

**College of Journalism and Communications – Department of Public Relations
Spring 2017 – PUR3801 Section 6286, Public Relations Strategy**

<u>Instructor:</u>	Tianduo Zhang Canvas Email or zhangtianduo@ufl.edu
Office:	Weimer G029
Office Hours:	Wednesday 5-6 and other time by appointment. You can always chat with me before or after class.
Class hours:	Monday 3-4 (9:35-11:30), Wednesday 3 (9:35 10:25)
Location:	Weimer 3200

Course description:

PUR 3801—Public Relations Strategy: The development of skills in strategic public relations management based on an analysis of current and historical case studies. Prerequisites: minimum grade of C in PUR 3000 Public Relations Principle and PUR 3500 Public Relations Research.

Course Format:

This course is a project based class uses a combination of lecture, seminar and group discussion formats. Several guest speakers will join the class to demonstrate how scholarly principles are related to the professional practice of public relations. **This class involves working on a group project with a client organization on a strategic communication plan. A very high degree of student interaction is expected.** The class is a research heavy class. If you have not yet taken any research class before, please be aware that extra readings on research method may be assigned.

Course objectives: This course is designed to educate students in the strategic management of public relations through a systematic problem-solving process based on theory and research. Through readings, lectures, exercises, and discussions, students will study in-depth the essential steps of the process: research, objectives, programming, evaluation, and stewardship. Using case studies, students will analyze and evaluate actual public relations campaigns related to the various sub-functions of public relations, such as media relations and employee relations. As a result of the course, students should be able to:

- Demonstrate an understanding of the purpose of public relations and the process through which it is practiced strategically;
- Apply the problem-solving process of ROPES to diverse organizations and situations;
- Identify and explain the concepts and theories on which strategic public relations is based;
- Write and formulate fundamental components of a public relations campaign plan, including objectives and budget;
- Define publics appropriate for specific campaigns and appreciate differences that affect programming;
- Recognize the importance of formative and evaluative research in public relations practice; and
- Demonstrate proficiency in written and oral communication.

The course specifically supports 7 of the 11 professional values and competencies required of graduates by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC):

- Demonstrate an understanding of the diversity of groups in a global society in relationship to public relations
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles, and work ethically;
- Think critically, creatively and independently;

- Conduct research and evaluate information by appropriate methods;
- Write correctly and clearly in forms and styles appropriate for the public relations profession
- Apply basic numerical and statistical concepts.

Textbook:

Required: Smith, R. D. (2013). Strategic planning for public relations (4th ed.). New York: Routledge.

Strongly Suggested: PRSSA membership (in order to access the Silver Anvil Awards on the PRSA website for your final project)

Additional readings will be assigned as needed. These additional readings will be distributed as needed via Canvas. Students may fall behind quickly and therefore are strongly advised to keep up with the reading assignments.

Grade:

The course grade will be determined on a 100-point scale as follows:

Class Participation	5%
Individual Case Analysis	15%
Team Situation Analysis	40%
Exam #1	20%
Exam #2	20%

The grading scale for the course is as follows:

Grading Scale:	A	92-100%
	A-	90-91%
	B+	87-89%
	B	82-86%
	B-	80-82%
	C+	77-79%
	C	72-76%
	C-	70-71%
	D+	67-69%
	D	62-66%
	D-	60-62%
	E	below 60%

Letter grades for this course will be based on the total points earned over the term. For further information about grades and grading policy, please consult: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Class Participation will account for 5% of the course grade, as determined by such efforts as discussing assigned readings, participating in ungraded exercises, and bringing timely and relevant issues to the attention of the class.

Please note: class participation is not equal to attendance.

Attendance is mandatory. Each student is allowed three excused absences for the semester. Absences beyond three—for any reason—will result in a reduction of the course grade at the rate of one-third grade level for each absence. 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.

Working with a client: Kung Fu Tea.

In this class you'll be assigned to one of five groups to work on a communication plan for Kung Fu Tea (**Assignment 2**). Each team will need to take a unique approach to develop a communication plan for the company's business goal: expand the company's non-Asian market in the US. You will work on this project throughout the entire semester. Your individual assignments (**Assignment 1**) will help you build a knowledge base for the final team project.

Assignment 1: Individual Case Analysis:

Students will produce a public relations case study about a company that faces similar challenges as the Kung Fu Tea. The similarity could be defined in different dimensions. For example, if you do a case study about a campaign that helped a hot beverage company develop its market in general, the similarity is the industry; if you do a case study about a restaurant's campaign attracting college students, the similarity is then the type of public you are working with. Ideally, the more similar your case is to the challenge Kung Fu Tea the easier it is to apply what you've learnt from the case study to your campaign planning. But often you can get great insights from other businesses working with the similar public if you apply rigorous analysis and creativity. It is recommended that you coordinate with your teammates so that each of you work on a different case analysis, which will give you insights from a variety of cases. The written analysis will be 4-5 pages in length, double-spaced and typed. You may include appropriate graphics, charts, etc. to enhance your content visually. Your final product will be approximately 6-8 pages in length including coverage, graphics and bibliography. You will be graded based on your individual performance on the case analysis.

Assignment 2: Team Situation Analysis and campaign planning:

This is the full campaign package that you are going to present to the client. The team will analyze the situation, then outline a campaign based on the analysis of the situation. The analysis of situation is essentially the research chapter of your communication plan, it should take up about 45% of your final report. The analysis of situation should include a research about the company, the industry, the challenge it is facing and the publics you plan to target. Each team need to conduct at least one primary research using focus group, in-depth interview, survey, content analysis, or experiment in your communication plan. Usually, focused group, in-depth interview, survey, content analysis (e.g. about social media post) can be used to gain insights about your target publics: their attitudes, needs and consumption habits. Experiment and focus groups can be used to test the communication tactics you proposed in your communication plan. Original record of research (e.g. interview/focused group transcription, completed survey, experiment materials) should be submitted as appendix.

You are allowed to use content from previous individual case analysis to justify your choice of strategy in the campaign plan. The team will produce a written report of 30 pages (including charts, graphics, and other visual presentations, excluding references) and a 20-minute oral presentation. The grade received for a team's analysis is not necessarily the grade individual team members will earn. Utilizing confidential forms, team members will evaluate each other's contributions. Peer evaluations will weigh heavily in determining individual grades for the project. As in real life, team members will be dependent on each other to complete the project successfully.

All work submitted for this course must be coherent, logical, and carefully edited. This requirement is two-fold: first, misspellings, syntax and grammar errors, and other writing problems are unacceptable; second, you are expected to demonstrate analytical thinking and writing skills. Please void the following sins: sloppy use of logic lineage words, insufficiently developed arguments and writing extensively about facts that are irrelevant to make your argument to fill the page requirement (AKA: ___).

You will receive extensive feedbacks from the instructor for each chapter you completed. Grading is based on the final version of your work.

Team assignment and competition:

In the second week of the class, you need to submit 2 copies of your resume. Based the qualifications, the instructor will select five students as account managers. AMs will then recruit for different roles their teams. AMs are responsible for leading the team and serving as the primary contact of the instructor. What role you play in your team will not directly impact your grade of the assignment.

The oral presentation will also be a competition of your campaign plan, the best performing team will receive an award from the client company. The judge of the award is the chief communication director of Kung Fu Tea. Whether or not receiving an award will not directly impact your grade. The instructor will evaluate your grade based on pre-established rubrics.

Assignments should be submitted through Canvas, Turnitin will be used to detect plagiarism.

Exams:

There will be two exams given. You will be tested on your comprehension of class materials. Both exams will measure students' mastery of content covered in the readings, presentations, and lectures/discussions. There will be a prep session for each of the exam.

Course professionalism: The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, **the students and the instructor adhere to workplace norms for collegial and respectful interaction.**

Makeups, Late Assignments, And Extra Credit:

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. Any make-up exams administered or late assignments accepted will be graded lower than work turned in on time.

If your assignment is late, you will lose 10% each day. Thus, if an assignment is worth 30 points, you will lose 3 points for each late day, up to 7 days. After 7 days, your assignment will not be accepted.

If your non-graded assignment is late, you will not receive feedback from the instructor.

Students with challenges: I am committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standard code of confidentiality. In order to address academic needs, I must be informed of the student's circumstance at the beginning of the semester *before* performance becomes a factor. This is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course. Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.

Other important notes:

- **The instructor reserves the right to make changes, if necessary, to the syllabus.**
- Students are urged to meet in-person with the instructor and/or teaching assistant if they have questions or are having problems. Office Hours for both are listed on p. 1 of the syllabus. Short conversations immediately following class are welcomed.
- E-mail inquiries to the instructor and teaching assistant should be limited to questions that are not answered elsewhere (e.g., the syllabus). Formal composition and clear and concise writing are required. The professor may not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. So **plan** ahead.
- Talking about subjects unrelated to the class and reading unrelated material are prohibited.
- Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom.
- **Any evidence of plagiarism or cheating will result in an "E" for the course and possible disciplinary action.** 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.

- An assignment turned in passed the deadline not be accepted. This is a business where deadlines count. You can't make excuses to your boss or a client if your work is late.

Diversity:

All discussions will be ruled by mutual respect for people and their opinions. Effective public relations practice is dependent on gathering and understanding diverse viewpoints. Furthermore, professionalism requires an appreciation for the multicultural society and global economy in which students plan to work. Effectiveness in both practice and scholar-ship relies on an ability to recognize and embrace diversity in all its forms. Throughout the course, students will have opportunities to see how different cultural perspectives influence public relations. They are encouraged to also learn from the information and ideas shared by their classmates.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online 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>.

Useful University of Florida Services.

- Disability Resource Center: <http://www.dso.ufl.edu/drc/>
- Reading and Writing Center: <http://www.at.ufl.edu/rwcenter/>
- Counseling Center: <http://www.counsel.ufl.edu/>
- Dean of Students Office: <http://dso.ufl.edu/>

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. The Honor Code reads as follows:

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

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/studentguide/studentrights.php#academichonestyguidelines>

Weekly Schedule:

Week	Topics and readings
Week 1 January 4 th	Introduction to the Course. Overview of Requirements. ROPES Model. Nine Steps of Strategic Planning. Reading: Smith (2013) Introduction.
Week2 January 9 th and 11 th	<u>Submit 2 copies of your resume on January 9th</u> Strategy 101 Formative Research: Analyzing the situation and the organization. How to read existing research? Reading: Smith (2013) Step 1 and Step 2. (pp. 19-56)
Week 3 January 18 th	Analyzing the publics. Survey of primary research methods. Reading: Smith (2013) Step 3. (pp. 57- 92) Additional reading will be provided. <u>Team assignment finalized January 18th.</u>
Week 4 January 23, 25	Client meeting (TBA). Theory relevant to public relations. PDF: Theory relevant to Public relations 1 ST team meeting with the instructor 25 th . (Report your general approach to the project)
Week 5 January 30, February 1	<u>Submit: initial primary research plan (4 pages) to the instructor on Feb 1st.</u> Formulating Action and Communication Strategy. Reading: Smith (2013) Step 4-5 (pp. 95-171)
Week 6 February 6, 8	<u>Submit: Individual Case Analysis due on February 6.</u>

	<p>Barcelona Principle. Measurement in public relations.</p> <p>2nd team meeting with the instructor on February 8th (Discuss your primary research plan)</p> <p>Implement your primary research!</p>
Week 7 February 13, 15	<p>Review of individual case analysis. Review for Mid-term Exam.</p> <p>Reading: Smith (2013) Appendix D: Effective media engagement.</p> <p>Implement your primary research!</p>
Week 8 February 20, 22	<p><u>Mid-term exam on February 20th.</u></p> <p>Selecting Communication Tactics.</p> <p>Typology of media.</p> <p>Social media and online tactics.</p> <p>Reading: Smith (2013) Step 7</p>
Week 9 February, 27, March 1	<p><u>Team project: Research Chapter Due on February 27th (non-graded).</u></p> <p>Implementing the Strategic Plan.</p> <p>Media planning.</p> <p>Reading: Smith (2013) Step 8</p>
Week 10 March 6, 8	<p>Spring Break. No class.</p>
Week 11 March, 13, 15	<p><u>Submit: Team project: Planning Chapter draft due on March 13th.</u></p> <p>Budgeting.</p> <p>3rd team meeting with the instructor. (Discuss your research chapter and plan for planning chapter draft).</p> <p>Reading: Smith (2013) Step 9</p>
Week 12 March, 20, 22	<p><u>Submit: Team Project: Implementation chapter due on March 22nd.</u></p> <p>Stewardship and public engagement.</p> <p>Additional reading will be provided.</p>

Week 13 March 27, 29	4 th team meeting with the instructor. (Discuss your tactics.)
Week 14 April 3, 5	<p><u>Submit: Team Project: Evaluation & Stewardship chapter due on April 3rd.</u></p> <p>No class on 3rd so that you can work on your presentation.</p> <p>Mock presentation is available during office hour <u>upon request</u>.</p> <p>A special topic upon your interest.</p>
Week 15 April 10, 12	Team Oral Presentations. (Competition).
Week 16 April, 17, 19	<p>Final Exam Review April 17th</p> <p>Final Exam April 19th.</p> <p>Written part of the team project due on April 19th</p>