

College of Journalism and Communications  
UNIVERSITY OF FLORIDA  
2017 Spring Semester  
Web-Based Online Course

**COURSE SYLLABUS**  
**Principles of Public Relations**  
**PUR 3000, Section 24B6 & 25E8**

**Instructor:**

Michelle Hinson  
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**CANVAS WEBSITE:** <https://lss.at.ufl.edu/>, click on “e-learning in Canvas, pull down PUR 3000 in courses menu.

**Course Description**

The purpose of the Public Relations Principles course is to provide a general overview of the practices of public relations and to provide exposure to a number of selected topics in the field of public relations such as history, law, ethics, and the international nature of public relations. This will serve as an introductory course for pursuing the major. The course will provide a comprehensive understanding of public relations’ role in organizations and society; how public relations has been developed as a discipline; and the contemporary roles of public relations in organizations and society. Basic public relations principles and theories will be examined in addition to applied perspectives. Students will discuss public relations issues and trends as well as international and ethical considerations involved in the practice of public relations. Students will be encouraged to think more broadly considering the globalized communication function of public relations and having their own ideas about public relations through the discussion of misunderstandings and misperceptions about the field of public relations.

**Specific Course Objectives**

- To gain a historical perspective of the public relations discipline.
- To understand the theories, principles, and practices relevant to public relations.
- To gain international perspectives of public relations practice.
- To evaluate the role and functions of public relations in organizations.
- To understand key processes involved in public relations such as research, planning, strategy, and evaluation.

**Course Prerequisites**

There are no prerequisites for this course; this course is open to all.

**Course Communication and Engagement**

You have a variety of ways to communicate with Instructor Hinson but all office communication from her will be conveyed via announcements and materials on our Canvas course site or via email as needed. All assignments, lectures, due dates, grades, and announcements will be posted on Canvas. You are responsible for being aware of the site’s contents on a daily basis if you have computer problems, you will need to make arrangements to log on elsewhere to keep up.

**Please be aware of the following communication policies:**

- Please review our syllabus, module intros, announcements, grading rubrics, due dates etc. before posting a question. Most of your questions are answered there. If you’ve looked and it’s not there or you need further clarification, then post your general questions on the Course Questions discussion board (the type of thing that you would raise your hand in class to ask). This is the fastest way to get your questions answered. Please proofread

your posts to ensure they are clear and free of surface errors. Feel free to respond to each other if you know the answer.

- For personal or grade questions, please email Instructor Hinson (direct, not from Canvas) or make an appointment by e-mail to speak with me.

### REQUIRED TEXTS

Wilcox, D. L.; Cameron, G. T.; & Reber, B. H. (2016). *Public relations: Strategies and tactics* (11<sup>th</sup> edition). Boston, MA: Allyn and Bacon. 

Additional readings assigned by instructor.

### ASSIGNMENTS & GRADING

Grades will be based on a combination of categories as follows:

Quizzes (15) 15%

Discussion Forum Assignments (6) 15%

Individual Project: Executive Summary 20%

ExamOne 25%

ExamTwo 25%

Grading for the course follows current UF grading policies for assigning grade points (see <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>).

Grade	Scale	Point Scale
A	95-100 %	380-400
A-	90-94.99%	360-379.99
B+	87-89.99%	348-359.99
B	83-86.99%	332-347.99
B-	80-82.99%	320-331.99
C+	77-79.99%	308-319.99
C	73-76.99%	292-307.99
C-	70-72.99%	280-291.99
D+	67-69.99%	268-279.99
D	63-66.99%	252-267.99
D-	60-62.99%	240-251.99
E	59.99 and below	239.99 and below

## COURSE SCHEDULE AND DUE DATES

Please refer to the eLearning course schedule for weekly course content, required readings, assignment instructions, and assignment due dates posted in our Canvas course site.

## ACADEMIC HONESTY

**IMPORTANT** Please be aware: During this course, students are permitted to use their book and notes during quizzes. However, students are NOT allowed to cooperate with other students in order to complete quizzes.

If several students habitually begin the test at the same time, or if other digital evidence provided by Canvas suggests that students have attempted to cheat by cooperating then students suspected of dishonesty may be offered a chance to retake an in-person proctored exam without the benefit of notes or textbooks in order to verify their knowledge of the material. Cheating is a violation of the honor code and may result in disciplinary action up to and including expulsion from the University.

## UNIVERSITY OF FLORIDA POLICIES

**University Policy on Accommodating Students with Disabilities:** Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

**University Policy on Academic Misconduct:** Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

**Netiquette: Communication Courtesy:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Describe what is expected and what will occur as a result of improper behavior] <http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>. Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

### Getting Help

For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at: Learning-support@ufl.edu , (352) 392-HELP (4357) - select option 2, email: helpdesk@ufl.edu

**Other resources are available at** <http://www.distance.ufl.edu/getting-help> for: Counseling and Wellness resources, Disability resources, Resources for handling student concerns and complaints, Library Help Desk support.

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.