

## SYLLABUS – PUR 4800 (4H41) Public Relations Campaigns (☀)

Summer 2017

Monday & Wednesday | Period 5 - 6 (2:00 PM - 4:45 PM)

Friday | Period 5 (2:00 PM - 3:15 PM)

Room: WEIM 3200

### Instructor:

Mr. Jasper Fessmann, M.Sc.

Office Hours: Monday 11:00 – 2:00 p.m.  
or by appointment

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### Course Description

Prerequisite: PUR 3000, PUR 3801, PUR 4100, VIC 3001 and senior standing. If you do not have these prerequisites, you are advised to drop this class unless you have permission from the instructor.

PUR 4800 is the capstone course for the undergraduate program in public relations. As such, it draws heavily on students' previous training in principles, techniques, writing, and research methods to develop and partially implement a public relations campaign for an *actual organizational client*. Students will use the principles and techniques of public relations to analyze case studies, track current public relations issues, create various communication campaigns, and solve real-world problems. The additional advanced learning will come not so much from the instructor or the materials but in the application--the creation of comprehensive communications campaigns that truly communicate.

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

### Method of Instruction

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 with the assigned reading's concepts in your memory and in your written notes. Not all of the materials that you read will be discussed or explained in class, therefore, if you need further explanations or clarifications please take advantage of the posted office hours. If you have a problem, see the professor sooner, not later.

## Course Objectives & Learning Outcomes

As a result of the course, students should:

- Discuss the basic principles of public relations campaign management, including applied research, planning, communication, evaluation, and stakeholder relationship management
- Develop a standard of excellence by analyzing “real life,” award-winning campaigns
- Apply strategic, creative thinking in the development of a public relations campaign and collateral material
- Determine, analyze, and, develop communication programs to solve real world problems
- Consult and advise an **actual client** on strategic public relations campaign development

## Required Books & Readings

- Bobbit, R., & Sullivan, R. (2013). *Developing the Public Relations Campaigns: A Team-Based Approach 3rd ed.* Boston: Pearson. ISBN-10: 0205066720; ISBN-13: 978-0205066728
- Hagley, T. (2009). *Writing Winning Proposals: PR Cases, Second Edition 2nd Edition.* San Diego: Cognella. ISBN-10: 1934269964. ISBN-13: 978-1934269961.
- Heath, C. & Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die.* New York: Random House. ISBN-10: 1400064287; ISBN-13: 978-1400064281
- If and when additional readings are assigned, an announcement will be made in class and the material will be posted on Canvas.

## Recommended Reading

- Weintraub Austin, E. & Pinkleton, B.E. (2015). *Strategic Public Relations Management: Planning and Managing Effective Communication Campaigns 3rd Edition.* New York: Routledge. ISBN-10: 0415517699; ISBN-13: 978-0415517690
- Wilson, L. J. & Ogden, J.D. (2015). *Strategic Communications Planning for Public Relations and Marketing 6th Edition.* Dubuque: Kendall Hunt Publishing. ISBN-10: 146529774X; ISBN-13: 978-1465297747
- Smith, R. D. (2017). *Strategic planning for public relations* (5th ed.). New York: Routledge. ISBN-10: 1138282065; ISBN-13: 978-1138282063

## CONTINUING READING:

Students are expected to read news periodicals (local, national, and international) and communication-related professional and academic journals regularly. Higher levels of professional competence and authority demand not only awareness of current news events but also an applied understanding of how economic, political, and social trends affect the communication professions. Suggested resources include, but are not limited to, *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal* (<http://www.prsa.org/prjournal/>), and *PRism* (<http://www.prismjournal.org>). Other helpful practitioner-based resources include The Institute for Public Relations ([www.instituteforpr.com](http://www.instituteforpr.com)) and PRSA ([www.prsa.org](http://www.prsa.org)).

## Course Evaluation

The evaluation of coursework will be based on the student's performance in four major areas, each of which constitutes a proportion of the final grade. These include weekly attendance and active participation, one exam, several individual assignments as well as work for an actual client. The area and allocations for each are as follows:

- **Active participation** **10%**
- **Examination** **20%**
- **Individual** **20%**
  - Resume and Cover Letter 05%
  - Problem Statement and SWOT analysis 05%
  - Case Study 05%
  - Heath & Heath response paper 05%
- **Group Projects** **50%**
  - Client Pitches (Client evaluated) 10%
  - Research Plan 05%
  - Goals, Objectives and Strategies 05%
  - Campaign plan 15%
  - Client Presentation (Client evaluated) 15%

Grading for the course follows current UF grading policies for assigning grade points (see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

*The grading scale for the course is as follows:*

A	92-100%
A-	90-91%
B+	88-89%
B	82-87%
B-	80-81%
C+	78-79%
C	72-77%
C-	70-71%
D+	68-69%
D	62-67%
D-	60-61%
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:*

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

**(\*)** The exam of the term will be held 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, guest speakers, and class discussions as specified in the syllabus. The exams will be multiple-choice and **non-cumulative**. Exam grades will be posted on Canvas.

### **There Are 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 must be discussed with the instructor. Material turned in late will be penalized by one letter grade per day. 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>

## Online Course Administration — e-Learning in Canvas

<http://lss.at.ufl.edu/> will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms), and grades. For instance, an electronic file of this document is posted on Canvas. You can access the site by using your GatorLink username and password. Please check the site for announcements and/or threads of comments from classmates and the professor.

## End of Course Evaluations

Students are expected to provide feedback during specified times (usually last two or three weeks of the semester) on the quality of instruction in this course based on 10 criteria online at <https://evaluations.ufl.edu>. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results>.

## Course Professionalism

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, the student and the professor adhere to workplace norms for collegial and respectful interaction. Students are expected to arrive on time, not leave early unless prior permission is granted, and wait for the class to end before packing to leave.

Further, students are expected to conduct themselves in an honest, ethical, and courteous manner — with classmates, guests or the professor. Eating, drinking, and privately chatting in class do not demonstrate professional behavior. Chatting while the instructor or another student is talking is unacceptable behavior; such actions can result in being asked to leave the classroom and will result in a lowering of your class participation grade.

Cell phones and other electronic devices must be turned off completely during class; silent mode or vibrate is not considered off. In the event of an emergency situation, notify the professor at the start of class. Laptops may be used only as a note-taking device. Surfing the Internet, checking or creating email, playing games, and other online activities not related to class are strictly prohibited.

The conduct of students will be measured against what is expected of a public relations professional in an agency or in-house department. Students are encouraged to keep this in mind.

### APA Style

All references must follow the *Publication Manual of the American Psychological Association (APA Style)*. For those not familiar with APA, the following webpages might be helpful:

- <http://flash1r.apa.org/apastyle/basics/>
- <https://www.library.cornell.edu/research/citation/apa>
- <https://owl.english.purdue.edu/owl/resource/560/01/>

## 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.

## Students with Challenges

We are 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, we 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 (Disability Research Center – 352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor or teaching assistant when requesting accommodation. Students with challenges should follow this procedure as early as possible in the semester.

Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>.

University Police Department: 392-1111 or 9-1-1 for emergencies.

## Assignments

Because public relations professionals work in teams, for the majority of the assignments you will be placed in “public relations consultant teams” (of two members each) to develop a public relations campaign plan (details will be given in class). This is a real-world assignment. The grade is a team grade, meaning that each team member receives the same grade. However, to insure that everyone contributes equally your team will agree on how to split the work in a signed contract in the beginning. Furthermore, you will indicate to me 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.

*The details will be provided in class. I will post the specific assignment criteria as well as the rubrics on canvas.*

## Extra Credit

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](https://youtu.be/_1OnT2ZU6QQ)

## Diversity

Diversity is supported and valued at the UF. To that end, we should all

- Respect the dignity and essential worth of all individuals
- Reject bigotry, discrimination, violence, and intimidation
- Practice personal and academic integrity and expect it of others
- Promote a diversity of ideas, opinions, and backgrounds

I value all perspectives offered respectfully and in the spirit of sparking a good conversation around important issues. Let’s make class a safe space to have those good conversations. My opinion is no more valued than yours. All of our opinions are only as good as we can back them up by facts and logic and offer them in the spirit of promoting understanding.

## Other Important 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 the telephone, 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 to consume food or beverages in the classroom or to use laptop computers for other than to take class notes or follow PowerPoint presentations. Mobile telephones or other electronic devices are not allowed to use during class unless specifically authorized by the instructor.
- 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 attendance 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**.
- An assignment turned in passed the deadline will be penalized one letter grade for each weekday it is late. This is a business where **deadlines count**. You can't make excuses to your boss or a client if your work is late. Spelling counts. So does grammar, punctuation and professional presentation techniques.
- 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.

## Course Schedule and Reading

*This course outline is tentative and subject to change.*

Date	Topic	Readings	Assignment Due/Notes
<b>Week I: Fundamentals</b>			
M 6/26	<ul style="list-style-type: none"> <li>- Introduction to the Course. Overview of Requirements.</li> <li>- Review of resume and cover letter requirements.</li> </ul>	Syllabus	
W 6/28	<ul style="list-style-type: none"> <li>- Review of Fundamentals of Public Relations.</li> <li>- Research based PR Strategy.</li> <li>- The Agency Pitch.</li> </ul>	Bobbitt Chapter 1 Hagley Case 1	<ul style="list-style-type: none"> <li>- Signup for case study presentation</li> <li>- Team selections</li> </ul>
F 6/30	<ul style="list-style-type: none"> <li>- An Overview of the Public Relations Campaign Management Process (ROPES)</li> <li>- SWOT Analysis</li> </ul>	Bobbitt Chapter 2 Hagley Case 2	<ul style="list-style-type: none"> <li>- Resume and Cover Letter</li> </ul>
<b>Week II: Research &amp; Client Meetings</b>			
M 7/3	<ul style="list-style-type: none"> <li>- Secondary (Background) Research</li> <li>- Primary Research</li> </ul>	Bobbitt Chapter 3 Hagley Case 3	<ul style="list-style-type: none"> <li>- Problem Statement and SWOT analysis due</li> </ul>
W 7/5	<ul style="list-style-type: none"> <li>- Client meeting (tentative)</li> </ul>	Bobbitt Chapter 4 Hagley Case 4	<ul style="list-style-type: none"> <li>- Pitch 1 &amp; 2</li> </ul>
F 7/7	<ul style="list-style-type: none"> <li>- Client meeting (tentative)</li> </ul>	Hagley Case 5	<ul style="list-style-type: none"> <li>- Pitch 3</li> </ul>
<b>Week III: Goals and Objectives</b>			
M 7/10	<ul style="list-style-type: none"> <li>- Goals and Objectives</li> </ul>	Bobbitt Chapter 4 Hagley Case 6 + 7	<ul style="list-style-type: none"> <li>- Research plan proposal due</li> </ul>
W 7/12	<ul style="list-style-type: none"> <li>- Target Audiences</li> </ul>	Bobbitt Chapter 5 + 6 Hagley Case 8 + 9	<ul style="list-style-type: none"> <li>- Goal and objectives draft due</li> </ul>
F 7/14	<ul style="list-style-type: none"> <li>- Message</li> </ul>	Bobbitt Chapter 7 Hagley Case 10	<ul style="list-style-type: none"> <li>- Research plan due, including all survey instruments and interview/moderator guide</li> </ul>

<b>Week IV: Programming &amp; Implementation</b>			
M 7/17	- Events and Nonmedia Channels	Bobbitt Chapter 8 Hagley Case 11 + 12	- <b>Goal and objectives due</b>
W 7/19	- Logistics	Bobbitt Chapter 9 Hagley Case 13 + 14	
F 7/21	- Team Meetings with Instructor	Hagley Case 15	- <b>Campaign plan draft due in meeting</b>
<b>Week V: Evaluation &amp; Measurements</b>			
M 7/24	- Evaluation	Bobbitt Chapter 10 Hagley Case 16 + 17 Heath & Heath Book	- <b>Heath &amp; Heath response paper</b>
W 7/26	- Concept of "Stickiness" - Summary and Review	Hagley Case 18	
F 7/28	- Semester Exam		- <b>Semester Exam</b> - Last day to drop or withdraw (all courses) for Summer B without failing grades
<b>Week VI: Professional Responsibility &amp; Client Presentations</b>			
M 7/31	- Legal and Ethical Considerations - International PR	Bobbitt Chapter 11 + 12 Hagley Case 19 + 20	- <b>Final campaign plan due</b> - <b>Fill out course evaluations</b>
W 8/2	- Client Presentations - Feedback & lessons learned		- <b>Client Presentations</b>
F 8/4	- Client Presentations - Feedback & lessons learned		- <b>Client Presentations</b>