



PUR 3500
Public Relations Research (Section 1497)
Spring A 2017

Department of Public Relations
College of Journalism and Communications
University of Florida

Class Meeting:

W 3-5th (9:35 a.m.-12:35 p.m.)
Weimer 1078

Instructor: Barbara Myslik, M.A.

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Office: Weimer Hall G036

Office Hours: Thursday 1:00-2:30 or by appointment

Course Descriptions

Welcome to Public Relations Research! This course is designed to introduce public relations students to social science research methods, with a focus on the application of those methods to public relations. This course is intended to help students understand why research is essential in identifying problems and issues of concerns, guiding strategic planning, message development, and evaluating public relations campaigns. The course focuses on different types of research-qualitative, quantitative research, and online research.

Prerequisites: A minimum of “C” in PUR 3000 and statistics; junior standing in the college. If you do not have these prerequisites, you are advised to drop this class unless you have permission from the instructor(☼).

(☼).This syllabus is subject to change as the instructor deems appropriate and necessary.

Objectives and Learning outcomes:

The goal of this class is to teach students following skills:

- To understand the role of research in public relations management.
- To introduce basic concepts and methods in public relations research
- To analyze issues related to measurement in public relations research and make appropriate measurement choices.
- To understand the assumptions of various research methods in public relations.
- To learn how to apply research methods to specific situations in public relations campaign management.
- To learn how to write persuasive research reports and deliver the results successfully in a professional oral presentation.

Course Format & Expectation

For effective understanding of the role of research in public relations management, each course period will incorporate some in-class activities (e.g., case study and Internet/Web research). In-class activities and assignments will be sometimes given in order to facilitate the learning process. It is in students' long-term interest to complete thoroughly, because the material is cumulative.

Throughout the courses, students are expected *to attend each class and arrive on time* and *be committed to learning/studying during the class time*. Laptops or smartphones are allowed to participate in the in-class activities, but are NOT to be allowed for texting, checking emails/social media or surfing the Web. ***Attitude is fundamental and crucial thing wherever you go and whatever you do***, and I can't emphasize I believe become an Every student is expected to *read the assigned materials before coming to class* and *actively participate in class discussion and activities*. There are no wrong questions, and you always learn and remember better when you ask.

Required Reading

- Stacks, D.W. (2016). *Primer of Public Relations Research*, (3rd Ed.). New York: Guilford.
- If and when additional readings are assigned, an announcement will be made in class and the material will be posted on Canvas.

Assignments

Grades for quizzes, secondary data analysis, participation and PR daily activity are all individual grades. The grades for all three exams are team grades, meaning that each team member receives the same grade. However, to insure that everyone is contributing their best work we will discuss techniques of small group management in the beginning of the assignment. Furthermore, you will indicate to the instructor who is responsible for which part and I reserve the right to assign individual grades if there are major discrepancies in the quality of the work.

You will be graded based on the following assignments:

Quizzes (10) 15p each	150
Secondary data assignment	80
1 st exam (executive summary + data analysis)	150
2 nd exam (results of data analysis)	150
Final (final client presentation)	350
Daily PR	45
Attendance and Participation	75
Total	1000

Course Grading

Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade	100 Scale (100%)	1000 Scale (total points for the class)
A	94-100%	1000-940 points
A-	90-93.9%	939-900 points
B+	87-89.9%	899-870 points
B	84-86.9%	869-840 points
B-	80-83.9%	839-800 points
C+	77-79.9%	799-770 points
C	74-76.9%	769-740 points
C-	70-73.9%	739-700 points
D+	66-69.9%	699-660 points
D	64-66.9%	659-640 points
D-	60-63.9%	639-600 points
E	66-69.9%	Below 0-599 points

Extra Credit

Since this is a research class, participation in research studies for extra credit is highly encouraged. Please register through the CJC's SONA research management system (<https://ufl-cjc.sona-systems.com>) and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Studies are typically not available until the third week of the semester; however, you should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. Please see this video for how to set up your SONA account: https://youtu.be/_1OnT2ZU6QQ

Late work policy:

Public relation is a deadline business. All due dates for assignments, once set, are final. If an assignment or activity is not received prior to the deadline, one letter grade will be deducted for every 24 hours until the assignment is handed in. If the assignment is not handed in 5 days after the deadline it will no longer be accepted. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission, as seen appropriate by the instructor.

Academic Honesty

Students must regard academic honesty as crucial and essential part of your academic life. The instructor treats the academic honesty as a serious issue. All your works for this course should be created on your own, and you are required to follow appropriate citation methods and guidelines. False information (fabrication) also leads to fail of this course. Please find appropriate information and guideline such as Purdue Owl

(<http://owl.english.purdue.edu/owl/resource/589/01/>) to avoid plagiarism. Your academic dishonesty will be reported to Student Conduct and Conflict Resolution, which might ask you additional penalties. Plagiarism will result in an automatic zero point and

The University's guidelines regarding academic honesty can be found at:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Religious Holy Days

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

Course and Instructor Evaluation

It is important to participate in the evaluation of every class in order to improve class by providing your feedback on the quality of instruction. Regarding the course evaluation, you will receive an email reminder or you will be able to assess evaluation system to complete it at <https://evaluations.ufl.edu>. Your feedback will be appreciated and helpful to advance this course further. Summary results of these assessments are available to students at:

<https://evaluations.ufl.edu/results>

Students with Challenges

Students who requesting accommodation must first register with the Dean of Students Office, Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/). The Dean of Students will provide documentation to the student, who must then provide this documentation to the instructor when requesting accommodation. You must meet take action immediately to ensure requested accommodations can be provided.

Counseling Services

University counseling services and mental health services are available at <http://www.counseling.ufl.edu/cwc/Default.aspx>; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.

The Honor Pledge

The University of Florida Honor Code applies to all work related to this class. All students are expected to be honorable and to observe standards of conduct appropriate to a community of scholars. Students are expected to attend every class, arrive on time, and participate in class discussions. Assigned readings should be completed prior to class, and students should be prepared to discuss the assigned material. Any material discussed in class and/or covered in the assigned readings may be included on examinations. Students will not be allowed to make up exams. Exceptions to this policy will be limited to documented exceptional (as defined by the professor) circumstances and at the discretion of the professor. Students arriving more than 10 minutes late to an exam will not be allowed to take the exam.

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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class.

Additional notes

- The instructor reserves the right to make changes, if necessary, to the grading system, schedule, or other matters pertaining to the class. The students will be informed of these changes in a timely manner.
- The instructor may be reached via e-mail and office hours, but please be aware that the professor will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you.
- Students are not permitted to bring guests to class unless special arrangements have been made with the professor prior to class.
- If you notice yourself having trouble in the course, it is crucial that you see the instructor immediately. Please feel free to approach the instructor about any concerns or comments you might have about this class. I will be happy to meet with you during my office hours, or by appointment.
- You are expected to arrive promptly for class, fully prepared to discuss the assigned readings. While I understand the problems created by a large campus, it is your responsibility to arrive in class in a timely manner. Anyone arriving more than 10 minutes late for class will be noted as absent, and his or her class participation grade will suffer as a result.

- **Attendance policy:** Attendance is mandatory. Absences count from the first class meeting and each unexcused absence will reduce your participation grade by 5% since you cannot participate if you are not there. Excused absence requires either prior explicit permission by the instructor or a doctor's note. and subsequently assign a lower or failing grade for excessive absences; More than three absences during the semester will be considered "excessive absences" resulting in reduction of the final grade by a full letter grade for such each day. I may, after due warning, prohibit further attendance in the courses in such cases. You are responsible for signing the attendance sheet every class period as well as notifying me of the cause of your absence for a class meeting (for further information, please consult: <http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html>).
- Do not submit the same work to more than one class without prior written permission from both instructors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose. Any evidence of plagiarism or cheating will result in an "E" for the course and possible disciplinary action.
- In addition to the required and recommended readings, you are expected to maintain comprehensive class notes because class lectures often contain information that is not contained in the readings. You will be tested on this information on examinations.
- Lectures given in this course, including handouts and presentations, are the property of the instructor and the University of Florida. Class lectures may not be recorded in any form without prior permission from the instructor and any guest lecturers that may speak to this class. Recordings, including class notes, may not be used for commercial purposes.