



PUR 3000
Public Relations Principles (Section 3A93)
Fall 2017

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

Class Meeting:

W 6-8th (12:50 p.m.-03:50 p.m.)
Weimer 1070

Instructor: Barbara Myslik, M.A.

Email: bmyslik@ufl.edu

Office: Weimer Hall 2034

Office Hours: Tuesday 12:30-1:30 and by appointment

Course Descriptions

Welcome to Principles of Public Relations! The purpose of this course is to provide a general overview of the practices of public relations and to provide exposure to a number of selected topics in the field of public relations such as history, law, ethics, and the international nature of public relations. The course will provide an overview of public relations' role in organizations and society; of how public relations has been developed as a discipline; and the contemporary roles of public relations in organizations and society. Students will discuss public relations issues and trends as well as international and ethical considerations involved in the practice of public relations. Students will be encouraged to think more broadly considering the globalized communication function of public relations and having their own ideas about public relations challenged through the discussion of misunderstandings and misperceptions about the field of public relations. For those majoring in public relations, this course serves as the foundation of the public relations curriculum. If you are a major in this college, you must earn no lower than a "C" in the course to successfully complete the course and move on to other upper-level courses. For those planning careers in other areas, the course provides an overview of public relations practice and will address the consistent use and value of public relations in influencing business decision-making on a daily basis in a variety of for-profit and not-for-profit organizations and situations.

(☼).

(☼). 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 acquire a historical perspective of the public relations discipline and profession.
- To recognize the basic theories, principles, concepts and practices relevant to public relations.
- To identify key processes involved in public relations, including goal, research, planning, strategy, implementation and evaluation.
- To develop insights about being a public relations professional for corporations and non-profit organizations in a multicultural world.
- To gain an understanding of ethical and legal issues and responsibilities.
- To learn the difference between ethical and unethical practice
- To know how PR professionals prepare for a crisis and respond during one.

Course Format & Expectation

Throughout the course, 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 it enough. 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. Please review class syllabus, grading rubrics, due dates etc. carefully. Most of your questions are answered there. Please read the assigned reading BEFORE the lecture. UF E-learning (Canvas) will be used for the course. Students are responsible for keeping up with the class assignments and materials and monitoring their progress via student records on Canvas system. Eating and drinking in the classroom is not allowed.

Required Reading

Title: Public Relations: Strategies and Tactics (11th Edition)
Authors: Dennis L. Wilcox, Glen T. Cameron, Bryan H. Reber
Publisher: Pearson; 11 edition (March 28, 2014)
ISBN-10: 0205960642
ISBN-13: 978-0205960644

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 all your exams and assignments with the exception of case study presentation are individual. The grade for your case study presentation is a team grade, 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) 5p each	50
Ethics assignment	100
Executive summary	200
3 exams (multiple choice)	300
Case study presentation	150
Global PR assignment	100
Attendance and Participation	100
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

I am not a big fan of extra credit assignments. I think that if you work all semester you get what you deserve and if you don't; at the end you usually also get what you deserve...However I might consider extra credit assignment if the class really needs an "extra credit" not a replacement grade, or a Hail Mary.

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 second 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.