

# Syllabus

## Public Relations Strategy

Course Code: PUR3801 - Section 6044

### **Instructor: Pamala Proverbs, MBA, M.P.S, APR, ABC**

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**Consultation:** Directly following class or by appointment

**Class Days:** Thursdays

**Class Time:** 6-8 (12:50p.m. - 3:50p.m.)

**Room:** Weimer 1078

## Catalog Description

Develops skills in strategic public relations management based on an analysis of current and historical case studies.

## Prerequisites

**PUR 3000** and **PUR 3500** with minimum grades of C.

## Course Goal

In this class, you will further explore the skills needed to be an effective public relations practitioner. Ultimately you will learn from case history how to use research (company and stakeholder knowledge) to create and evaluate strategic public relations plans.

## Course Overview

This course dissects public relations strategy in an effort to help you flex your creative muscle and think like a public relations strategist. You will use case studies, class readings and independent research to build your theoretical knowledge of public relations planning and team up in groups to get real-world experience on how to solve public relations problems. Much like the real world, you will be given assignments that have to be completed in groups and on your own. You will also be expected to present some of your work before your peers and lead a class discussion. The emphasis of this course is on public relations strategy so you will be expected to keep up with your class readings to be able to discuss and analyze a range of communications solutions. The teaching follows the structure of the assigned text closely and is delivered in four sections – formative research, strategy, tactics, and evaluation. Not all the readings will be discussed in class so please feel free to raise any topic not covered or contact me at the office or by email for any clarifications. The final major products of the course are a group strategic plan and a presentation.

## Course Objectives

- Strengthen conceptual thinking in the area of public relations.
- Build understanding of how science is applied in public relations.
- Develop proficiency in researching and creating strategic public relations plans.

## Course Requirements

### **Text (Required):**

Smith, R. D. (2017). *Strategic planning for public relations* (5th ed). New York: NY Routledge. Available through US Library Catalogue. Retrieved from <https://ebookcentral.proquest.com>

### **Additional Reading**

Additional readings will be assigned as necessary. Readings will be distributed on Canvas, however students will be required to research recent public relations cases to present in class. It is easy to fall behind in this course if you do not keep up with the readings, so it is highly recommended that you stay on top of the weekly reading assignments.

## Assignments Weighting

<b>Individual Case Analysis:</b>	<b>10%</b>
<b>Team Project:</b> · Situation Analysis (15%) · Strategic Plan (20%) · Presentation (10%)	<b>45%</b>
<b>Exams:</b> · First Exam (15%) · Second Exam (15%)	<b>30%</b>
<b>Peer Evaluation:</b>	<b>5%</b>
<b>Class Participation:</b>	<b>10%</b>
<b>Total Points</b>	<b>100%</b>

# Assignments Description

## Individual Case Analysis (Summarize a public relations strategy of a real company)

**(10%)**

In the first week of the semester you are expected to post the name of a company on Canvas for your individual case study. You must be clear that the case chosen is a public relations solution and be prepared to articulate what makes it a public relations strategy. You are expected to make a 30-minute oral and visual presentation in class on the agreed case topic and be prepared to ask your classmates questions about the case. Printed highlights of the case should be made available to your classmates at the time of the presentation. Depending on the size of the class this assignment might be done in pairs.

## Team Project

**(Overall 45%)**

The major assignment for this course is the development of a strategic public relations plan for a company. Students will be placed in groups on the first day of class and are expected to collaborate in choosing a company for which a plan is to be created. The name of the company should be post on Canvas by the third week of class.

### Components

- **Situation Analysis (15%)** - You are expected to conduct secondary research on the group's chosen company. Some components of this assignments are background on the company, its strengths, weaknesses, opportunities and threats looking at both the internal and external environment. (Specific details of the assignment and rubric will be on Canvas).
- **Strategic Plan (20%)** - The situation analysis informs the final plan. The major headings for this area (goals, objectives, target audiences, messages etc.) will be taken from the required text for the course. Specific details of the assignment and rubric will be posted on Canvas).
- **Final Presentation (10%)** - The complete plan is to be presented by the group in a 30-minute oral and visual presentation. A final bound portfolio must be handed in to the instructor at the time of the presentation.

**Deadlines: Failure to meet deadlines will result in a 5-point per day deduction.**

### **Examinations (30%):**

Two exams will be given. You will be tested on class readings, presentations/discussions and handouts. There are to be no make-up examinations unless prior accommodation is sought from the instructor. The class attendance policy for this course is in keeping with the UF attendance polices found at <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

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## Grading Policy

Grading for the course follows current UF grading policies for assigning grade points (see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

## Course Professionalism

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, the students, and the professor, adhere to workplace norms for collegial and respectful interaction. Students are expected to arrive on time and remain in class for its duration unless prior notice is given of early departure.

Further, students are expected to conduct themselves in an honest, ethical, and courteous manner — with classmates, and the professor. Eating, drinking, and privately chatting in class do not demonstrate professional behavior. Chatting while the professor, or another student is speaking is unacceptable behavior; such actions can result in being asked to leave the classroom and will result in a lowering of your class participation grade.

Electronic devices, cell phones, laptops, and tablets will be permitted during the live simulation so that you can draft documents, access the internet, create materials as needed as part of the response effort. Ringing phones or other disruptive technology are not permitted.

**UF students are bound by The Honor Pledge found at:**

<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

## Students Accommodation

I am 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, I must be informed of the student's circumstance at the beginning of the semester before performance becomes a factor.

Students requesting classroom accommodation must first register with the Dean of Students Office (Disability Research Center – 352-392-8565, [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)). Once registered, you will receive an accommodation letter that must be presented to me when requesting accommodation. Students with challenges should follow this procedure as early as possible in the semester.

# College of Journalism and Communications

## Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

# Weekly Schedule

Date	Class Description	Readings	Class Activity
Thurs. Aug. 23	<ul style="list-style-type: none"> <li>• Course Introduction</li> </ul>	Syllabus & other course materials in Canvas	<ul style="list-style-type: none"> <li>• Overview of Class Expectations and Team Assignments</li> </ul>
Thurs. Aug. 30	<b>Formative Research</b> <ul style="list-style-type: none"> <li>• Analyzing the Situation and ethical consideration in public relations planning</li> </ul>	Smith p. 27-43	<ul style="list-style-type: none"> <li>• Case presentation</li> </ul>
Thurs. Sept. 6	<b>Formative Research</b> <ul style="list-style-type: none"> <li>• Analyzing the Organization</li> </ul>	Smith p. 47-62	<ul style="list-style-type: none"> <li>• Individual Presentations</li> </ul>
Thurs. Sept. 13	<b>Formative Research</b> <ul style="list-style-type: none"> <li>• Analyzing the Publics</li> </ul>	Smith p. 63-96	<ul style="list-style-type: none"> <li>• Individual Presentations</li> </ul>
Thurs. Sept. 20	<b>Strategy</b> <ul style="list-style-type: none"> <li>• Goals and Objectives for Strategic Plan</li> </ul>	Smith p. 103-119	<ul style="list-style-type: none"> <li>• Individual Presentations</li> </ul>
Thurs. Sept. 27	<b>Strategy</b> <ul style="list-style-type: none"> <li>• Formulating Action and Response Strategies</li> </ul>	Smith p. 122-142	<ul style="list-style-type: none"> <li>• Individual Presentations</li> <li>• Examination Review</li> </ul>
Thurs. Oct. 4	<b>Exam 1 Strategy</b> <ul style="list-style-type: none"> <li>• Formulating Action and Response Strategies Cont'd</li> <li>• Proactive Strategy 2: Communication/ Media Theory</li> </ul>	Smith p. 142-161	<ul style="list-style-type: none"> <li>• <b>Exam 1</b></li> </ul>
Thurs. Oct. 11	<b>Strategy</b> <ul style="list-style-type: none"> <li>• Formulating Action and Response Strategies Cont'd Reactive Strategy</li> </ul>	Smith p. 161-193	<ul style="list-style-type: none"> <li>• Individual Presentations</li> </ul>

# Weekly Schedule

Date	Class Description	Readings	Class Activity
Thurs. Oct. 18	<b>Situation Analysis Due Strategy</b> <ul style="list-style-type: none"> <li>Developing the Message Strategy</li> </ul>	Smith p. 197 - 227	<ul style="list-style-type: none"> <li>Individual Presentations</li> <li>Hand in situation analysis</li> </ul>
Thurs. Oct. 25	<b>Strategy</b> <ul style="list-style-type: none"> <li>Selecting Communication Tactics</li> </ul>	Smith p. 257 - 295	<ul style="list-style-type: none"> <li>Individual Presentations</li> </ul>
Thurs. Nov. 1	<b>Tactics</b> <ul style="list-style-type: none"> <li>Selecting Communication Tactics: Earned Media: New Media Tactics</li> </ul>	Smith p. 295 - 336	<ul style="list-style-type: none"> <li>Individual Presentations</li> <li>Examination Review</li> </ul>
Thurs. Nov. 8	<b>Exam 2 Tactics</b> <ul style="list-style-type: none"> <li>Implementing the Strategic Plan</li> </ul>	Smith p. 337 - 362	<ul style="list-style-type: none"> <li><b>Exam 2</b></li> </ul>
Thurs. Nov. 15	<b>Evaluative Research</b> <ul style="list-style-type: none"> <li>Evaluating the Strategic Plan</li> </ul>	Smith p. 365 - 389	<ul style="list-style-type: none"> <li>Individual Presentations</li> </ul>
Thurs. Nov. 22	<b>Thanksgiving Break - No Class</b>		
Thurs. Nov. 29	<b>*Strategic Plan Due Final Presentations</b>		<ul style="list-style-type: none"> <li>Strategic Plans Submission</li> <li>Group presentations</li> </ul>
Thurs. Dec. 6	<b>Final Reflection and Course Evaluation</b>		<b>Have a fantastic break!</b>

**Final Note:** This syllabus is subject to change as deemed appropriate and necessary by the instructor.