

PUR 4800 | Public Relations Campaigns | Fall 2017

Day	Period	Building/Room
Tuesdays	11:45AM – 12:35PM,	MCCA 2186
Thursdays	11:45AM – 1:40PM	NRMN 0342

Instructor	Office	Phone/Cell	Email	Office Hours
Katy Robinson	Weimer G042	352-665-1822	robinsonkatyl@ufl.edu	Daily. Schedule ahead

COURSE DESCRIPTION:

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.

COURSE FORMAT:

Class time will be dedicated to lectures/discussions and/or time reserved for team meetings and work sessions. Students should prepare to dedicate ample time outside of classroom hours to complete their campaign projects. For the campaign-planning portion, this course will employ the counseling-firm format in which class members form account teams, representing the same organization client. The requirements and expectations of the Team Project will be as rigorous and demanding as students' first job in public relations.

LEARNING OUTCOMES:

By the end of this course, you should be able to:

- 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 materials
- Determine, analyze, and, develop communication programs to solve real-world problems
- Consult and advise an actual client on strategic public relations campaign development

RECOMMENDED TEXT:

Bobbit, R., & Sullivan, R. (2009). *Developing the Public Relations Campaign: A Team-Based Approach* 2nd ed. Boston: Allyn & Bacon.

ADDITIONAL RECOMMENDED TEXT:

Smith R. D. (2009). *Strategic Planning for Public Relations* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

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 profession. 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) and PRSA (www.prsa.org).

ABSCENCES AND PUNCTUALITY:

Attendance is required for each scheduled class meeting. Each student is allowed two unexcused absences for the semester. Your final grade may be lowered by one letter grade (e.g., B- to C-) for each unexcused absence beyond

two. An excused absence is one supported by documentation (e.g., from UF or a doctor's office) or specially approved by the professor prior to the absence. Regardless of the reason for your absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline. Late arrivals and/or early departures from class, without prior approval from the professor, will be counted as unexcused absences.

OTHER CLASS POLICIES:

- The University of Florida Honor Code applies to all activities associated with this class.
- Class members are expected to read the assigned reading (if any) before class and participate actively in class discussion.
- Although you may use computers in class, internet messaging and surfing are disruptive and, if caught, you may forfeit computer use in the class.
- All work will be judged by professional standards. All out-of-class work must be well written, typed and visually appealing, with no spelling or grammatical errors.

SPECIAL NOTES:

- **Disability Accommodations:** Students needing academic accommodations for a disability must first contact Disability Resource Center (352-392-8565) to verify the disability and establish eligibility for accommodations. They should then schedule an appointment with the professor to make appropriate arrangements.
- **Religious Observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence.
- **Excused Absences for University Extracurricular Activities:** Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up any graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work.

GRADING:

Grades are earned via five modes totaling 100%

Assignments/exercises	Case presentation	Semester exam	Final campaign project & presentation [group]	Class participation
10% of final grade	10% of final grade	25% of final grade	40% of final grade	15% of final grade

A	A-	B+	B	B-	C+	C	C-	D+	D	D-	E
100-93	92-90	89-87	86-84	83-80	79-77	76-74	73-70	69-67	66-64	63-60	59

Assignments include individual writing assignments and multiple in-class case study assignments that will require you to apply the principles, techniques, and skills you've learned to real-world scenarios and solve various problems. Some writing assignments may be related to your team project.

For case presentation, each team of three students will select and sign up for one (1) year of case studies from the PRSA Silver Anvil website (available at <http://www.prsa.org/Awards/SilverAnvil/Search>). Feel free to use my PRSA account for access (Account no.: 1946136, password: Dixiecat1). Each team will be required to read through all the cases of the year and select the best one for analysis and present to the class. Alternatively, you may find a casebook of public relations campaigns (approved by the professor). Read through all the cases of the book and select the best one for analysis and presentation. Detailed guidelines for case presentations can be found on page 9.

There will be one closed-book, comprehensive semester exam on Nov 2. A study guide will be provided to you prior to the exam. Content of class discussions, required readings, and students' class presentations are subject to inclusion.

The final campaign project requires students to work in teams to research and propose a public relations campaign for an actual client selected by the instructor. A written campaign proposal will be turned in and students will

present their campaign design to the client, who will provide oral debriefing. Detailed instructions on the team campaign project are included in this syllabus.
The Team Project grade is comprised of a Team Grade (75%) and an Individual Grade (25%). Individual grade will be based on peer evaluations. Utilizing confidential forms, team members will evaluate each others' contributions. Team Grade will be based on the quality of the campaign plan book (75%) as well as the final oral presentation (25%).
Notes: Teams will be responsible for providing supplies and other materials, such as presentation binders and prototypes, which are necessary for producing two copies of a written campaign plan and an oral presentation of professional quality. Cost of the production (up to \$200) will be reimbursed by the client organization.
Participation points can be earned via the following in-class exercises. NOTE: None of the following in-class exercises may be made-up. <ul style="list-style-type: none"> – Five-Minute “In the News”: Every student is encouraged to bring in a PR case from CURRENT events every week for a five-minute informal discussion and critique. Such cases can be found in the news, PR trade publications, the PRSA Website, etc. – In-Class Reports: “What points are most clear to you?” and “What do you still not understand?” – Q&As/Class Discussions: Your level of engagement and participation in class discussions and work attitude throughout the semester.

COURSE SCHEDULE – SUBJECT TO CHANGE			
Date	Topic	Reading	Assignment
Week 1 Aug 22/24	Syllabus Handed Out Course Overview Fundamentals of PR	B&S Chapter 1	Sign up for Case Presentation
<i>An introduction to the course. Fundamentals of public relations are reviewed including definitions and functions of public relations, evolution of public relations, and why public relations is important for organizations' success in the contemporary world.</i>			
Week 2 Aug 29/31	Brand Platform & PR Campaign Mgmt Process	B&S Chapter 2	Resume & Cover Letter Due Aug 31
<i>The public relations campaign process. Focus is on the ROPES model. Brand platform is also discussed.</i>			
Week 3 Sept 5/7	Research	B&S Chapter 3&4	Brand Platform Due Sept 7 Campaign Project Teams
<i>How to identify communication problems based on research findings. The primary research methods, survey, in-depth interviews, and focus groups are examined. Related issues such as measurement development and data analysis techniques are discussed.</i>			
Week 4 Sept 12/14	Strategic Planning: Goals & Objectives	B&S Chapter 5	
<i>How to develop goals and objectives based on environmental analysis is discussed. Planning and management techniques and are introduced.</i>			
Week 5 Sept 19/21	Strategic Planning: Target Audiences & Teamwork		
<i>The concepts of target population, publics, and audiences are discussed. Different theoretical approaches to segment publics are introduced.</i>			
Week 6 Sept 26/28	Implementation: Messages & Strategies Creative Thinking Techniques		Brand platform, campaign issues, research plan & instruments Due Sept 28
<i>Different types of messaging strategies are discussed. The creative thinking process and techniques are examined.</i>			
Week 7 Oct 3/5	Implementation: Media Channels	B&S Chapter 6&8	

Different types of messaging channels are discussed.

Week 8 Oct 10/12	Field Research Week		
---------------------	---------------------	--	--

Focused Research

Week 9 Oct 17/19	Final Research Week		
---------------------	---------------------	--	--

Field Research, Campaign Team Meetings, and Progress Report.

Week 10 Oct 24/26	Logistics, Evaluation & Measurement		
----------------------	-------------------------------------	--	--

Staffing, budgeting, and timing issues related to public relations programing. Introducing the role of measurement in public relations evaluation and why it is important for program success. A historical review of public relations evaluation approaches is provided. Differences between outputs and outcomes are discussed.

Week 11 Oct 31/Nov 2	Class Review & Exam		Exam Nov 2
-------------------------	---------------------	--	------------

Staffing, budgeting, and timing issues related to public relations programing. Introducing the role of measurement in public relations evaluation and why it is important for program success. A historical review of public relations evaluation approaches is provided. Differences between outputs and outcomes are discussed.

Week 12 Nov 7/9	Teamwork		
--------------------	----------	--	--

Class prepares for final presentation in teams

Week 13 Nov 14/16	Campaign Plan Production		
----------------------	--------------------------	--	--

Continue working on programming; Start working on evaluation

Week 14 Nov 21/23	Campaign Plan Production Continued		Thanksgiving Break Nov 23
----------------------	------------------------------------	--	---------------------------

Continue working on programming; No class Thursday. Happy Thanksgiving!

Week 15 Nov 28/30	Plan Review, Revision, and Finalization		Final Revisions Due Nov 30
----------------------	---	--	----------------------------

Meet independently for campaign plan book revision, finalization, and presentation PPT drafting.

Week 16 DATE TBD	FINAL PRESENTATION	TBD	TBD
---------------------	--------------------	-----	-----

Teams present final campaigns