



SYLLABUS – PUR3000 Principles of Public Relations

Spring 2018 – Thursdays 6-8 (12:50 – 3:50 p.m.); Room: NRN 0137

Professor: Dr. Marcia DiStaso, APR, Associate Professor and Chair Public Relations Department

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

Office hours – 2085 Weimer Hall: Thursdays, 10:00 –12:00 p.m. or by appointment

TA: Sarah Jackson, Director of Communications, Institute for Public Relations

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Course Description

In Principles of Public Relations you will learn about the theory and practice of public relations, how public relations operates in organizations, its impact on publics, and its functions in society. You will study the professional development of the field; concepts, issues, and principles in the practice; and models and theories guiding the practice. You will apply course materials to public relations program planning and management by working in a group on a strategic planning project.

For those planning public relations careers, this course provides a foundation for the public relations major. The course also meets the needs of those planning other professional and managerial careers that require an understanding of public relations concepts and management practices. 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.

Prerequisite: Sophomore standing

Course Format

The classroom is intended to be an interactive learning environment where sharing of opinions and ideas is encouraged. You must keep up with the reading assignments to fully understand issues and intelligently contribute to classroom discussion. It is in your best interest to fully engage yourself because what you learn will help you make important decisions in the future.

Course Objectives & Learning Outcomes

By the end 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 Book

Glen M. Broom and Bey-Ling Sha, *Cutlip and Center's Effective Public Relations*, 11th ed. (Upper Saddle River, NJ: Prentice–Hall, Inc., 2013)

Additional Readings as Assigned

Students are expected to regularly read industry news, examples include: [PRWeek](#), [The Holmes Report](#), [IPR Research Letter](#), and [PR News](#).

Additional reading may be assigned over the semester.

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:

Attendance/Participation/In-Class Assignments: 15%

Education is not a passive activity. Just as in the professional world, showing-up is essential to success. Being present allows you to consider and understand the topics we will cover, practically ensuring a higher grade in the course than if your attendance is sporadic. Material presented during lectures that is not a part of the text may appear on the exams. While "attendance" seems to imply simply being in the room is enough, but you should be engaged in learning while in class.

Public Relations is not something you can simply read about or attend a class and know. It takes a lot of work. Throughout this course we will do a variety of activities during class. This will not only count toward your grade, but also help give you experience working in teams on assignments typical to the profession. These in-class activities will be turned in the activity prior to the end of the class session for class credit. You must be in class to participate and there will not be an opportunity to make them up if class is missed. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Exam 1: 15%

Exam one will cover Chapters 1, 2, 3 & 4.

There will be 50 questions for exam one (Multiple Choice).

Exam 2: 20%

Exam two will cover Chapters 5, 6, 7, 8, 9 & 10.

There will be 50 questions for exam two (Multiple Choice).

Exam 3: 25%

Exam three will cover Chapters 11, 12, 13, & 14.

There will be 50 questions for exam three (Multiple Choice).

Public Relations Specialization Report: 25%

This assignment is to research a particular public relations specialization. This can be either be something you would like to find information to aid your career search or something of interest to you, but it must be a public relations specialization. Once you pick your specialty, you will pick an organization to focus on for your report. This is something you can start thinking about right away (starting with chapters 15-21). Details will be distributed separately.

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 92-00%	C 72-77%
A- 90-91%	C- 70-71%
B+ 88-89%	D+ 68-69%
B 82-87%	D 62-67%
B- 80-81%	D- 60-61%
C+ 78-79%	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>

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 Professionalism

Students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity, but think ahead to how it will reflect on you. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger.

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. Cell phones and other electronic devices must not be used during class. In the event of an emergency, notify me at the start of class. Laptops may be used for assignments or as a note-taking device. Surfing the Internet, checking or sending email or texts, playing games, and other online activities not related to class are strictly prohibited.

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>.

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

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>, (352)392-1575; and the University Police Department: (352)392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, (352)392-1161.

University Police Department, (352)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, (352)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.

Availability

Please feel free to speak with me at any time during the semester about any questions or concerns you have. You can stop by during my office hours or make an appointment to see me at another time during the week. I'm also available by email and will try to get back to you within 24 hours.

** This syllabus is subject to change as appropriate and necessary.*

Course Schedule and Readings

Jan. 11	Introduction to Contemporary Public Relations READ: Chapter 1 and one chapter from Chapters 15–21 according to your interests.
Jan. 18	Practitioners of Public Relations READ: Chapter 2 and one other chapter from Chapters 15–21.
Jan. 25	Organizational Setting READ: Chapter 3
Feb. 1	Historical Origins and Evolution READ: Chapter 4
Feb. 8	EXAM
Feb. 15	Professionalism, Ethics, and Legal Considerations READ: Chapters 5 & 6
Feb. 22	Theoretical Underpinnings & Communication Theories and Public Opinion READ: Chapters 7 & 8
March 1	Internal Relations and Employee Communication READ: Chapter 9
March 8	Spring Break!
March 15	External Media and Media Relations READ: Chapter 10
March 22	EXAM
March 29	Process Step 1—Defining Public Relations Problems READ: Chapter 11
April 5	Process Step 2—Planning and Programming READ: Chapter 12
April 12	Process Step 3—Taking Action and Communicating READ: Chapter 13
April 19	Process Step 4—Evaluating the Program READ: Chapter 14
May 3	FINAL EXAM