheduling problems or unforeseen delays.

University of Florida policies and resources

Academic Honesty: All students are expected to be honest in all their academic work. Failure to uphold the standards of honesty will result in the appropriate disciplinary action by the University of Florida. As a result of completing the registration form at the University of Florida, every student has signed the following statement:

"I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the university."

It is your responsibility to be familiar with the academic student code. You can review the honor code and sanctions for violations to the code in the following link:

<http://www.dso.ufl.edu/judicial/procedures/studenthonorcode.php>

Academic Student 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."

UF Counseling Services: UF has resources available for students in need of counseling for personal or academic reasons, such as:

- University Counseling Center (for personal counseling and academic counseling). Located at: 301 Peabody Hall, Phone #: 392-1575
- Student Mental Health (for personal counseling). Located at the Student Health Care Center, Phone #: 392-1171
- Career Resource Center (for career counseling). Located in the Reitz Union, Phone #:392-1601

For more information and other resources visit: <http://www.counsel.ufl.edu> or speak to your instructor. I will be happy to point you in the right direction.

._***._

[SEE COURSE SCHEDULE BELOW]

PUR 3801 Section 6044
CLASS SCHEDULE*

DENOTES SUPPLEMENTARY READING (AVAILABLE ON ELEARNING)

##DENOTES SUPPLEMENTARY READING (PRINT COPY PROVIDED)

CLASS DATE	TOPIC AND READINGS	DUE
Week 1		
Aug. 24	Course Overview and Introduction	***
Aug. 26	Overview of the strategic planning process <i>Readings:</i> Smith Introduction ##Swan, P. (2008). The purpose of public relations. In Cases in Public Relations Management. New York, NY: McGraw Hill.	***
Week 2		
Aug. 31	Analyzing the situation <i>Reading:</i> Smith Step 1	***
Sept. 2	Analyzing the Situation & the organization <i>Reading:</i> Smith Step 2	Student Statement of Professional Goals I
Week 3		
Sept. 7	Analyzing the Publics <i>Reading:</i> Smith Step 3	***
Sept. 9	Setting Goals and Objectives <i>Reading:</i> Smith Step. 4	***
Week 4		
Sept. 14	Formulating Action and Response strategies <i>Reading:</i> Smith Step 5	***
Sept. 16	Exam review	***
Week 5		
Sept. 21	→→→EXAM 1 ←←←	***
Sept. 23	***Class time to work on case analysis presentations*** <i>No reading assigned</i>	***
Week 6		
Sept. 28	In class case analysis/discussion <i>Reading:</i> # Case study 1: Krafting the obesity message: A case study in framing and issues management	***
Sept. 30	In class case analysis class discussion <i>Reading:</i> #Case study 2: All the wrong moves (on eLearning)	***
Week 7		
Oct. 5	Developing the message strategy <i>Reading:</i> Smith Step 6	***
Oct. 7	Selecting Communication Tactics <i>Reading:</i> Smith Step 7	***
Week 8		
Oct. 12	Case analysis I presentations <i>No reading assigned</i>	Case analysis presentation slides
Oct. 14	***Class time to work on case selection memo***	***
Week 9		
Oct. 19	Implementing the strategic plan <i>Reading:</i> Smith Step 8	Outline for social media best practices paper
Oct. 21	Implementing the strategic plan (continued) <i>Reading:</i> Smith Step 8	***

Oct. 26	Evaluating the strategic plan <i>Reading: Smith Step 9</i>	***
Oct. 28	Evaluating the strategic plan (continued) & Exam review <i>Reading: Smith Step 9</i>	***
Week 11		
Nov. 2	→→→EXAM 2 ←←←	***
Nov. 4	Public relations publics <i>#Community Relations 2.0</i>	***
Week 12		
Nov. 9	***Class time to work on best practices presentations*** <i>No reading assigned</i>	Last day to submit case selection memo
Nov. 11	***Veterans day no class***	***
Week 13		
Nov. 16	Social media best practices presentations	Social media best practices (report & presentation slides)
Nov. 18	Case study analysis <i>#Reading: Domino's "Special" Delivery: Going Viral Through Social Media (A)</i>	***
Week 14		
Nov. 23	Case study analysis <i>#Reading: Domino's "Special" Delivery: Going Viral Through Social Media (B)</i>	***
Nov. 25	***Thanksgiving no class***	
Week 15		
Nov. 30	***Class time to work on case analysis II presentations***	***
Dec. 2	Case analysis II presentation	***
Week 16		
Dec. 7	Case analysis II presentation	Case analysis report
*The instructor reserves the right to make necessary changes to the course schedule. Students will be notified in advance (via eLearning email) if any changes are made to the scheduled.		