SYLLABUS – PUR4932.2F70 Client/Agency Relations (☼)

Fall 2017 – M 6-8 (12:50 – 3:50 p.m.); Room: Weimer 1092

Professor: Patrick Ford, Professional-In-Residence, Department of Public Relations

Office hours – Weimer 3104: Tuesday, 2:00 –4:00 p.m.; Wednesday, 4:00 – 5:00 p.m.;
or by appointment

Email (preferred): fordp@ufl.edu   Telephone: 352-273-1220

(☼) This syllabus is subject to change as the professor deems appropriate and necessary.

Course Description

This course will provide students with an understanding of public relations business functions, and the important role played by symbiotic relationships between agencies and clients. Extensive real-life examples of successful agency-client partnerships will provide insights into key success factors for PR practitioners. In some cases, these examples will be brought to life by senior in-house executives and agency leaders.

Over the course of the semester, we will explore:
- Differences between agencies and clients
- How and why clients make the decision to retain agencies, and how they measure the return on that investment
- How the agency-selection process works
- How agencies identify prospects, pitch and win the business, deploy staff and other resources in service of the clients' goals, and how they measure success
- The fundamentals of the agency-client business relationship – i.e., how the clients manage their agency budgets; how agencies handle the billing for various kinds of relationships and services

Prerequisite: PUR 3000 Principles of Public Relations

Method of Instruction

This will be a highly interactive course, making use of case studies from the field, experiential learning projects, presentations, and hands-on instruction to engage in the learning process. You will be expected to monitor and assess news about agency-client relationships through PR trade media and other public sources.

Course Objectives & Learning Outcomes

- Develop an understanding of the history and evolution of agency-client relationships
- Develop a keen understanding of the key factors contributing to successful agency-client relationships, and how some of those relationships fail
- Demonstrate knowledge of how clients select agencies to support them
- Demonstrate knowledge of how agencies identify, win and build mutually beneficial relationships with clients
- Apply the lessons learned in this course and through other experience to demonstrate how to write an RFP, how to respond to an RFP, how to pitch the business, and how to measure success

The course specifically supports six of the 11 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 mass communications.
- 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 communications professions, audiences and purposes they serve.

Required Book

The Public Relations Firm, Bob Pritchard and Stacey Smith, Business Expert Press, 2015. Available here: http://www.businessexpertpress.com/books/public-relations-firm/

Additional Readings as Assigned

Students will be expected to be regular readers of some or all of the following: PRWeek, the Holmes Report, IPR Research Letter, O'Dwyer's Daily, PR News, AdAge Daily, Adweek and other selected trade and business publications and sites that cover aspects of the PR business. Additional reading will be assigned over the semester.

Online Course Administration — e-Learning in Canvas

http://elearning.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.

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, quizzes, one individual analysis of a case presentation, and one group experiential learning project. The area and allocations for each are as follows:

Active participation: 15%
Attendance is mandatory. Absences count from the first class meeting. After due warning, I may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences; more than two absences during the semester will be considered "excessive absences." 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 on attendance policy, please consult: http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html).

Experiential learning project: 40%
This is a semester-long group project based largely on the development of a client RFP and an agency pitch. Directions will follow.

Individual assignments: 30%
As assigned during semester. Expect to have an assignment every class meeting, some may be completed during class and others will be for homework.

Quizzes: 15%
The three quizzes will be held during the regularly scheduled class periods. Quizzes are designed to test the student's knowledge of the main ideas covered in the readings, handouts, guest speakers, and class discussions.

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

There Are No Make-Up Quizzes

If you miss a quiz you will receive a grade of zero for that quiz. Documented exceptions for extreme circumstances will be considered and should be discussed with the professor prior to any missed quiz. 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

End of 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/results.

Course Professionalism

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, the students, 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, and the professor. Eating, drinking, and privately chatting in class do not demonstrate professional behavior. Chatting while the professor, 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 not be used during class turned off completely during class. 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 sending email, playing games, and other online activities not related to class are strictly prohibited.

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 quizzes. 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 a quiz will not be allowed to take the quiz.

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 (https://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 professor 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 professor when requesting accommodation. Students with challenges should follow this procedure as early as possible in the semester.

Campus Resources: Health and Wellness

U Matter, We Care:
If you or a friend is in distress, please contact umatter@ufl.edu or (352)392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center: http://www.counseling.ufl.edu/cwc/Default.aspx, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or **9-1-1** for emergencies).
http://www.police.ufl.edu/

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. https://lss.at.ufl.edu/help.shtml.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
http://www.crc.ufl.edu/

Library Support, http://cms.uflib.ufl.edu/ask. Various ways to receive assistance with respect to using the libraries or finding resources.

Other Important Notes

- The professor reserves the right to make changes, if necessary, to the grading system, schedule, or other matters pertaining to the class.
- The professor may also be reached via email 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 professor well in advance of a quiz or a deadline in order to give the professor adequate time to respond.
- Students are not to consume food or beverages in the classroom or to use laptop computers other than to take class notes or follow PowerPoint presentations. Use of mobile telephones or other electronic devices is not allowed 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 professor immediately. Please feel free to approach the professor 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.
- 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 professors. 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 quizzed on this information.
- Misspelling your client or agency name in an assignment, quiz or report will result in a letter grade deduction. Check your work!

Course Schedule and Readings

Aug. 21	Course Introduction & expectations; Overview of interactive learning approach.
Aug. 28	Topic: The PR business (client perspective) Read: TPRF - Part 1: The Business
Sept. 4	NO CLASS – Labor Day
Sept. 11	Topic: The PR business (agency perspective) Discuss: Guidelines for presentations
Sept. 18	Guest speaker TBA Discuss: Experiential Learning Project (ELP)
Sept. 25	Quiz 1 Topic: Client-agency dynamics Read: TPRF - Part 2: The Working Relationship between Client and Firm Discuss: ELP: Groups, roles & responsibilities
Oct. 2	Topic: Client-agency dynamics continued
Oct. 9	Workday for Experiential Learning Project
Oct. 16	Guest Speaker TBA
Oct. 23	Quiz 2 Topic: Client and agency web sites, social media Discuss: Updates on ELP
Oct. 30	Topic: Measurement & evaluation Read: TPRF - Part 3: Meeting Expectations: Measurement and Evaluation
Nov. 6	Guest speaker TBA
Nov. 13	Topic: Budgets, contracts, fees, accountability Discuss: ELP Presentation expectations
Nov. 20	Quiz 3 Topic: Client management, consultative selling; client relationship management; client stewardship/accountability
Nov. 27	ELP presentations
Dec 4	Career discussion