

# PUR 3801 - PUBLIC RELATIONS STRATEGY ONLINE – SPRING 2018

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TWITTER: tmccorkindale

COURSE WEBSITE: <http://elearning.ufl.edu>

**COURSE COMMUNICATIONS:** Please note that I'm located in Seattle, Washington (three hours behind Gainesville on PST). Occasionally, I come to campus, but it's fairly inconsistent.

If you have any questions about the course or your assignments, please email or call me. I will respond to you within 24 hours during the week and 48 hours on the weekend. If you request a lengthy answer, please send me your phone number and I will call you. 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. Feel free to set up an appointment to speak with me anytime about the course.

If you notice yourself having trouble in the course, it is crucial that you speak with me immediately.

## **REQUIRED OR RECOMMENDED TEXTBOOKS (REQUIRED):**

Smith, R. D. (2013). Strategic planning for public relations (4th ed.). New York: Routledge.

Additional readings can be found in the class schedule.

**COURSE DESCRIPTION:** The development of skills in strategic public relations management based on an analysis of current and historical case studies.

**PREREQUISITES:** PUR 3000 Principles and PUR 3500 Research with minimum grades of C.

## **COURSE OBJECTIVES & LEARNING OUTCOMES:**

As a result of the course, students should be able to:

- Demonstrate an understanding of the purpose of public relations and its strategic process, including a consideration of ethics and professionalism.
- Identify and explain the concepts and theories on which strategic public relations is based.
- Apply the knowledge and experience gained in this course as well as that from course prerequisites to the development of an experiential learning project for a client organization, which should become part of students' professional portfolios.
- Write and formulate fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.
- Define publics appropriate for specific client organizations and appreciate differences that affect programming.
- Recognize the importance of primary and secondary research in public relations practice.
- Demonstrate understanding of conceptual foundation and professional skills competency related to strategic management process of the public relations function.
- Demonstrate proficiency in written and oral communications.

The course specifically supports seven 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 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.
- Apply basic numerical and statistical concepts.

**INSTRUCTIONAL METHODS:** This is an online course. You must have access to a computer, the Internet, a WORKING email address, and Canvas. You should also have

the ability to open PDF documents, PowerPoint, and YouTube videos. The textbook is required for this course. Attendance is evaluated by your timely submission of work. When we are not in class, you should expect to spend a minimum of 15 hours on this course per week. If you have any questions throughout the course, please do not hesitate to ask. I am here to help you in any way I can.

## COURSE POLICIES:

Everything you need in this course can be found on Canvas. All assignments, PowerPoints, tests, and quizzes will be accessed through Canvas. In this course, you are responsible for your learning and time management. The deadline assignments are firm. Canvas is rarely down and that is the only exception to the rule. You need to prepare and allow time for “technical difficulties.” However, if you start a quiz and it doesn’t complete due to some computer issue, it will show me. Do not panic! Please email me and I will reset your quiz/assignment. It may take a little time so please be patient.

Each chapter will consist of reading materials, an online instructional video, and objectives. Chapters may also include video clips, quizzes, discussions, and case studies. Online classroom time will consist of lectures, video clips, discussion, in-class and out-of-class assignments, and small group projects. Readings in addition to the textbook will also be distributed during the course.

You are also required to follow the [Online Etiquette document](#).

**ATTENDANCE POLICY:** 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>.”

**COURSE TECHNOLOGY:** If you have any issues with the course technology, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP - select option 2

**ONLINE COURSE EVALUATION:** 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>.

## UF POLICIES:

### **UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES**

**(REQUIRED):** “Students with disabilities requesting accommodations should first register with the Disability Resource 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 which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.”

**UNIVERSITY POLICY ON ACADEMIC CONDUCT:** 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 honesty 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 obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor or TAs in this class.

**Additional Information:** Academic dishonesty is a serious offense that not only comprises your personal integrity, but the integrity of University of Florida and your fellow classmates. Academic dishonesty includes plagiarism, cheating during exams, use of unauthorized study aids, and falsifying any university document. Any offense will be taken extremely seriously, and ignorance of the policies is not an excuse.

Therefore, all assignments using sources must be documented both in-text and in a bibliography using APA style. If you are not sure if something constitutes violation of academic dishonesty, please ask me. **COPYING (OR CUT AND PASTING) ANY MATERIAL FROM A WEBSITE CONSTITUTES PLAGIARISM. YOU MUST CREDIT ALL SOURCES OR YOUR TEXTBOOK.** Please note that if you copy large chunks of material word for word even with a citation and direct quotes, that this is unacceptable.

I do not tolerate plagiarism. If you plagiarize in any way, you will receive a zero for the entire course, and turned into the Office of Student Conduct.

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.

**CLASS DEMEANOR OR NETIQUETTE:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please make sure you read carefully the [Netiquette Document](#) on the UF site. One of the challenges of online instruction is that we can't see each other and we miss the face-to-face interaction. Please remember, there are individuals on the other end, both when speaking to your classmates and professor.

## GETTING HELP AND CAMPUS RESOURCES:

**TECHNICAL DIFFICULTIES:** For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

**HEALTH AND WELLNESS:** U Matter, We Care: If you or a friend is in distress, please contact [umatter@ufl.edu](mailto: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 [Learningsupport@ufl.edu](mailto:Learningsupport@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.

*Teaching Center*, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

*Writing Studio*, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

*Student Complaints Campus:*

[https://www.dso.ufl.edu/documents/UF\\_Complaints\\_policy.pdf](https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf)

*On-Line Students Complaints:* <http://www.distance.ufl.edu/student-complaintprocess>

**OTHER RESOURCES:** <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

## GRADING POLICIES:

**GRADING:** Be responsible for the grade you earn in this class. Feel free to talk to me anytime if you want to discuss your progress in this class. The grading is as follows:

Examinations (2)	(40%)
Assignments	(15%)
Individual/Group Project	(20%)
Discussion Board	(15%)
Quizzes	<u>(10%)</u>
	(100%)

**SUBMISSIONS:** All out-of-class assignments and the final project must be typed.

**FEEDBACK:** You will each receive individual feedback on your assignments within seven days of submission. Additionally, your instructor will post video guides and video feedback to the entire class.

**DEADLINES AND POLICIES:**

**ALL DISCUSSIONS ARE DUE ON WEDNESDAY OF THE DESIGNATED WEEK BY 11:59 P.M.— NO EXCEPTIONS!**

**ALL ASSIGNMENTS ARE DUE ON THE THURSDAY OF THE DESIGNATED WEEK BY 11:59 P.M.—NO EXCEPTIONS!**

Example: (Due: July 15 at 11:59 p.m. is one minute before July 16).

Please just remember that every Wednesday you have something due. Assignments and Discussion Boards cannot be submitted until that week starts.

You must use proper grammar and spell correctly in both the emails you send to me and in the papers you write. I know this is not an English class, but poor grammar and spelling errors indicate you did not spend enough time editing your paper and unfortunately, reflects poorly upon you. So please make sure you are aware of this, and pay close attention to your writing in a university and business setting.

Everything submitted should be should be single-spaced with a max 1.25 spacing with headers (if applicable). Please use normal margins.

**ASSIGNMENTS (15%):** Assignments deadlines are rigid. Assignments cannot be turned in late so please account for technical issues and such. Assignments should all be done in Microsoft Word, not uploaded as a PDF or txt or works. The uploaded files should be named "last name.assignment name." The assignments will count as 25% of your Project grade.

**FINAL PROJECT (20%):** See supplementary project sheet for details of your final assignment.

**QUIZZES (10%):** Weekly quizzes will be given after each chapter. You will have 10 minutes to complete each quiz. Quizzes will open at 12:01 on Sundays of each week that you have a chapter reading, and you will have until Friday, 11:59 p.m. to complete the quizzes. You also have to take a Syllabus quiz that can be taken as many times as you want. That deadline is [January 17](#).

**GRADING RUBRIC:** ASSIGNMENTS WILL BE GRADED BASED ON THIS [RUBRIC](#) THAT EVALUATES THE IDEAS, ORGANIZATION, SUPPORT, AND STYLE OF EACH PAPER.

**EXAMINATIONS (40%):** There are two exam dates – the final exam is not cumulative. THERE ARE NO MAKE-UP EXAMINATIONS – If you miss an exam, you will receive a grade of zero. Generally, the exams are a combination of essay and multiple-choice questions. Exams will have time limits so you will not be able to treat this as an open-book test, but instead rely on your knowledge and application of the topics. For both exams, the

Powerpoints and book chapters will be on the test – also any supplementary materials discussed may be as well. Both tests are 50 multiple-choice or true/false questions and you have 1 hour and 15 minutes to complete the test.

Exams are only open during a 24-hour window that starts at 12:01 am on the day it is due and will close at 11:59 p.m. You can only take it once (no repeats) and there are absolutely no make-ups so plan accordingly. If you have any technical difficulties, please email me. I can reset the test and can also determine what questions you have answered so far.

**DISCUSSION BOARDS (15%):** You will have one discussion posting per week, for most weeks except for when there is an assignment due or a test. You will be required to:

- Post a substantial initial answer to the question (due each Wednesday by 11:59 p.m.).
- Respond to a total of three of your classmates' postings (due each Friday by 11:59 p.m.). Make sure the posts are substantial.
- Read the discussion postings each week

You will receive up to 25% of the grade each week for each of your posts, depending on the quality. Avoid posts that merely compliment ("Interesting post...") or support ("I agree with you...") another student's work. Posts should be well-written with no grammar or spelling errors. Late posts will not be accepted for any reason. Please do not post on the Discussion Board in advance.

**For the discussion board, you will submit responses individually before you turn into your group members. Your final project will be based on your individual submissions compiled and vetted as a group.**

Posts must include outside sources (not just the assigned course readings) to receive the maximum grade for postings. All sources must be cited using APA style and should include academic sources rather than links to websites. For discussion board postings, please only post in the comment area and do not upload as an attachment or word document. Postings on the weekly threads must relate to the topic at hand; off-topic discussion should be limited to the Social Forum. Points will be deducted from students who submit off-topic posts in the weekly discussion threads. **Please see the Discussion Board rubric before you post on Canvas.**

**INFORMATION ON CURRENT UF GRADING POLICIES FOR ASSIGNING GRADE POINTS:**  
[HTTPS://CATALOG.UFL.EDU/UGRAD/CURRENT/REGULATIONS/INFO/GRADES.ASPX](https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx)

*\*\* [Include specific details about the assignments as necessary]*



## **GRADING SCALE:**

*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%

## **COURSE SCHEDULE:**

### **CRITICAL DATES:**

Thurs., Feb 1 – Research for Strategic Plan  
Thurs., Feb 15– Analysis of Publics for Strategic Plan  
Thurs., Mar 1– Goals and objectives for Strategic Plan  
Wed., Mar 14 – Exam 1  
Thurs., Apr 5 – Strategies and Tactics for Strategic Plan  
Thurs., Apr 25 – Final Plan (including peer evaluation sheet)  
Wed., May 2 – Final Exam

### **A WEEKLY SCHEDULE OF TOPICS AND ASSIGNMENTS (REQUIRED):**

Disclaimer: This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

Week	Week of	Topic	Reading & Assignment
1	Jan 8	Introduction and Ethics	<p><b>READING(S):</b> RS: Introduction, 1-19; Appendix B, 410</p> <p><b>ASSIGNMENTS:</b> Discussion Board: Introduce yourself to the class. What are your goals in this class? What do you like to do outside of class? While this is not a graded assignment, I do encourage you to respond to some of your classmates' postings.</p> <p>You will also need to take a Syllabus quiz that counts for minimal points. You can take it over again as many times as you need. It is available through <a href="#">January 17</a>.</p> <p>Discussion Board: Ethics is a critical function of public relations. Based on the PRSA Code of Ethics, describe a challenge that some organizations may face in the strategic planning process that may constitute a realistic violation. <a href="#">Initial posting due Wednesday, Jan 10; Responses due Friday, Jan 12.</a></p> <p>Please note you have quizzes every week there is a chapter so make sure you complete the quizzes by Friday, 11:59 p.m.</p> <p><b>QUIZ:</b> <a href="#">January 12</a></p>
2	Jan 15	PR Theories Types of Research	<p><b>READING(S):</b> Rhee, Y. (2004). An overview of PR Theory. <a href="http://www.csus.edu/indiv/r/rheey/rhee_an%20overview.pdf">http://www.csus.edu/indiv/r/rheey/rhee_an%20overview.pdf</a></p> <p><b>ASSIGNMENT:</b> Discussion Board: Choose one public relations, relationship management, or communication theory to explore in depth and give an example of how you can apply it in public relations. <a href="#">Initial posting due Wednesday, Jan 17; Responses due on Friday, Jan 19.</a></p> <p><b>QUIZ:</b> <a href="#">January 19</a></p>
3	Jan 22	Situation Analysis	<p><b>READING(S):</b> RS: Analyzing the Situation, 21-28</p> <p><b>ASSIGNMENT:</b> Discussion Board: From an issues management perspective, are there any potential crises on the horizon or current ones? If so, has the organization followed the principles of crisis management. If the organization is not in crisis, what is a potential, realistic crisis? <a href="#">Initial posting due Wednesday, Jan 24; Responses due on Friday, Jan 26.</a></p> <p><b>QUIZ:</b> <a href="#">January 26</a></p>
4	Jan 29	Organization Analysis	<p><b>READING(S):</b> RS: Analyzing the Organization, 41-56</p> <p>Leifer, R., &amp; Delbecq, A. (1978). Organizational/Environmental Interchange: A Model of Boundary Spanning Activity. <i>The Academy of Management Review</i>, 3(1), 40-50. Retrieved from <a href="http://www.jstor.org/stable/257575">http://www.jstor.org/stable/257575</a></p>

			<p><b>ASSIGNMENTS:</b> Discussion Board: List and discuss the external factors that impact your organization (the Opportunities and Threats in your SWOT Analysis). Explore in-depth how it affects both your organization and industry. <b>Initial posting due Wednesday, Jan 31; Responses due on Friday, Feb 2.</b></p> <p>Assignment: Now that you have selected the company for your project, it's time to turn in the Research portion of your campaign. Tell me about the client's history, products and services, current reputation in the marketplace, external factors affecting the organization, market share, differentiation among competitors, etc.? Include a SWOT analysis of the organization. With all secondary research, there are knowledge gaps. What primary research methods would you employ to get more information about the organization? Limit: Minimum of five single-spaced pages. <b>Due: Thursday, Feb. 1</b></p> <p><b>QUIZ:</b> February 2</p>
5	Feb 5	Publics Analysis	<p><b>READING(S):</b> RS: Analyzing the Publics, 57-92</p> <p>Grunig, J. E. (2009). Paradigms of global public relations in an age of digitalization. Prism, 6(2), <a href="http://www.prismjournal.org/fileadmin/Praxis/Files/globalPR/GRUNIG.pdf">http://www.prismjournal.org/fileadmin/Praxis/Files/globalPR/GRUNIG.pdf</a></p> <p><b>ASSIGNMENT:</b> Discussion Board: Who are the three most important publics in your strategic plan and why? Based on the categories of publics, what type of public are they? <b>Initial posting due Wednesday, Feb 7; Responses due on Friday, Feb 9</b></p> <p><b>QUIZ:</b> February 9</p>
6	Feb 12	Goals and Objectives	<p><b>READING(S):</b> RS: Establishing Goals and Objectives, 95-112</p> <p>Guidelines for Setting Measurable Public Relations Objectives. (2009). Institute for Public Relations: <a href="http://www.instituteforpr.org/wp-content/uploads/Setting_PR_Objectives.pdf">http://www.instituteforpr.org/wp-content/uploads/Setting_PR_Objectives.pdf</a></p> <p><b>ASSIGNMENT:</b> You will be put into groups of four. Conduct an analysis of at least three publics that you will use in your strategic plan (distinguished between primary and secondary). Make sure to include relevant research, as well as an analysis of the motivating self-interests, influentials, and current relationship with the organization. This assignment should also include their demographics, behavior, psychographics, and level of knowledge. This should all be based on research. Limit: Minimum of three single-spaced pages. <b>Due: Thursday, Feb 15</b></p> <p><b>QUIZ:</b> February 16</p>
7	Feb 19	Action and Response Strategies	<p><b>READING(S):</b> RS: Formulating Action and Response Strategies, 113-169</p> <p><b>QUIZ:</b> February 23</p>

8	Feb 26	Developing the Message Strategy	<p><b>READING(S):</b> RS: Developing the Message Strategy, 172-223.</p> <p>Summerfield, S., &amp; Benninghoven, S. (2014). Successfully communication with key messages. SAE Communications. <a href="http://aapa.files.cms-plus.com/SeminarPresentations/2014Seminars/14PRGR/Summerfield%20handout%202.pdf">http://aapa.files.cms-plus.com/SeminarPresentations/2014Seminars/14PRGR/Summerfield%20handout%202.pdf</a></p> <p><b>ASSIGNMENT:</b> Discussion Board: Outline at least two primary messages, accompanied by secondary messages, that will be used to reach your target publics. Make sure you use the various theories discussed in this chapter to construct your messages. <i>Initial posting due Wednesday, Feb 28; Responses due on Friday, Mar 2</i></p> <p><b>ASSIGNMENT:</b> What is the primary goal of your plan? Include at least three types of objectives and determine if they are informational, motivational, or behavioral. Make sure they follow the SMART guidelines for writing objectives. Limit: One page. <i>Due: Thursday, Mar 1</i></p> <p><b>QUIZ:</b> <i>March 2</i></p>
9	Mar 12	Campaign check point	<p>Work on campaign</p> <p><b>ASSIGNMENT:</b> <i>EXAM 1 (March 14) (Modules 1 to 7)</i></p>
10	Mar 19	Tactics	<p><b>READING(S):</b> RS: Selecting Communication Tactics, 227-263</p> <p><b>ASSIGNMENT:</b> Discussion Board: Using each component of the PESO model, what is a media source/outlet/platform that you could include in your strategic plan? Explain your rationale. <i>Initial posting due Wednesday, Mar 21; Responses due on Friday, Mar 23.</i></p> <p><b>QUIZ:</b> <i>March 23</i></p>
11	Mar 26	Tactics	<p><b>READING(S):</b> RS: Selecting Communication Tactics, 264-303</p> <p><b>ASSIGNMENT:</b> NONE</p> <p><b>QUIZ:</b> <i>March 30</i></p>
12	April 2	Media Relations	<p><b>READING(S):</b> RS: Implementation of Strategic Plan, 304-311</p> <p>RS: Effective Media Engagement, p. 442</p> <p><b>ASSIGNMENTS:</b> Discussion Board: Which media are you planning to target in your proposed plan and why? Give an example of a three to four-sentence pitch you could make to a specific media outlet (social or traditional). <i>Initial posting due Wednesday, April 4; Responses due on Friday, April 6.</i></p> <p><b>ASSIGNMENT:</b> Design the strategies and tactics for your strategic plan. Include a rationale for each of the chosen</p>

			strategies. Limit: None. <b>Due: Thursday, April 5</b>  <b>QUIZ: April 6</b>
13	April 9	Budget and Calendar	<b>READING(S):</b> RS: Implementation of Strategic Plan, 312-326  <b>QUIZ: April 13</b>
14	April 16	Evaluation & Measurement	<b>READING(S):</b> RS: Evaluating the Strategic Plan, 331-356  Michaelson, D., & Stacks, D. W. (2011). Standardization in public relations measurement and evaluation. Public Relations Journal, 5(2), 1-22.  <b>QUIZ: April 20</b>
15	April 23	Final Plan	Assemble and organize final plan for submission based on the outlined criteria  <b>ASSIGNMENTS:</b> Final Plan (and peer evaluation sheet). <b>Due: Wednesday, April 25</b>
	May 2	FINAL EXAM	FINAL EXAM: <b>May 2 (Modules 8 to 14)</b>