

PUR 3500 Public Relations Research Section 03CG

Spring Semester 2018

Tue. 7th-8th (1:55pm-3:50pm), WEIM 1070; Thur. 8th (3:00 pm-3:50pm), WEIM 1070.

Instructor: Ms. Sining Kong

Office: G029 Weimer Hall

Office Hours: Thursday 12:50 pm-2:50 pm, or pre-scheduled appointment

Email: kongsn@ufl.edu

Required Textbook and Materials:

Stacks, D.W. (2016). *Primer of Public Relations Research*, (3rd Ed.). New York: Guilford.

Course Description:

Welcome to Principles of Public Relations. The course is designed to help you build an overview of basic knowledge of public relations research. This course will help you prepare for upper-level courses in this college. This course is designed to introduce public relations students to social science research methods, with a focus on the application of those methods to public relations. This course is intended to help students understand why research is essential in identifying problems and issues of concerns, guiding strategic planning, message development, and evaluating public relations campaigns.

Your Objectives for the Course:

- Understand the role of research in public relations management.
- Understand ethical concerns in conducting research.
- Analyze issues related to measurement in public relations research and make appropriate measurement choices.
- Gain hands on experience, including defining the research problems, collecting primary and secondary data, analyzing data and interpreting the results, and presenting conclusions.
- Learn application of research methods and techniques to current public relations.
- Write perspective research reports and deliver the results successfully in a professional oral presentation.

Course Organization and Requirements:

- Please review class syllabus, grading rubrics, due dates etc. carefully. Most of your questions are answered there.

- Please read the assigned reading BEFORE the lecture.
- UF E-learning (Canvas) will be used for the course. Students are responsible for keeping up with the class assignments and materials and monitoring their progress via student records on Canvas system.
- From the second week of class, the instructor will assign students into groups. Students are expected to prepare case study presentation with group members in class. Group members will assess each other at the end of the semester according to the rubric posted on Canvas.
- Students are expected to **attend every class, arrive on time, not leave early unless prior permission is granted.**
- Students are expected to conduct themselves in an honest, ethical and courteous manner – with classmates and the instructor. **Eating, drinking and privately chatting in class do NOT demonstrate professional behavior.**
- Students are expected to turn off **cellphones, laptops, tablets or iPod/MP3 players.**

Distribution of Course Grade (Total 500 points):

Class Participation & Attendance	10% (40 points)
Group report and presentations (3)	45% (225 points)
Exam 1	15%(85 points)
Exam 2	15%(75 points)
Exam 3	15%(75 points)
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	100 (500 points)

Grading Criteria:

Class Participation & Attendance (10%):

- Class participation and attendance counts for 10% of your final grade. Class participation is determined by such efforts as discussion of assigned readings, performance in in-class exercises, and participation in raising timely and relevant issues to the attention of the class.
- Attendance is mandatory. Excused absences must have either a doctor’s note or note from the faculty advisor of a university sanctioned organization/event. Students are responsible for all class work missed. They should consult with classmates, rather than the instructor, to obtain information on lectures, assignments, and other matters. Make-up exams or late assignments are acceptable for excused absences rather than unexcused absences.

Group Report and Presentation (45%):

Research Report and Presentations (13% ×3 = 39%):

Because public relations professionals work in teams, you will be placed in a “research team” in an agency throughout the semester to develop a public relations research report (details will be given in class). Each team will submit **THREE (3)** research projects during the semester. Each team will apply various types of research methodologies and techniques—such as (1) secondary research, (2) survey, and (3) focus group—to the development of a strategic public relations research plan.

You are on agency research team (of approx. 6-7 team members depending on enrollment). The grade is a team grade, meaning that each team member receives the same grade. For each research project, the grade is divided between the team research report grade (55 points) and the team presentation grade (10 points) (65 points × 3 = total 195 points).

Project due and presentation dates:

- **Secondary research (Internet Research): February 1st (Thursday)**
- **Survey research project: March 20 (Tuesday)**
- **Focus group research project: April 10 (Tuesday)**

Group Work: Peer Evaluation (6%):

Peer evaluation will be conducted to assess each group member’s contributions to the project. While your team research report and presentation grades are the same for all team members, your peer evaluation grade (30 points) differs. Your peer evaluation grade is subject to adjustments according to your average peer evaluation.

If your team does not think you have put forth the same amount of effort and the same quality of work as they have throughout the length of the project, your peer evaluation will negatively influence your final grade. **If you have any problems with your group or a particular group member, you need to address and resolve it immediately.**

Exams (15% X 3= 45%):

Exam is designed to test your knowledge and application of the main ideas covered in the textbook, assigned readings, lecture material, class discussions, team presentations, videos, and guest lectures. **You are responsible for everything covered in the previously stated areas.**

Throughout the semester there will be **THREE exams**, which will be held in class during the regularly scheduled class period. The exams will be primarily made up of multiple-choice questions, true/false, and short answer questions.

NO early exam or make-up opportunities will be offered unless there are extremely exceptional cases officially approved by the university.

Exam Dates:

- **Exam 1: 1/30 (T)**

- Exam 2: 2/27 (T)
- Exam 3: 3/27 (T)

Grading Scales:

Grade	Scale	
A	93-100	465-500
A-	90-92.99	450-464.99
B+	86-89.99	430-449.99
B	83-85.99	415-429.99
B-	80-82.99	400-414.99
C+	76-79.99	380-399.99
C	73-75.99	365-379.99
C-	70-72.99	350-364.99
D+	66-69.99	330-349.99
D	63-65.99	315-329.99
D-	60-62.99	300-314.99
E	59 and below	295 and below

MAKEUPS & LATE ASSIGNMENTS:

Policy of the course is that there will be no make-up exams or extensions of deadlines. Dates have been announced in advance in the "Weekly Course Plan" so that students can schedule other activities around these deadlines. Exceptions will be rare and made only in cases of extraordinary, documented circumstances, as determined by the instructor.

Classroom Demeanor:

- **Arrive on time and stay until the end of class.** Please be on time and do not leave class early. Leaving early is disruptive to your team members and the rest of classmates. If a special situation (like a doctor's appointment) requires that you leave class early, please let instructor know before the class.)
- **All assignments are due at the beginning of class.** In general, students will not be allowed to turn in assignments after the assigned due date. If you will be absent on the

date an assignment is due, it is your responsibility to work with the instructor to establish a date and time you will hand in your assignment (before the due date). Exceptions to this policy will be limited to documented exceptional circumstances. Important dates have been announced in advance in the syllabus so that students can schedule other activities around these deadlines. Exceptions will be rare and at the discretion of the instructor. If late work is accepted, it will be graded at a lower value than work turned in on time.

- **No food allowed in class.** Drinks in spill-proof containers are acceptable, but please take your empty cups and bottles with you when you leave
- **Not letting technology distract you and others from focusing on class.** (Cellphones and other electronic devices must be turned off or turn into silent mode during class. No texting during class. Laptop use is only permitted for note taking or group project. Students whose laptop use is disruptive to class (distracting to the instructor or other students) will be asked to discontinue their laptop use or leave the classroom.)

University of Florida Policies:

- **Academic Honesty:** All students are expected to be honest in all their academic work. Failure to uphold the standards of honesty will result in the appropriate disciplinary action by the University of Florida. As a result of completing the registration form at the University of Florida, every student has signed the following statement: “I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including exclusion from the university.”
- **The Honor Code:** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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." For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261. You can review UF’s academic honesty guidelines in detail at:
<http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

Resources

If you need individual assistance beyond the help you receive in class, please meet with me during office hour or utilize university resources:

- **Division of Student Affairs** (352-392-1261) – Contact this office if you need to miss class due to an on-going medical problem or family emergency. The office will send a courtesy email to your instructors about your absence. <http://www.ufsa.ufl.edu/>

- **UF Counseling & Wellness Center** (352-392-1575) – The center provides scheduled and drop-in appointments with counselors to discuss a range of personal issues. <http://www.counseling.ufl.edu/cwc/>
- **Disability Resource Center** (352-392-1261) – Students requesting class accommodations must first register with the Disability Resource Center. You will receive documentation to give to each of your instructors. You must meet with your lab instructor and with me during office hours to discuss special arrangements. Please take action immediately. <http://www.dso.ufl.edu/drc/>
- **Communication Coaching Center** (1088 Weimer Hall) – Student members of the Journalism and Communications Ambassadors staff the center. <http://www.ufjca.org/communications-coaching-center.html>
- **Computers** – Call 352-392-HELP (4357) or email helpdesk@ufl.edu.
- **Knight Division for Scholarships, Career Services and Multicultural Affairs** (1080 Weimer) -- Provides information on scholarships and internships and sets up the College Interviewing Day each semester. <http://www.jou.ufl.edu/knight/>
- **Career Resource Center** – The CRC is located on the main floor of the Reitz Union and provides free career assessment and counseling. Check the CRC website for information about workshops, career and job fairs, or to schedule an appointment. <http://www.crc.ufl.edu/>
- **SNAP** – Offering pick-up and drop-off services for after-dark safety. Call 352-392-7627 or check online <http://www.police.ufl.edu/community-services/student-nighttime-auxiliary-patrol-snap/> You can get the SNAP App for free by using either the Android Market or Apple App Store and searching for SNAP UF.

Course evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations 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/>.

Tentative Topics, Dates and Assignments

Week	Date	Topic
1	1/4 R	Welcome & Course introduction and overview of class syllabus
2	1/9 T	Understanding Research, Management of Research Chapter 1-2
	1/11 R	Standards for Conducting Public Relations Research Chapter 3
3	1/16 T	Secondary Research Chapter 9
	1/18R	Measuring Outcomes Chapter 4
4	1/23 T	Survey research Chapter 13
	1/25 R	Sampling Chapter 12 Exam 1 Review
5	1/30 T	Exam 1 Introduction to Qualtrics
	2/1 R	Secondary Research Presentation
6	2/6T	Descriptive Statistical Reasoning and Data Analysis

		Chapter 6
	2/8 R	Inferential Statistical Reasoning Data Analysis Chapter 15
7	2/13 T	Qualitative Research Chapter 10-11
	2/15 R	Content Analysis Chapter 8
8	2/20 T	Experimental Research Chapter 14
	2/22 R	Catch Up Exam 2 Review
9	2/27 T	Exam 2
	3/1 R	Survey Research Discussion
10	3/6 T 3/8 R	Spring Break No Class
11	3/13 T	Experimental Research Chapter 14
	3/15 R	Survey Research Q & A
12	3/20 T	Survey Research Presentation Discussion of Focus Group
	3/22R	Exam 3 Review

13	3/27 T	Exam 3
	3/29R	No-class Group Meeting to collect Focus Group Data
14	4/3 T	No-class Group Meeting to collect Focus Group Data
	4/5 R	Focus Group Q & A
15	4/10 T	Focus Group Presentation
	4/12R	(No class) Focus Group Paper Due at 11:59 pm