# PRINCIPLES OF PUBLIC RELATIONS

PUR3000; 3 HOURS

**INSTRUCTOR:**   **Robert (Rob) Engle**

rengle@jou.ufl.edu

(703)347-3784

**OFFICE HOURS:**   Contact me by email anytime.  I will try to respond as soon as possible; and in all cases, no longer than 24 hours. (please don't use Canvas Conversations)

**COURSE TA OR COORDINATOR:**

**COURSE WEBSITE:**   https://ufl.instructure.com/courses/339585

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

**1. Public Relations: Strategies and Tactics (11th edition)** by D. L Wilcox and G. T. Cameron

**2. Selected articles in modules in Canvas**

**COURSE DESCRIPTION:** The nature and role of public relations in a democratic society, activities of public relations professionals, major influences that affect organizational behavior, and ethics and professional development of practitioners in the private and public sectors. Emphasizes management functions and developing effective public relations strategies.

**PREREQUISITE KNOWLEDGE AND SKILLS:**  Sophomore standing

**COURSE GOALS AND/OR OBJECTIVES:**

Principles of Public Relations serves as an introductory course for those pursuing a major in public relations at UF.  It offers an overview of public relations, including the origins and evolution of the field and covers concepts, strategies and tactics used by business, government, political and non-profit organizations. And, in light of the fast-changing nature of the industry, a focus is placed on the impact of the Millennial generation and social media in practicing public relations today. Current public relations issues, trends, and challenges are reviewed and discussed.

The course also covers:

- appropriate professional and ethical standards,

- crisis communication,

- meetings and events,

- affecting public opinion and persuading, and

- research and evaluation.

For this semester, there are 15 modules. All lectures, videos, assignments, discussion items, selected readings, and other instructions are on the course website.

## COURSE POLICIES:

**ATTENDANCE POLICY:** Because this is an online, asynchronously delivered course, attendance in the form of calling roll will not occur; however, students are expected to sign onto the course site at least once each day to check for course updates in the announcements and discussion sections of the site.

**QUIZ/EXAM DATES/POLICIES:** Quizzes will be on lectures, readings, and videos. Quizzes are to be completed by 8 p.m. (ET) Sunday on the week of the module. There will be two exams, a mid-term and final, with 50 questions.

**MAKE-UP POLICY:** As part of being successful communication industry practitioners, meeting deadlines is critical, so: *No assignments, quizzes or discussion posts will be accepted after due date and time*.

**ASSIGNMENT POLICY:**

**Discussions:** Discussion Boards are a key part of this online course. Review all module content prior to posting. Then familiarize yourself with the discussion board scenario/question and post your initial discussion item. You are also required to read all and comment on a minimum of two student posts (per discussion board). You must submit your initial post (250-300 words) before you respond to your classmates' contributions. You will not be able to edit your post, so take time to ensure your post is complete for submission before you officially post.

Discussion Boards will be graded on the following criteria:
Content, Contribution of Original Thought, Connection to Course Material, and Spelling and Grammar.

Deadline: First post (addressing the instructor posed questions) is to be submitted by THURSDAY at 8PM (ET) and the minimum two meaningful responses are to be submitted before SUNDAY at 8PM (ET).

**Discussion Board Grading Rubric:**

| Discussion Board Rubric | | |
|---|---|---|
| **Criteria** | **Ratings** | **Pts** |

| | | | | | 20 pts |
|---|---|---|---|---|---|
| **Content** | Post is appropriate length and information clearly relates to the main topic. Includes supporting links and/ or appropriate examples. <br><br> 15 pts | Post is appropriate length, but ideas developed for discussion are minimal or vaguely developed. Information marginally relates to the main topic. No links and/or examples are given. <br><br> 13 pts | Post is short, does not address topic, and/or does not develop ideas. <br><br> 5 pts | No Marks <br><br> 0 pts | |
| **Contribution of original thought** | Contribution is thoughtful, analytical, and original. <br><br> 15 pts | Contribution shows adequate evidence of original thought, but lacks real insight or analysis. <br><br> 13 pts | Contribution relies on others' posts or lacks original insight into/ shows little understanding of the questions asked. <br><br> 5 pts | No Marks <br><br> 0 pts | |
| **Post connects to course material** | Author makes connections between course content and personal reflection, current events, etc. <br><br> 15 pts | Author makes some connections between course content and personal reflection or current events, but connections are not sufficient or clearly explained. <br><br> 13 pts | Author does not connect course content to personal reflection or current events. <br><br> 5 pts | No Marks <br><br> 0 pts | |
| **Spelling and grammar** | Precise syntax and superior usage of grammar, punctuation and spelling result in a coherent and intelligible response. <br><br> 15 pts | Syntax is clear and the relatively few grammar, punctuation or spelling errors do not impeded understanding. <br><br> 13 pts | Syntax is sometimes garbled and errors in grammar, punctuation and spelling disrupt understanding. <br><br> 5 pts | No Marks <br><br> 0 pts | |

| | | | | | |
|---|---|---|---|---|---|
| **Reply #1** | Author provides a clear, respectful reply and critique using proper spelling and grammar. Author adds to the comments of the classmate by elaborating on and/or extending his or her classmate's post (with examples and reasons) or offering an alternative viewpoint to the classmate.<br><br>20 pts | Author provides a respectful reply but does not build upon the classmate's post and/or an element of the reply is unclear/poorly communicated.<br><br>5 pts | Short reply that does not add anything new to the discussion, and/or provides a disrespectful reply that is more attacking than critiquing the classmate's idea.<br><br>1 pt | No Marks<br><br>0 pts | |
| **Reply #2** | Author provides a clear, respectful reply and critique using proper spelling and grammar. Author adds to the comments of the classmate by elaborating on and/or extending his or her classmate's post (with examples and reasons) or offering an alternative viewpoint to the classmate.<br><br>20 pts | Author provides a respectful reply but does not build upon the classmate's post and/or an element of the reply is unclear/poorly communicated.<br><br>5 pts | Short reply that does not add anything new to the discussion, and/or provides a disrespectful reply that is more attacking than critiquing the classmate's idea.<br><br>1 pt | No Marks<br><br>0 pts | |
| | | | | Total Points: 100 | |

**Quizzes - Details:**

Quizzes will be on lectures, readings, and videos.  Quizzes are to be completed by 8 p.m. (ET) Sunday on the week of the module

**Exams - Details:**

There will be two exams, a mid-term and final, with 50 questions.

**Weekly Lectures:**

A lecture video will be posted to the course website on Canvas for each module. These videos will vary in length depending on the material. It is your responsibility to watch each of the videos. Although it is possible to watch the pre-recorded video lectures at any time and at any pace, keeping up with the videos week to week according to the schedule will be easier as many build off the other along with the weekly readings.

**COURSE TECHNOLOGY:**  For issues with technical difficulties for E-learning in Canvas, please contact the UF Help Desk at:

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

***Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS 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.

**ONLINE 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 semesters, 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:** Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, 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.

**ACADEMIC HONESTY:** All undergraduate students in the College of Journalism and Communications are expected to conduct themselves with the highest degree of integrity. It is the students' responsibility to ensure that they know and understand the requirements of every assignment. At a minimum, this includes avoiding the following:

**Plagiarism:** Plagiarism occurs when an individual presents the ideas or expressions of another as his or her own. Students must always credit others' ideas with accurate citations and must use quotation marks and citations when presenting the words of others. A thorough understanding of plagiarism is a precondition for admittance to graduate studies in the college.

**Cheating:** Cheating occurs when a student circumvents or ignores the rules that govern an academic assignment such as an exam or class paper. It can include using notes, in physical or electronic form, in an exam, submitting the work of another as one's own, or reusing a paper a student has composed for one class in another class. If a student is not sure about the rules that govern an assignment, it is the student's responsibility to ask for clarification from his instructor.

**Misrepresenting Research Data:** The integrity of data in mass communication research is a paramount issue for advancing knowledge and the credibility of our professions. For this reason any intentional 14 misrepresentation of data, or misrepresentation of the conditions or circumstances of data collection, is considered a violation of academic integrity. Misrepresenting data is a clear violation of the rules and requirements of academic integrity and honesty.

**Any violation of the above stated conditions is grounds for immediate dismissal from the program and will result in revocation of the degree if the degree previously has been awarded.**

Students are expected to adhere to the University of Florida Code of Conduct

**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. These rules of courtesy for online interactions are often called "Netiquette."

## GETTING HELP:

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.*

Other resources are available at 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:

**INFORMATION ON CURRENT UF GRADING POLICIES FOR ASSIGNING GRADE POINTS:** https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

| Assignment | Points or percentage |
|---|---|
| Discussions<br><br> • 4 total (100 pts each) | 36% |
| Quizzes<br><br> • 13 total (7 pts each) | 35% |
| Exams:<br><br> • 2 total (100 pts each) | 29% |

**GRADING SCALE:** *Grades will be assigned based on the following scale:*

A  94-100 percent
A- 90-93

B+ 87-89
B  83-86
B- 80-82

C+ 77-79
C  73-76
C- 70-72

D+ 67-69
D  63-66
D- 60-62

F  0-59 percent

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.