

**Public Relations Strategy (PUR 3801)**  
Spring 2017 T 7-8<sup>th</sup> (1:55-3:50 p.m.) & TR -8<sup>th</sup> (3:00-3:50 p.m.)  
Weimer 1076

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**INSTRUCTOR**

Ms. Jung Won Chun  
Department of Public Relations  
College of Journalism and Communications

Office: Weimer G044

Office Hours: Tuesday 6<sup>th</sup> (12:50-1:40 p.m.)

Thursday 5-6<sup>th</sup> (11:45-1:40 p.m.) or by appointment

Email: [jwchun@ufl.edu](mailto:jwchun@ufl.edu)

*(Whenever you write an email to me, please be sure to include the course number PUR3801 in the subject line. For class project related issues, include your team name as well.)*

**COURSE DESCRIPTIONS**

Welcome to Public Relations Strategy! This course is designed help you understand the strategic management in public relations through both academic and practical perspectives. By exploring various current and historical case studies, you will be acquainted with PR practitioners' actual strategies and tactics in areas of public relations specialization. You will analyze diverse case studies and write fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.

We will primarily use class discussions, case studies, experiential learning projects, presentations, and hands-on instructions to engage in the learning process instead of simply recounting what is stated in the readings. We will emphasize *interactivity* and *collaboration* and classes will move in a seminar format much like the collaborations that operate in the professional world. This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in class into workable solutions. It is essential that you keep up with the reading schedule and come to class prepared with the assigned reading's concepts in your memory and in your written notes. If you have a problem, see me sooner, not later.

**YOUR COURSE OBJECTIVES**

- To identify terms and concepts used in public relations and its strategic process.
- To discuss both conceptual foundation and professional skills toward strategic management process in public relations.

- To apply the knowledge and experience gained in this course as well as that from course prerequisites to the development of an experiential learning project for a client organization, which should become part of students' professional portfolios.
- To analyze and critique historical and current public relations problems based on independent, critical and creative thinking.
- To evaluate public relations strategic process and relevant information by appropriate methods.
- To write and formulate fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.

### **CREATING A GOOD LEARNING ENVIRONMENT**

You are expected to:

- Attend each class and arrive on time
- Read the assigned materials before coming to class
- Actively participate in class activities and group projects.
- *Not* let technology distract you and others from focusing on the class. For effective understanding of strategic management in public relations, each course period will incorporate some interactive class activities by using your laptop or smartphone. Please refrain from online activities not related to class discussion or assignments such as texting, surfing, or checking in social media.
- Ask thoughtful questions.

### **REQUIRED TEXTBOOKS AND MATERIALS**

- Smith, R. D. (2017). *Strategic planning for public relations* (5th ed.). New York: Routledge.

### **ADDITIONAL READING MATERIALS**

- As and when assigned and made available on Canvas

### **ONLINE PLATFORM FOR COURSE INFORMATION**

- Canvas (<https://lss.at.ufl.edu>) will be used for this course. All announcement, class materials (e.g., PowerPoint files, handouts, evaluation forms), assigned readings, assignments, and grades will be posted. Please check the site for announcements and/or threads of comments from classmates and the instructor. Also, you must submit both individual and group assignments submit on Canvas.

## COURSE GRADING SCALE AND PERCENTAGES

Grading Items	Percentage Allocation
<b>Class Participation &amp; Attendance</b>	<b>10%</b>
<b>Individual Case Presentations</b>	<b>10%</b>
<b>Examinations</b>	<b>35%</b>
First Exam	15%
Final Exam	20%
<b>Experiential Learning Project</b>	<b>45%</b>
Situation Analysis	15%
Strategic Plan	15%
Final Presentation	10%
Peer Evaluation	5%
<b>Total point</b>	<b>100%</b>

Class performance, of course, will be evaluated following University scale.

Grading policies adhere to UF's guidelines that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**A = 100 – 93**

**A- = 92 - 90**

**B+ = 89 – 87**

**B = 86 – 83**

**B- = 82 - 80**

**C+ = 79 – 77**

**C = 76 – 73**

**C- = 72 - 70**

**D+ = 69 – 67**

**D = 66 – 63**

**D- = 62 – 60**

**E = 59 and below**

### GRADING CRITERIA

#### **Class participation and Attendance (10 percent)**

Your class participation will be based on your attendance, punctual arrival to class, and contributions in each class. Two excused absences will be allowed without affecting your final grade, but other than that, **every unexcused absence will result in one point deduction from a total of 10**. Acceptable excused absence includes illness (please show me doctor's note), serious family emergencies, special curricular requirements (e.g., field trips and professional conferences), and participation in official university activities (e.g., athletic competition). **You should provide me with official documents for the excused absences.**

Unprofessional/inappropriate behavior during class meetings (e.g., texting, surfing, and checking in social media) will have a negative impact on your class participation score. You should participate actively in each in-class activities and provide at least one meaningful comment. For some class sessions, you will be asked to prepare for the discussion.

### **Individual Case Presentations (10 percent)**

Each student will conduct a case study and present the case in class. Students should consult with me about a possible topic and date for presentation during the first week of the semester. This 30-minute oral and visual presentation will summarize public relations strategy use of a selected organization as identified by the student and approved by the instructor. Students are encouraged to supplement their presentations with a variety of sources and to emphasize the use of public relations in their selected cases. Public speaking, visual communication, and research skills will be evaluated.

\*\* In the beginning of the semester, we will decide who is going to present a case to the class and when. Each individual is required to prepare a class presentation from a chosen topic. Prepare an outline (with moderate details) for your classmates. Also, you will be asked to moderate class discussions. **You need to prepare an approximately 30-minute presentation along with 3 discussion questions for your classmates to discuss while moderating.** It is a good idea to include your questions in your outline. But if not, please make sure to provide your questions to the instructor separately.

### **Examinations (35 percent): Feb. 16 & April 6**

Two exams will be given during the regularly scheduled class periods. Exams are designed to test the student's knowledge of the main ideas covered in each of the readings, handouts, and class discussions as specified in the syllabus. The exams will be multiple-choice and non-cumulative. Exam grades will be posted on Canvas.

### **No Make-Up Exams:**

If you miss an exam you will receive a grade of zero for that test. Documented exceptions for extreme circumstances will be considered and should be discussed with the instructor or the teaching assistant. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

### **Experiential Learning Project (45 percent)**

You will be divided into groups of five members each (can be changed in accordance with class enrollment). Each team will produce a strategic public relations campaign plan for a client.

- Situation Analysis (15%): Due March 2nd**

This is a summary of the analysis of the client organization, its main challenges, its existing communication, and its targeted publics. You should conduct secondary research including various reliable sources and information. The references must follow the *Publication Manual of the American Psychological Association* (APA 6<sup>th</sup> addition). The analysis should be composed of: problem/opportunity statement, background of the situation, background of the organizations (internal and external environments/impediments and public perceptions), existing communication techniques and efforts (strategic key messages), and the description of targeted publics. Minimum 5 single-spaced pages, 12 point type, Times New Roman, and one-inch margins.
- Strategic Plan (15%): Due April 11th**

Strategic plan must contain a central theme, goals and specific objectives, the formulation of action and response strategies, messaging, and the selection of tactics. The situation analysis should be the based for this second written assignment. Minimum 5 single-spaced pages, 12 point type, Times New Roman, and one-inch margins.
- Final Presentation (10%): Due April 18th**

You will produce a 25 to 30 minutes oral presentation. This presentation includes the analysis of the organization, challenge/opportunity, and target publics, as well as the planned objectives, strategic messaging, and tactics.
- Peer evaluation (5%)**

Each group member is equally responsible to produce the research report and presentation. Peer evaluation will be conducted to assess each group member's contributions to the project. The peer evaluation form is available on Canvas.

## **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 a zero for the assignment. Please find appropriate information and guideline such as Purdue Owl

(<http://owl.english.purdue.edu/owl/resource/589/01/>) to avoid plagiarism.

As a UF student, you have agreed to abide by the University's Student Honor Code: "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 specifies a number of behaviors that are in violation of this code and the possible sanctions. The University's guidelines regarding academic honesty can be found at:

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

## 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.

## 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 me, your instructor, as soon as possible 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).
- **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.

## COURSE SCHEDULE

\*This is a *tentative* schedule.

Week	Class Discussion	Readings	Assignment Due/Notes
Week 1 (Jan. 4)	Course introduction  Assigning experiential-learning teams and individual presentations	Syllabus & other course materials in Canvas	
Week 2 (Jan. 10 & 12)	Guideline of the experiential learning project	Smith, Introduction	
Week 3 (Jan. 17 & 19)	Analyzing the Situation	Smith, step 1	Individual presentation
Week 4 (Jan. 24 & 26)	Analyzing the organization	Smith, step 2	Individual presentation
Week 5 (Jan. 31 & Feb. 2)	Analyzing the publics	Smith, step 3	Individual presentation
Week 6 (Feb. 7 & 9)	Establishing goals & objectives	Smith, step 4	Individual presentation
Week 7 (Feb. 14 & 16)	Exam Review <b>Exam 1 (Feb. 16)</b>	Smith, introduction, steps 1-4	<b>Exam 1</b> (Smith introduction, steps 1, 2, 3 & 4)
Week 8 (Feb. 21 & 23)	Formulating action & response strategies	Smith, step 5	Individual presentation
Week 9 (Feb. 28 & Mar. 2)	Developing the message strategy	Smith, step 6	<b>Situation analysis due</b>  Individual presentation

Week 10 (Mar. 7 & 9)	No classes – Spring Break		
Week 11 (Mar. 14 & 16)	Selecting communication tactics	Smith, step 7	Individual presentation
Week 12 (Mar. 21 & 23)	Implementing the strategic plan	Smith, step 8	Individual presentation
Week 13 (Mar. 28 & 30)	Evaluating the strategic plan	Smith, step 9	Individual presentation
Week 14 (Apr. 4 & 6)	Exam Review <b>Final Exam (April 6)</b>	Smith, steps 5-9	<b>Exam 2</b> (Smith Steps 5, 6, 7, 8 & 9)
Week 15 (Apr. 11 & 13)	Review of final presentations		<b>Strategic plan due</b> Individual presentation
Week 16 (Apr. 18)	Final Presentation		<b>Final presentations</b> of experiential learning project – <b>PPT due</b>