



**SYLLABUS – PUR 3000 (17CH) PRINCIPLES OF PUBLIC RELATIONS \***

**Spring 2017**

**Tuesday, period 9 (4:05-4:55 p.m.)**

**Thursday, periods 7-8 (1:55 – 3:50 p.m.)**

**Room: FLG0260**

**Instructor:** Mickey G. Nall, MAMC, APR, Fellow PRSA, Visiting Lecturer  
Office: 2080 Weimer Hall

Teaching Assistant: Adriana Yurizza, B.S., Master's Candidate; email: [ayurizza04@ufl.edu](mailto:ayurizza04@ufl.edu)

Office Hours: Tuesday, 1:30 – 3:30 p.m.; Wednesday, 4:00 – 5:00 p.m. or pre-scheduled appointment. Email: [mickey.nall@jou.ufl.edu](mailto:mickey.nall@jou.ufl.edu); telephone: (352) 392-0453.

**Course Description:**

The purpose of this 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. The course will provide an overview 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. 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. For those majoring in public relations, this course serves as the foundation of the public relations curriculum. For those planning careers in other areas, the course provides an overview of public relations practice and will address the consistent use and value of public relations in influencing business decision-making on a daily basis in a variety of for-profit and not-for-profit organizations and situations. If you are a major in this college, you must earn no lower than a "C" in the course to successfully complete the course and move on to other upper-level courses.

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

### **Prerequisites for Course:**

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

### **Required Textbook and Materials:**

Wilcox, D.L., Cameron, G.T. & Reber, B.H. (2014). *Public Relations: Strategy and Tactics* (11th edition). Boston, MA: Pearson. ISBN: 978-0-205-96064-4.

### **Your Objectives for the Course:**

- To show a historical perspective of the public relations discipline and profession.
- To explain the basic theories, principles, concepts and practices relevant to public relations.
- To identify key processes involved in public relations, including goal, research, planning, strategy, implementation and evaluation.
- To develop insights of being a public relations professional for corporations and non profit organizations in a multicultural world.

### **Course Organization and Requirements:**

- Please review class syllabus, grading rubrics, due dates etc. carefully. Most of your questions are answered there.
- Please read the assigned reading BEFORE the lecture.
- UF E-learning (Canvas) will be used for the course. Students are responsible for keeping up with the class assignments and materials and monitoring their progress via student records on Canvas system.
- From the third week of class, the instructor will assign students into groups. Students are expected to prepare case study presentation with group members in class. Group members will assess each other at the end of the semester according to the rubric posted on Canvas.
- Students are expected to **attend every class, arrive on time, not leave early unless prior permission is granted.**
- Students are expected to conduct themselves in an honest, ethical and courteous manner – with classmates and the instructor. **Eating, drinking and privately chatting in class do NOT demonstrate professional behavior.**
- Students are expected to turn off **cellphones, laptops, tablets or iPod/MP3 players.**

**Distribution of Course Grade (Total 500 points):**

Class participation and attendance	5%	25 points
Group Project	15%	75 points
Peer Evaluation (Group Pro.)	4%	20 points
Quizzes – 8; 10 points each	16%	80 points
Exam 1	20%	100 points
Exam 2	20%	100 points
Exam 3	20%	100 points
TOTAL:	100%	500 points

**Grading:**

**Class Participation & Attendance (5% - 25 points):**

- Class participation and attendance counts for 5% of your final grade. Class participation is determined by such efforts as discussion of assigned readings, performance of in-class exercises, and participation in raising timely and relevant issues to the attention of the class.
- Attendance is mandatory. Excused absences must have either a doctor’s note or note from the faculty advisor of a university sanctioned organization/event. 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. Make-up exams or late assignments are acceptable for excused absences rather than unexcused absences.

**Group Work: Case Study Presentation (15% - 75 points):**

- Students will participate in group work activities in their assigned group throughout the semester.
- Each group will choose a topic/brand based on the course plan. Each group will be expected to give case presentation to the class for the week they are assigned.
- Case study presentation must be less than 15 minutes. More detailed information will be provided through group work – case study presentation and rubric.

**Group Work: Peer Evaluation (4% - 20 points):**

- Group members and peer-evaluations will be required during the semester.
- Each person on a team must determine a confidential numerical score. Also additional comments on each person will be accepted.
- Specific questions that detail the character of the work undertaken during the preceding time frame will be asked and students will be required to indicate specifically which tasks were completed by which team members.

**In Class quizzes (16% - 80 points):**

- There are eight (8) quizzes throughout the semester.
- You will be tested based on the textbook readings assigned for each class. The purpose of the quizzes is to encourage students to prepare for the class in advance and to review the materials covered.
- Each quiz will have five (5) questions (multiple choice). The questions will be randomly drawn.
- Please keep in mind quizzes are designed for prepared learners.

**Exam 1 (20% - 100 points):**

- Exam one will cover Chapters 1, 2, 3, 4 & 12.
- There will be 50 questions for exam one (Multiple Choice).

**Exam 2 (20% - 100 points):**

- Exam two will cover Chapters 5, 6, 7, 8, 9 & 11.
- There will be 50 questions for exam two (Multiple Choice).

**Exam 3 (20% - 100 points):**

- Exam three will cover Chapters 10, 13, 14, 15, 17, 20 & 21.
- There will be 50 questions for exam three (Multiple Choice).

**Grading Scales:**

<b>Grade</b>	<b>Scale</b>	<b>Points</b>
<b>A</b>	<b>93-100</b>	<b>465-500</b>
<b>A-</b>	<b>90-92.99</b>	<b>450-464.99</b>
<b>B+</b>	<b>87-89.99</b>	<b>435-449.99</b>
<b>B</b>	<b>83-86.99</b>	<b>415-434.99</b>
<b>B-</b>	<b>80-82.99</b>	<b>400-414.99</b>
<b>C+</b>	<b>77-79.99</b>	<b>385-399.99</b>
<b>C</b>	<b>73-76.99</b>	<b>365-384.99</b>
<b>C-</b>	<b>70-72.99</b>	<b>350-364.99</b>
<b>D+</b>	<b>66-69.99</b>	<b>330-349.99</b>
<b>D</b>	<b>63-65.99</b>	<b>315-329.99</b>
<b>D-</b>	<b>60-62.99</b>	<b>300-314.99</b>
<b>E</b>	<b>59 and below</b>	<b>295 and below</b>

## **MAKEUPS & LATE ASSIGNMENTS:**

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.

## **Classroom Demeanor:**

- **Arrive on time and stay until the end of class.** Please be on time and do not leave class early. Leaving early is disruptive to your team members and the rest of classmates. If a special situation (like a doctor's appointment) requires that you leave class early, please let instructor know before the class.)
- **All assignments are due at the beginning of class.** In general, students will not be allowed to turn in assignments after the assigned due date. If you will be absent on the date an assignment is due, it is your responsibility to work with the instructor to establish a date and time you will hand in your assignment (before the due date). Exceptions to this policy will be limited to documented exceptional circumstances. Important dates have been announced in advance in the syllabus so that students can schedule other activities around these deadlines. Exceptions will be rare and at the discretion of the instructor. If late work is accepted, it will be graded at a lower value than work turned in on time.
- **No food allowed in class.** Drinks in spill-proof containers are acceptable, but please take your empty cups and bottles with you when you leave.
- **Not letting technology distract you and others from focusing on class.** (Cellphones and other electronic devices must be turned off or turn into silent mode during class. No texting during class. Laptop use is only permitted for note taking or group project. Students whose laptop use is disruptive to class (distracting to the instructor or other students) will be asked to discontinue their laptop use or leave the classroom.)

## **University of Florida Policies:**

- **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 exclusion from the university."
- **The 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." For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261. You can review UF's academic

honesty guidelines in detail at:  
<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

## Resources

If you need individual assistance beyond the help you receive in class, please meet with me during office hour or utilize university resources:

- **Division of Student Affairs** (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. <http://www.ufsa.ufl.edu/>
- **UF Counseling & Wellness Center** (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counseling.ufl.edu/cwc/>
- **Disability Resource Center** (352-392-1261) – Students requesting class accommodations must first register with the Disability Resource Center. You will receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to discuss special arrangements. Please take action immediately. <http://www.dso.ufl.edu/drc/>
- **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](mailto:helpdesk@ufl.edu).
- **Knight Division for Scholarships, Career Services and Multicultural Affairs** (1080 Weimer) -- Provides information on scholarships and internships and sets up the College Interviewing Day each semester. <http://www.jou.ufl.edu/knight/>.
- **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.

## Course evaluation

Students 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/>.

## Tentative Topics, Dates and Assignments

Week	Date	Topic
1	01/05	Course introduction and overview of class syllabus  Chapter 1: What is Public Relations?
2	01/10	Chapter 2: The Evolution of Public Relations
2	01/12	Chapter 3: Ethics and Professionalism  Quiz 1 (Chapters 1-2)
3	01/17	Chapter 4: Public Relations Departments and Firms
3	01/19	Chapter 12: Public Relations and the Law  Quiz 2: (Chapters 3, 4, 12) 022  Groups assigned (10 – 11 groups, 9 per group)  Chapter 5: Research
4	01/24	Chapter 6: Program Planning  Exam 1 Review (Chapters 1, 2, 3, 4, & 12)
4	01/26	<b>EXAM 1</b>
5	01/31	Chapter 8: Evaluation
5	02/02	Chapter 7: Communication  Quiz 3 (Chapters 5 - 6)
6	02/07	Chapter 9: Public Opinion and Persuasion
6	02/09	Chapter 11: Reaching Diverse Audiences  Quiz 4 (Chapters 7, 8)  Chapter 10: Conflict Management: Dealing with issues, risk and crisis
7	02/14	Chapter 17: Corporate public relations
7	02/16	Quiz 5 (Chapters 9, 11)  Chapter 17: Corporation public relations (continued)  Groups meet (1/2 hour)
8	02/21	Review for Exam 2 (Chapters 5, 6, 7, 8, 9, 11)  Quiz 6 (Chapters 10, 17)  Groups meet (1/2 hour)
8	02/23	<b>EXAM 2</b>

9	02/28	Chapter 13: The Internet and Social Media
9	03/02	Groups meet

10	<b>03/7 – 03/09</b>	<b>Spring Break week – no classes</b>
11	03/14	Chapter 14: Preparing Materials for Mass Media
11	03/16	Chapter 15: Radio and Television  Quiz 7 (Chapters 13, 14, 15)  Groups meet (1/2 hour)
12	03/21	Chapter 16: Meetings and Events  Chapter 18: Entertainment, Sports, and Tourism
12	03/23	Chapter 19: Politics and Government;  Groups meet (1/2 hour)
13	03/28	Chapter 20: Global Public Relations
13	03/30	Chapter 20: Global Public Relations (part2)  Groups meet: Progress reports by group (verbal) to instructor
14	04/04	Guest speaker: TBA
14	04/06	Chapter 21: Non-Profit, Health & Education  Group presentations: Groups 1, 2, 3, 4 present to class
15	04/11	Quiz 8 (Chapters 20-21)  Group presentations: Groups 5, 6 present to class
15	04/13	Review for Exam 3 (Chapters 10, 13, 14, 15, 17, 20, & 21)  Group presentations: Groups 7, 8, 9, 10, 11 present to class

<b>16</b>	<b>04/18  classes end 04/19</b>	<b>Exam 3 (non-cumulative)</b>
17	Finals week	April 22, 24-28