

Course: PUR 3801: Public Relations Strategy

Prerequisites: Minimum grade of “C” in PUR 3000 and PUR 3500

Class Times: As scheduled

Instructor: Kay Tappan
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Spring Office Hours

(Should you wish to meet with me prior to departure)
Tuesday 3 – 4 p.m. | Wednesday 2 – 3 p.m. | Thursday 3 – 4 p.m.
By appointment

Important Notice

Students must schedule an appointment **PRIOR TO DEPARTURE** with CJC librarian April Hines. During your session with Ms. Hines, you will learn how to use electronic databases to conduct research for your final project. Please email Ms. Hines to schedule an appointment:
aprhone@uflib.ufl.edu

Also note final due dates:

June 15 – 16 Take home final exam
June 30 Final project due

Course Overview In this course, you will master the core elements of strategic public relations through case studies, the application of theory and a final project. I will teach this course from the perspective of a practitioner and make use of extensive real-life examples. As much as is possible in a classroom environment, I will try to make the lessons relevant to the contemporary practice of public relations.

This course represents an opportunity to learn the fundamental and critical functions that are part of effective communications. This course is centered on you and your learning needs, with ample time and opportunity for hands-on learning.

In this course we will adhere to AP style. All work completed for this course must be your own *original* work. There is a zero-tolerance policy for plagiarism, and I expect that you are familiar with the University’s policy on academic honesty and will follow that policy without exception. Factual and grammatical errors will not be tolerated, and will count against your grade for the given assignment. These include mathematical errors, misspellings of the client’s name or misuse of terms associated with relevant content or research.

Course Objectives

1. You will understand and be able to complete the components of a successful strategic communications plan, including formative research, measurable objectives, message strategy, effective tactics, implementation and evaluation.
2. You will gain the ability to command the attention of an audience through effective presentation and persuasive storytelling.
3. You will be able to critically analyze a strategic communications campaign.
4. You will be able to create an effective message strategy.
5. You will be able to formulate and articulate an effective communications strategy.
6. You will be able to apply the core principles of effective strategy in a contemporary and dynamic environment powerfully affected by new types of social engagement.

7. You will understand the relationship between public relations theory and effective strategy in a practical and tangible way.

Appointments Please don't hesitate to ask to meet. I am on this trip to spend time with you, and I am always happy to meet with students!

Course Professionalism This College is a professional school and professional decorum is expected at all times—even during study abroad. I expect you to adhere to workplace norms of collegial and respectful interaction. That specifically means that you will arrive on time, not speak when others are speaking or use cell phones, laptops or other electronic devices. I expect that you will welcome and treat with respect the diverse perspectives of your fellow students, as will I. Violations of this expectation may result in students being asked to leave class and a lowering of your grade.

Students with Special Needs 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 submit a documentation letter to the professor when requesting accommodation. Please notify me at the beginning of the semester if you would like to discuss requests for special provisions.

Course Evaluations 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>.

Class Attendance Policy Unexcused absences are unacceptable. Attendance for this course is required. I will distribute an attendance sheet at the beginning of class or take attendance. Please make sure you sign next to your name. Signing in another student is a violation of the Academic Honesty Policy. Arriving late or leaving class early will result in an absence for that class. Each unexcused absence will result in a loss of five percentage points from your grade.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Class Reading On the syllabus, you will note a reading listed for each class meeting. You must complete the reading listed BEFORE that class meeting. It is critical that you read the assignments and come prepared for discussion. Pop quizzes are a possibility.

Academic Honesty The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including Web sites, without attribution. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment.

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 of TAs in this class. You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

Any time you complete an assignment for this course you will clearly attribute the source of your information, including information obtained from organizations' Web sites or internal documents. You cannot copy anything word for word, regardless of the source without putting quotes around it and attributing the source.

Grading Policy

Class Participation 10 percent

Class participation counts toward 10 percent of your final grade. Each unexcused absence will result in a loss of five points from your total grade for the course. However, perfect attendance does not ensure that you will receive the full 10 percent for class participation. You must be fully present during class, contribute to discussions and demonstrate through your comments that you have read and understood assigned readings and benefited from previous class discussions.

Meeting with CJC librarian April Hines 10 percent

Quizzes 15 percent

A strategist is engaged and understanding of the context of the change he or she is trying to effect. I expect that you will regularly read the New York Times, which is available online. These quizzes will not be announced. Additionally, I will conduct quizzes on assigned readings. These quizzes are noted on the syllabus. Your average grade on the quizzes will be your grade for this aspect of the class.

Individual Case Analysis 15 percent

Students will complete handouts and assignments, both in and out of class meeting times.

Exam 20 percent

The final exam will comprise 20 percent of your grade.

Final Project 30 percent

You will write a final paper, due when we return.

Grading

Each assignment will be graded on a 100-point scale and weighted accordingly. I will first grade for content, and then subtract points for errors in AP style, grammar and factual errors. Each grammatical or spelling error will count for five points off. AP style violations will count for 10 points off your grade, and factual errors including misspellings of client names or misuse of core terms associated with the field in which your client works will count for 50 points off. I will award points based on your demonstrated understanding of the assignment, the level of creativity, and your ability to write compelling, accurate and precise copy.

Grades

Grades will be assigned based on the following scale:

A	93-100%
A-	90-92.99%
B+	87-89.99%
B	83-86.99%

B-	80-82.99%
C+	77-79.99%
C	73-76.99%
C-	70-72.99%
D+	67-69.99%
D	63-66.99%
D-	60-62.99%
E	under 60%

Late Work

Late assignments will receive a 10-point deduction for every 24 hours past the due date/time. Quizzes may not be made up. If you miss a quiz due to an unexcused absence, you will receive a zero for that day's quiz.

Course Texts (Required)

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

Heath, C., & Heath, D. (2007). *Made to stick: Why some ideas survive and others die*. New York: Random House.

Chapters from the text are assigned in the syllabus. Additional assigned readings also are listed. They will be available in Canvas. All readings must be read in advance of the class dates for which they are listed. Students also are expected to monitor trade publications and the mass media for local, national, and international news related to public relations, which will be used in class discussions.

Technology Requirement

Students must bring a laptop with word processing software to complete assignments and class exercises while abroad

COURSE SCHEDULE

Class 1: 5/5

Nine steps to creating an effective public relations plan; ROPES Model of the Public Relations Process

Readings: Kelly (2001) "Stewardship: The Fifth Step in the Public Relations Process"; Smith (2013), Introduction (pp. 1-18); Phase One – Formative Research (pp. 19-20); Step 1 (pp. 21-40); Step 2 (pp. 41-56); Step 3 (pp. 57-92); complete *Made to Stick* prior to the trip.

Quiz 1: Made to Stick (in class)

Class 2: 5/9

Steps 1 – 3, formative research

Class 3: 5/11

Steps 1 – 3, formative research (con't)

Class 4: 5/12

Step 4, Establishing goals and objectives; SMART objectives

Quiz 2 (in class): today's reading

Reading: Smith (2013), Phase Two – Strategy (pp. 93-94); Step 4 (pp. 95-122); SKIM Step 5 (pp. 113-171); Step 6 (pp. 172-224)

Class 5: 5/16

Step 7, Choosing and executing tactics; hand out **Individual Case Analysis**
Reading: Phase Three – Tactics (pp. 225-226); Step 7 (pp. 227-303)

Class 6: 5/17

Applying theory to strategy

Quiz 3 (in class): readings for class on 5/12

Class 7: 5/22

Step 8, Implementing the strategy: Budgets and timeline

Reading: Step 8 (pp. 304-328)

Class 8: 5/23

Step 9, Evaluating your strategy

Reading: Phase Four – Evaluative Research (pp. 329-330); Step 9 (331-358)

Class 9: 5/24

Agency Tour TBA

Class 10: 5/25

Course wrap up and final project discussion

Due: Individual Case Analysis

June 15 – 16 Take home final exam

June 30 Final project due