

SYLLABUS – PUR 3000 (4059) PRINCIPLES OF PUBLIC RELATIONS (☀)

Fall 2017

Monday, Wednesday, Friday - Period 4 (10:40 a.m. - 11:30 a.m.)
MCCA G186 (McCarty Hall A)

Instructor:

Mr. Jasper Fessmann, M.Sc.
Office Hours: M/W: 1.30 - 3.00 p.m.
or by appointment

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Course Description

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. This course will serve as an introductory course for pursuing the major. The course will provide a comprehensive understanding of public relations' role in organizations and society; how public relations has developed as a discipline; and the contemporary roles of public relations in organizations and society. Basic public relations principles and theories will be examined in addition to applied perspectives. 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 encourage to think more broadly considering the globalized communication function of public relations and having their own ideas about public relations through the discussion of misunderstandings and misperceptions about the field of public relations.

A Canvas blog is activated to post and answer questions/comments related to the class. This allows an open discussion on class matters. The instructor will read and answer blog's comments once per day except Saturdays and Sundays. The instructor e-mail addresses should be used only to communicate student's personal issues. The mail function of Canvas is also available for this purpose.

(☀) 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:

- Have gained a historical perspective of the public relations discipline and profession.
- Understand the basic theories, principles, concepts and practices relevant to public relations.
- Understand key processes involved in public relations, including goal, research, planning, strategy, implementation and evaluation.
- Gained an international perspective of public relations.
- Gained insights into the different types of public relations industries and careers.
- Demonstrated proficiency in written and oral communications.

The course specifically supports 6 of the 12 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.

Required Books & Readings

Wilcox, D.L., Cameron, G.T. & Reber, B.H. (2014). *Public relations: Strategy and tactics* (11th edition updated) – RAVEL Version. Boston, MA: Pearson. ISBN: 9780134003559

The Revel e-version of *PR Strategies and Tactics* (\$79) is required because it is an interactive e-book with built in quizzes that are required for this course. To include the hard-copy is only \$20 more and well worth it. The book is part of UF's All Access program which gives students the opportunity to OPT in to discounted pricing for your digital materials through your Canvas Portal. You also have the option to purchase your materials in the bookstore, but the OPT in price is less expensive and it provides you immediate access to your course materials. Students that choose to OPT IN will have their UF account charged.

Recommended Reading

- Kelleher, Tom (2017). *Public Relations*. Oxford University Press. ISBN: 0190201479

The second book *Public Relations* by Tom Kelleher is optional though highly recommended since several class lectures will draw on it and the author will visit the class as a guest lecturer.

If and when additional readings are assigned, an announcement will be made in class and the material 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>

Executive Summary Assignments (Individual)

As the name implies, an executive summary is given to very busy CEOs and other top managers. They don't want to read a long public relations plan but instead a one page (single space) summary of the main ideas and findings. While this might at first glance sounds easier than a 5-10 pages public relations plans, it is not. It has to be extremely condensed. Details on how to do this assignment will be provided in class. Students also should examine closely the grading rubric that will be provided.

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/) 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.

Extra Credit

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.

More than three unexcused 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>).

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.

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

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.
- 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.
- **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.
- Spelling counts. So does grammar, punctuation and professional presentation techniques.
- 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.
- 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.

Tentative Course Schedule and Readings

Day	Date	Topic	Readings Chapters	Assignment Due/Notes
M	Aug. 21	<ul style="list-style-type: none"> Course introduction 	Syllabus	
W	Aug. 23	<ul style="list-style-type: none"> What is Public Relations? 	1	
F	Aug. 25	<ul style="list-style-type: none"> The Evolution of Public Relations 	2	
M	Aug. 28	<ul style="list-style-type: none"> Ethics and Professionalism 	3	
W	Aug. 30	<ul style="list-style-type: none"> Public Relations Departments and Firms 	4	
F	Sept. 1	<ul style="list-style-type: none"> Guest Speaker / Special Topic 		<i>Eid al-Adha</i>
M	Sept. 4	Labor Day Holiday – No Class		
W	Sept. 6	<ul style="list-style-type: none"> Public Relations and the Law 	12	
F	Sept. 8	<ul style="list-style-type: none"> Guest Speaker / Special Topic 		
M	Sept. 11	<ul style="list-style-type: none"> Exam Review 		
W	Sept. 13	<ul style="list-style-type: none"> Exam 1 (Ch 1 - 4, 12) 		
F	Sept. 15	<ul style="list-style-type: none"> Research 	5	
M	Sept. 18	<ul style="list-style-type: none"> Strategy 		
W	Sept. 20	<ul style="list-style-type: none"> Program Planning 	6	
F	Sept. 22	<ul style="list-style-type: none"> Guest Speaker / Special Topic 		<i>Rosh Hashanah Navaratri / Dassehra</i>
M	Sept. 25	<ul style="list-style-type: none"> Communication 	7	<i>Navaratri / Dassehra</i>
W	Sept. 27	<ul style="list-style-type: none"> Evaluation 	8	<i>Navaratri / Dassehra</i>
F	Sept. 29	<ul style="list-style-type: none"> Guest Speaker / Special Topic 		<i>Navaratri / Dassehra</i>
M	Oct. 2	<ul style="list-style-type: none"> Public Opinion and Persuasion 	9	
W	Oct. 4	<ul style="list-style-type: none"> Politics and Government 	10	
F	Oct. 6	<ul style="list-style-type: none"> Guest Speaker / Special Topic 		
M	Oct. 9	<ul style="list-style-type: none"> The Audience and How to Reach it 	19	
W	Oct. 11	<ul style="list-style-type: none"> Preparing Materials for Mass Media 	11	
F	Oct. 13	Homecoming – No Class		
M	Oct. 16	<ul style="list-style-type: none"> Exam Review 		
W	Oct. 18	<ul style="list-style-type: none"> Exam 2 (Ch 5 – 11, 19) 		
F	Oct. 20	<ul style="list-style-type: none"> Guest Speaker / Special Topic 		
M	Oct. 23	<ul style="list-style-type: none"> The Internet and Social Media 	13	
W	Oct. 25	<ul style="list-style-type: none"> Conflict management: Dealing with issues, risk and crisis 	14	
F	Oct. 27	<ul style="list-style-type: none"> Guest Speaker / Special Topic 		
M	Oct. 30	<ul style="list-style-type: none"> Radio & Television 	15	
W	Nov. 1	<ul style="list-style-type: none"> Meetings and Events 	16	

F	Nov. 3	• Guest Speaker / Special Topic		
M	Nov. 6	• Entertainment, Sports and Tourism	17	
W	Nov. 8	• Corporations	18	
F	Nov. 10	Veterans Day – No Class		
M	Nov. 13	• Global Public Relations	20	
W	Nov. 15	• Executive Summary explained		
F	Nov. 17	• Guest Speaker		
M	Nov. 20	• Nonprofit, Health, and Education	21	
W	Nov. 22	Thanksgiving – No Class		
F	Nov. 24	Thanksgiving – No Class		
M	Nov. 27	• Public Interest Communications		
W	Nov. 27	• Exam Review		
F	Dec. 1	• Final Exam 3 (Ch 13 - 21)		<i>Maulid al-Nabi</i>
M	Dec. 4	• Executive Summary due		<i>Executive Summary Due at Midnight</i>
W	Dec. 6	• No class		