

**University of Florida  
College of Journalism and Communications**

**PUR 4800, Public Relations Campaigns (3 credit hours)  
Section Number: 25E4, Spring: 2018**

Meeting time: Monday Period 4 (10:40-11:30 am), Wednesday Periods 4-5 (10:40 am-12:35 pm)  
Meeting place: Weimer 1092

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## **1. INSTRUCTOR INFO & COURSE DESCRIPTION**

### **1.1 Instructor**

Maggie Xiaomeng Lan

Office: Weimer G038

Email Address: [xmlan2013@ufl.edu](mailto:xmlan2013@ufl.edu)

Phone: (352) 281-7989

Office Hours: By appointment

Preferred Course Communications: Email (Normally, I respond to emails within 24 hours during workdays. Begin your email subject with “PUR4800”, please.)

### **1.2 Course Overview**

Public Relations Campaigns is a capstone course designed to integrate previous public relations courses and internships for the purpose of providing a comprehensive overview of how all the elements of strategic public relations programming are done.

This class is designed to teach public relations seniors the value of strategic communication campaigns. The overall result of the class is to build a detailed campaign for a real client, which will provide all materials necessary for campaign implementation and evaluation. The final result should be a great addition to the students' professional portfolio.

Students are expected to approach this advanced class with enthusiasm and professionalism. The aim is to prepare them for the post-graduation world of public relations practice and/or research where it is essential to think critically and strategically about the development of sophisticated public relations campaigns. This will require the use of sound research, public relations theories, and communications models to develop measurable objectives, a strategic action plan, creative tactics, and clear evaluation metrics.

### **1.3 Course Format**

This course features learning through a hands-on, group experience with real-world clients. Students will learn course concepts through lecture and group discussion prior to directly applying these concepts to their campaign. As such, much of students' learning will take place outside the classroom. Students will be given large amount of class time for their group project. However, time will likely still be required outside of class in order to fully complete the project.

## 1.4 Student Learning Outcomes

Over the course of the semester, by working as a team to research and develop a polished public relations campaign for an actual client and by investing in their speaking and presentation skills, students will:

1. Learn to work with and listen to a real-world client;
2. Use different forms of research to set measurable objectives, inform strategy, test key program elements, and refine evaluation criteria;
3. Experience the challenges and rewards of working with a real-world client and creating a public relations campaign that meets the client's needs;
4. Understand the complexities of public relations campaign planning after working as a team to research and create an effective strategy, creative approach, budget, program timeline, and evaluation plan;
5. Strengthen management and teamwork capabilities by functioning as a “mini agency”;
6. Recommend key program elements and produce some professional public relations materials consistent with the campaign strategy that will also serve to enhance their professional portfolio;
7. Hone their presentation, speaking, and writing skills; and
8. Develop their personal brand to help present themselves effectively in life and career pursuits.

## 1.5 Recommended Textbook, Suggested Readings and Other Materials

- Textbook: *Developing the Public Relations Campaigns: A Team-Based Approach* – Third Edition – Randy Bobbitt & Ruth Sullivan (2013, Pearson)
- The Institute for Public Relations ([www.instituteforpr.com](http://www.instituteforpr.com)) and PRSA ([www.prsa.org](http://www.prsa.org))
- Public relations and other news sites for reviewing articles and sharing takeaways from such sources as PRSA Trends and Issues, PRSA SmartBrief, PR Week, The Public Relations Strategist, Public Relations Tactics, CommPRO Executive Briefing, The Edge: New Voices of Public Relations <http://prnewpros.prsa.org/>, Everything-PR <http://everything-pr.com/about/>, PR Newser, The Holmes Report, SHIFT Happens, Social Media Newsfeed, MarketingProfs, and many more
- The Associated Press 2016 Stylebook (2016, The Associated Press – ISBN 978-0-917360-61-9)

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## 2. COURSE EXPECTATIONS & POLICIES

### 2.1 Professionalism and Assignment Expectations (**VERY IMPORTANT**)

Students are expected to be professional in all dealings associated with this class. This includes treating our client and guest speakers with the utmost respect and providing them with your full attention, as well as conducting yourself in a professional manner both during and outside of class.

In addition, all written assignments should be typed, proofread and grammatically correct. Good writing is critical to success in public relations. Punctuation and grammatical errors will affect your grade. AP Style is preferred, as it is used by many public relations practitioners and journalists as their de facto style guide.

Keep copies of all submitted assignments, including your agency team's research report/presentation and the final public relations campaign plan book/presentation. Specific instructions for each assignment will be

reiterated in class and are integrated into this syllabus posted on Canvas. Your ability to follow these instructions carefully and as precisely as possible will surely benefit your grade.

If at any time you have questions or concerns, please see me during office hours or make an appointment. My goal is for all students to succeed in this class through new learnings, experiences, engagement, and accomplishment in a real-world public relations situation involving a real-world client.

## 2.2 Special Notes

*Disability Accommodations:* Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://drc.dso.ufl.edu/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which should be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

*Religious Observance:* Religiously observant students wishing to be absent on holidays that require missing class should notify the instructor in writing at the beginning of the semester, and should discuss with the instructor, 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.

## 2.3 Absences and Punctuality

Attendance will be taken. You are expected to attend class. There are two non-penalized absences for this class. For each recorded absence beyond the first two, you will lose points (see Section 3.4). When you are going to be absent from class, you should let me know by e-mail or phone before the class meets. Failure to do so or arriving late to class will lose you an additional one of your attendance points. (Attendance is taken at the very beginning of class, so if you arrive late you should make sure you are not shown as absent on the attendance sheet. This is your responsibility, so don't ask to have the attendance sheet changed at a later date because you forgot to check in at the end of class.) 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.

## 2.4 Makeups and Late Assignments

By definition, late assignments are below average. Missed or late assignments create major time and scheduling conflicts, and are unfair to those who are prepared. For these reasons, any late assignment will have 10% deducted from the score as a penalty for each day it is late (including weekends). An assignment is considered late when it is submitted after the stated deadline, and deductions will be taken beginning with the missed deadline. The only exception to this policy will be documented and university accepted excuses (see <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>).

## 2.5 Other Class Policies

The University of Florida Honor Code applies to all activities associated with this class (see <https://sccr.dso.ufl.edu/students/student-conduct-code/>). Academic dishonesty includes the following: extensive use of materials from another author without citation or attribution, extensive use of verbatim materials from another author with citation and attribution, and extensive use of one's own writing from past assignments or from assignments in other, current classes (called "double dipping").

Cell phones must be turned off in class. Laptops and electronic tablets may be used in class, but will be prohibited if the instructor identifies just one instance of a device being used for non-class purposes. Photos and other recordings are not allowed unless approved in advance by the instructor. Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom. Students are urged to meet in-person with the instructor if they have questions or are having problems.

Classroom civility: We want to build a classroom climate that is comfortable for all. In a communication class, it is especially important that we (1) display respect for all members of the classroom – including the instructor and fellow classmates; (2) pay attention to and participate in all class sessions and activities; (3) avoid unnecessary disruption during class time (e.g., having private conversations, reading the newspaper, doing work for other classes, receiving cell phone calls, etc.); and (4) avoid racist, sexist, homophobic or other negative language that may unnecessarily exclude members of our campus and classroom. This is not an exhaustive list of behaviors; rather, they represent the minimal standards that help make the classroom a productive place for all concerned.

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## 3. COURSE ASSIGNMENTS & GRADING

### 3.1 Campaign Project (Total: 55% of the final grade)

The Campaign Project grade is comprised of a Team Grade (40% of the final grade) and an Individual Grade (15% of the final grade). Individual grade will be based on team peer evaluations. Team Grade will be based on the quality of the final campaign plan book (30% of the final grade) as well as the final client presentation (10% of the final grade).

**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.

Early in the course, students will be grouped into small "agency" teams for the purpose of working together on a client public relations campaign, which will be presented to the client at the end of the semester. For the Spring 2018 semester, the client is the Marion County Opioid & Heroin Task Force. Students will meet the client in Week 4 and Week 7 (during class time) to garner necessary information and feedback to design the campaign. Before the first meeting, student will have formed agency teams (see Section 3.2.1) and penned Brand Platform (containing Vision, Values, and Purpose Statements; see Section 3.2.2) for the client. Specific instructions will be reiterated in class.

At the end of the semester (between May 1-3, date and time to be determined), teams will make their formal oral presentations to the client. Business attire (i.e., suits for ladies and gentlemen) is required.

### 3.1.1 Final Public Relations Campaign Plan Book (30% of the final grade)

Based on the original client brief and your extensive research, plus what you've learned in class about effective public relations, you will develop a written campaign plan and proposal addressing the client's needs and/or opportunities. The campaign plan book is to be divided into sections for Brand Platform, Executive Summary, Research, Objectives, Programming, Evaluation, and Stewardship.

### 3.1.2 Client Presentation (10% of the final grade)

At the end of the semester (between May 1-3, date and time to be determined), each team will have **20** minutes to present a summary of their work, recommendations, and at least 3 prototypes related to their proposed campaign plan. **Please note:** Prototypes must be presented in a manner that is clearly visible to a large audience – either through PowerPoint or enlarged posters on easels, etc. Teams are advised to repeatedly practice their presentations within the 20-minute time limit, as it will be strictly enforced.

### 3.1.3 Peer Evaluations (15% of the final grade)

Team members will assess each other's contributions in evaluation forms. The results are confidential.

## 3.2 Individual Assignment (Total: 15% of the final grade)

The Individual Assignment grade is comprised of Individual Assignment #1 (5% of the final grade) and Individual Assignment #2 (10% of the final grade).

### 3.2.1 Individual Assignment #1: Resume & Cover Letter (5% of the final grade)

You will be asked to write a resume and a cover letter applying for two team positions of your preference. The particular layout is of the student's choosing but should include the following elements at a minimum. Resumes and cover letters (6 sets) are due in class on January 17.

#### ***Job Descriptions for Team Project***

- **Account Executive (AE):**  
Team leader. Has overall and ultimate responsibility for successful coordination, completion, presentation, and delivery of the team's campaign plan. Additional responsibilities include management of team's work schedule, deadlines, budget, and proper alignment of campaign plan with agreed upon brand platform. Primary point of contact for CEO and client. Reports to CEO.
- **Copywriting Director:**  
Lead responsibility for writing copy for all campaign materials, assuring grammatical and spelling accuracy, consistency, clarity, and effectiveness in key messages communicated to target audience(s). Reports to AE.
- **Director of Creative Services:**

Lead responsibility for "look and feel" of all campaign materials, including prototype creation of at least three public relations techniques/programs recommended by team. Reports to AE.

- **Director of Research:**

Lead responsibility for strategy, implementation, and compilation of research on client organization and applicable publics. Reports to AE.

- **Media Director:**

Lead responsibility for investigation, cost assessment, and recommendation of appropriate media channels through which campaign plan programming can be implemented. Reports to AE.

### 3.2.2 Individual Assignment #2: Brand Platform (10% of the final grade)

Conduct literature review and secondary research (e.g., website, blogs, news coverage, etc.) on our client. Based on information gathered, draft Vision, Values, and Purpose sections of the brand platform. The draft brand platform (Vision, Values, and Purpose sections only) is due in class on January 24 (also bring a copy to the client meeting, date to be announced).

### 3.3 Campaign Case-Study Presentation (Total: 10% of the final grade)

For case presentation, each team of three students will select and sign up for one particular 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 (username: xmlan2013@ufl.edu, password: PUR4800Lan). 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 instructor). Read through all the cases in the book and select the best one for analysis and presentation.

A typical case study presentation lasts approximately 15 minutes. Be prepared to defend your presentation as the instructor may ask questions throughout the session. **Please note:** Use your own words. Do NOT "lift" entire sentences and paragraphs from the case study and place them in your presentation. This is plagiarism and you will receive a zero for the assignment.

### 3.4 Attendance (Total: 15% of the final grade)

Attendance counts for 15% of your grade and attendance is taken daily. You are expected to attend class. There are two non-penalized absences for this class. For each recorded absence—beyond the first two—you will lose 1.5 of your 15 points. The way this works is: if you are absent three times on a Monday, then you will only earn 13.5 of the 15 points, four absences and you earn 12 of the 15 points and so forth. If the absence is on a Wednesday it will count as two classes and for each absence beyond two class periods (Wednesday counts as two) you will lose 3.0 of your 15 points.

### 3.5 Class Participation (Total: 5% of the final grade)

Participation points can be earned via the following in-class exercises. **NOTE:** None of the following in-class exercises may be made-up.

- Five-Minute “In the News”: Every student is encouraged to bring in a public relations case from current events every week for a five-minute informal discussion and critique. Such cases can be found in the news, public relations 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.

### 3.6 Grading Scheme

Individual assignment #1	5%
Individual assignment #2	10%
Campaign case-study presentation	10%
Campaign project – Campaign plan book	30%
Campaign project – Client presentation	10%
Campaign project – Peer evaluations	15%
Attendance	15%
<u>Class participation</u>	<u>5%</u>
	100%*

*\*May be affected by the extra credit opportunity explained below.*

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

### 3.7 Extra Credit Opportunity

One extra credit (which equals 1% of the final grade for the course) will be offered for research participation through CJC’s SONA research management system (<https://ufl-cjc.sona-systems.com>). Please register a SONA account and choose studies to participate in to receive extra credits for this class. Check SONA regularly to see what studies have become available. Typically, it is not until around the third week of the semester that studies will become available. You should NOT wait until the last minute to sign up for participation because people tend to procrastinate and research opportunities will be limited by the end of the semester. In fact, it is probably wise to participate early in the semester when your course loads are the lightest. Please see this video below for how to set up your SONA account: [https://youtu.be/\\_1OnT2ZU6QQ](https://youtu.be/_1OnT2ZU6QQ) If you have any questions, please contact the CJCSONA administrator through this email: [uf-cjc-sonasystems@jou.ufl.edu](mailto:uf-cjc-sonasystems@jou.ufl.edu)

If there are be any other extra credit opportunities, students will be notified via Canvas.

**PUR 4800-25E4 SPRING 2018 WEEKLY SCHEDULE (TO BE ANNOUNCED)**