

PUR 4100 - PUBLIC RELATIONS WRITING

SYLLABUS FALL 2016 –section 2E22

TUESDAY/THURSDAY, PERIODS 10 & 11 (5:10 PM – 7:05 PM)

Class Location: WEIM 0256

Instructor: Toluwani Oloke

Email: folaketolu@ufl.edu

Office Hours: T, R, 3:00 p.m. – 5:00 p.m. and by appointment

Office: WEIM 2040

Welcome to Public Relations Writing

Public Relations Writing is designed to help you develop professional international public relations skills. This course will provide instruction and practice in to help you prepare for the world of practice. Most students take this course their final semester/year. All students in this class are expected to earn a grade of no lower than C to successfully complete this class.

Course Description

This course is designed to help you develop excellent writing and editing skills as public relations professionals. Critical thinking and excellent writing are important for a successful career in PR practice. The different forms and styles of writing will be taught in this course. More importantly, the ability to meet deadlines and produce quality work are emphasized. Think of every assignment and task as a job you MUST deliver to a real world client PROMPTLY.

In this course, you will learn to prepare public relations materials in a variety of formats such as responses to RFPs, backgrounders, fact sheets, news/media releases, media advisories, pitch memos, brochures, position papers, speeches, communication plans, etc. for real clients. There will be in-class and take-home assignments.

Keeping up with assigned weekly readings will greatly prepare you to pass the quizzes.

Prerequisites:

PUR 3000 Principles of Public Relations, and

JOU 3101 Reporting

with minimum grades of C

Your Objectives for the Course

1. You will learn the principles of public relations writing such as effective planning, strategic thinking and excellent writing styles
2. You will gain experience preparing appropriate public relations materials for specific situations and audiences
3. You will learn that meeting deadlines are very crucial to a successful public relations career.
4. You will recognize the importance of research before developing any public relations communication plan or document.
5. You will understand the importance of understanding your audience, and excellent writing to your career.
6. You will develop better writing skills as public relations professionals

Instructional Approach

This class will use class discussions of concepts from assigned readings, experiential learning

tasks and class presentations. The class presentations will be in simulated professional settings. There will be individual as well as team projects.

Presentation Rule:

Appropriate professional dressing is required for all presentations.

Required Texts

Wilcox, D. L. Public Relations Writing and Media Techniques (7th OR 8th Edition), Boston: Pearson Education, Inc., 2013.

Kessler, Lauren and Duncan McDonald, When Words Collide: A Media Writer’s Guide to Grammar and Style (7th Edition), Boston: Thomson/Wadsworth, 2008.

Associated Press Stylebook, 2007 or more recent edition

COURSE GRADING CRITERIA

Attendance and Participation	10%
Assignments	40%
Communication Plan	40%
Quizzes	10%

A	92-100%		
A-	90-91%	D+	68-69%
B+	88-89%	D	62-67%
B	82-87%	D-	60-61%
B-	80-81%	E	below 60%
C+	78-79%		
C	72-77%		
C-	70-71%		

See the UF catalog for more information on the grading policy

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

You are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/>.

Class Demeanor

You are expected to arrive to class on time and behave in a manner that is respectful to the instructor and to fellow students. Please avoid the use of cell phones and restrict eating to outside of the classroom. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the class discussion are not permitted in class.

NOTE: You have only one free excused absence in this class. All other absences will count towards your final grade. Lateness to class more than 10 minutes is strongly discouraged. Two

lateness counts as an absence. Two unexcused absences will result in a full letter grade drop in your final grade i.e. you get a B instead of an A if you have two unexcused absences during the semester.

Please let the professor know in writing as soon as you realize you will need to miss class, preferably at the beginning of the semester. If you miss class for any legitimate reason, including sickness or university related travel, you must contact the professor before class meets (email is fine) and, then, provide written documentation at the next class meeting.

Deadlines are treated seriously in this class. All assignments are due by the start of the class period on the date of the deadline, unless otherwise instructed. All students are to have hard copies of assignments printed prior to the start of class. ALL ASSIGNMENTS MUST BE STAPLED BEFORE SUBMISSION. NO DOG-EARED SUBMISSIONS WILL BE ACCEPTED.

University Honesty Policy

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 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 (<https://www.dso.ufl.edu/sccr/process/student-conducthonor-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 the instructor or TAs in this class.

The following count as violations of the UF academic honesty policy:

- Receiving or giving help during a quiz or exam.
- Using someone else's material as your own without appropriate attribution.
- Making up quotes or information (i.e., fabrication).
- Using quotes or information without appropriate attribution.

Resources

Contact information for the Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University

Police Department: 392-1111 or 9-1-1 for emergencies

Communication Coaching Center (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center.

<http://www.ufjca.org/communications-coaching-center.html>

Computers – Call 352-392-HELP (4357) or email helpdesk@ufl.edu.

PATH Office – Houses academic advising staff, Study Abroad, and the Knight Division for Scholarships, Career Services and Multicultural Affairs. (1060 Weimer)

Career Resource Center – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC website for information about workshops, career and job fairs, or to schedule an appointment.

<http://www.crc.ufl.edu/>

SNAP – Offering pick-up and drop-off services for after-dark safety. Call 352-392-7627 or check online <http://www.police.ufl.edu/community-services/student-nighttime-auxiliary-patrol-snap/>. You can get the SNAP App for free by using either the Android Market or Apple App Store and searching for SNAP UF.

NOTE: The syllabus schedule is subject to change by the Professor at her own discretion.

Formatting, Mechanics & Fact Errors

All written work submitted for this course must be **coherent, logical, and carefully edited**.

Writing proficiency is necessary to pass this course. **Misspellings, syntax and grammar errors as well as other writing problems are unacceptable in upper-division college writing, especially in work by public relations students.** Do not submit materials with editing marks on them; all assignments must be “**client-ready.**”

All writing assignments must be typed with a 12- point serif font (e.g., Times, Palatino, or Times New Roman), double-spaced and framed by one-inch margins. AP style guidelines should be followed for all media related materials. Because this class is a writing class, no additional consideration will be given to written work accompanied by artwork or any other kind of design element. **However, a well-designed portfolio will be an advantage as a tool to assist in an internship or job search. Because this is a technical writing course as much as anything else, strong mechanics are expected.**

Unless otherwise specified, use AP style on all media assignments.

GO GATORS!!!!

OLOKE, T.C.