



SYLLABUS – PUR 4800 (29H6) PUBLIC RELATIONS CAMPAIGNS*

FALL 2018 T – 5; R – 5 - 6; ROOM: WEIMER 1076

Tuesday, period 5 (11:45 a.m. – 12:35 p.m.); Thursday, periods 5 – 6 (11:45 a.m. – 1:40 p.m.)

Instructor: Mickey G. Nall, M.A.M.C., APR, Fellow PRSA, Professional in Residence

Office: WEIMER 2084

Office hours: Monday, 12 noon – 1 p.m.; Wednesday, 10:30 a.m. – 12:30 p.m.; or by appointment

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

COURSE DESCRIPTION:

PUR 4800 is the capstone course for the undergraduate program in public relations. As such, it draws heavily on students' previous training in principles, techniques, writing, and research methods to develop and partially implement a public relations campaign for an *actual organizational client*. Students will use the principles and techniques of public relations to analyze case studies, track current public relations issues, create various communication campaigns, and solve real-world problems. The additional advanced learning will come not so much from the instructor or the materials but in the application—the creation of comprehensive communication campaigns that truly communicate.

COURSE FORMAT:

Class time will be dedicated to lectures/discussions and/or time reserved for team meetings and work sessions. Students should prepare to dedicate ample time outside of classroom hours to complete their campaign projects. For the campaign-planning portion, this course will employ the counseling-firm format in which class members form account teams, representing the same organization client. The requirements and expectations of the Team Project will be as rigorous and demanding as students' first job in public relations.

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.

LEARNING OUTCOMES:

By the end of this course, you should be able to:

- Discuss the basic principles of public relations campaign management, including applied research, planning, communication, evaluation, and stakeholder relationship management
- Develop a standard of excellence by analyzing “real life,” award-winning campaigns
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials
- Determine, analyze, and, develop communication programs to solve real-world problems
- Consult and advise an actual client on strategic public relations campaign development

REQUIRED TEXT:

Bobbit, R., & Sullivan, R. (2013). *Developing the Public Relations Campaigns: A Team-Based Approach 3rd ed.* Upper Saddle River: Pearson.

ADDITIONAL TEXT:

Smith R. D. (2013). *Strategic Planning for Public Relations* (4th ed.). New York, NY: Routledge

CONTINUING READING:

Students are expected to read news periodicals (local, national, and international) and communication-related professional and academic journals regularly. Higher levels of professional competence and authority demand not only awareness of current news events but also an applied understanding of how economic, political, and social trends affect the communication profession. Suggested resources include, but are not limited to, *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal* (<http://www.prsa.org/prjournal/>), and *PRism* (<http://www.prismjournal.org>). Other helpful practitioner-based resources include The Institute for Public Relations (www.instituteforpr.com) and PRSA (www.prsa.org).

ABSENCES AND PUNCTUALITY:

Attendance is required for each scheduled class meeting. Regardless of the reason for any absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline. Late arrivals and/or early departures from class, without prior approval from the professor, will be counted as unexcused absences.

OTHER CLASS POLICIES:

- The University of Florida Honor Code applies to all activities associated with this class.
- Class members are expected to read the assigned readings (if any) before class and participate actively in class discussion.
- Although you may use computers in class, internet messaging and surfing are disruptive and, if caught, you may forfeit computer use in the class.
- All work will be judged by professional standards. All out-of-class work must be well written, typed and visually appealing, with no spelling or grammatical errors.

SPECIAL NOTES:

- *Disability Accommodations:* Students needing academic accommodations for a disability must first contact Disability Resource Center (352-392-8565) to verify the disability and establish eligibility for accommodations. They should then schedule an appointment with the professor to make appropriate arrangements.

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

GRADING:

Grades are *earned* via four modes: (1) Assignments; (2) Semester exam; (3) A final campaign project and presentation [group]; and (4) Peer Review/Class participation

Four Modes – percentage of grade

- Assignments (15%)
- Semester Exam (25%)
- Campaign Project (45%)
- Peer Review/Class participation (15%)

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

- **Assignments** include individual writing assignments that require you to apply the principles, techniques, and skills you've learned to real-world scenarios and solve various problems. Some writing assignments may be related to your team project.
- There will be one closed-book, comprehensive **semester exam** on **November 8**. A study guide will be provided to you prior to the exam. Content of class discussions, required readings, and students' class presentations are subject to inclusion.
- **The final campaign project** requires students to work in teams to research and propose a public relations campaign for an actual client selected by the instructor. A written campaign proposal will be turned in and students will present their campaign designs to the client, who will provide oral debriefing. Detailed instructions on the team campaign project are included in this syllabus.
- Utilizing confidential forms, team members will evaluate each other's contributions. Your level of engagement and participation in class discussions and work attitude throughout the semester are also part of this review.

The **campaign project grade** will be based on the quality of the campaign plan book (75%) as well as the final oral presentation (25%).

COURSE SCHEDULE:

Please Note: As the semester progresses, this schedule may change to reflect the progress and needs of the class and work groups.

Date

Week 1 (August 23)

Course Overview and Syllabus Review

Review of Fundamentals of Public Relations B & S: Chapter 1

[An introduction to the course. Fundamentals of public relations are reviewed, including definitions and functions of public relations, evolution of public relations, and why public relations is important for organizations' success in the contemporary world.]

Assignment #1: Resume and Cover Letter (Due August 30)

Week 2 (Aug 28, 30)

An Overview of the Public Relations Campaign Management Process

Brand Platform

B & S: Chapter 2 & handout

[The public relations campaign process. Focus is on the ROPES model. Brand platform is also discussed.]

Due in Thursday class (August 30): Assignment #1

Assignment #2: Brand Platform (Due Sept. 6)

Week 3 (Sept 4, 6)

Research

B & S: Chapter 3, 4

[How to identify communication problems based on research findings. The primary research methods—survey, in-depth interviews, and focus groups— are examined. Related issues such as measurement development and data analysis techniques are discussed.]

Campaign Project Team formed

Due in Thursday class (Sept. 6): Assignment #2

Week 4 (Sept 11, 13)

Strategic Planning: Goals and Objectives

B & S: Chapter 5

[How to develop goals and objectives based on environmental analysis is discussed. Planning and management techniques are introduced.]

Client Meeting (9/13)

Team Project:

Each team meets separately to compile one brand platform (Vision, Values, and Purpose sections only) that represents the team's shared input and an outline of the major challenges/issues to address in the Team Project.

Then, the AEs meet—each bringing their team's brand platform and list of campaign issues/challenges to the meeting - and reach agreement on one brand platform (Vision, Values, and Purpose sections only) and the campaign issues/challenges.

Research directors draft a research plan to coincide with the agreed upon brand platform and campaign issues/challenges to be addressed. This draft includes proposed methodologies, description of respondents, timeline, and instruments (i.e., focus group discussion guide, survey) to be reviewed with the client.

The agreed upon—brand platform, a list of campaign issues, research plan, and instrument drafts are due to Mickey Nall by email (mickey.nall@jou.ufl.edu) by 11:00 a.m. Sept 27.

Note: Please indicate clearly team contributions to each part of the research plan in your submission.

Week 5 (Sept 18, 20)

Strategic Planning: Target Audiences Teamwork

[The concepts of target population, publics, and audiences are discussed. Different theoretical approaches to segment publics are introduced]

Week 6 (Sept 25, 27)

Implementation: Messages and Strategies Handouts

Creative Thinking Techniques

[Different types of messaging strategies are discussed. The creative thinking process and techniques are examined.]

Team Project:

DUE via email by 11:00am on Thursday (Sept 27): Agreed upon brand platform, a list of campaign issues, research plan, and instruments.

Feedback on your research materials will be provided to you on Sep 28.

Finalize the research plan by the end of this week

Week 7 (Oct 2, 4)

Implementation: Media Channels

B & S: Chapters 6 & 8

Tentative Client Meeting (Oct 4, TBD)

Team Project:

AEs/CEO meet (or e-meet) with client to validate and finalize brand platform, issues/challenges, and research plan for Team Project on Oct 4.

Primary research (focus group and survey) data collection begins.

Progress report on research step due by Oct 18 team meeting; formal research report and campaign objectives are due on Oct 25.

Week 8 (Oct 9, 11)

Field Research Week

Team Project:

Data collection and analysis cont'd

Week 9 (Oct 16, 18)

Field Research, Campaign Team Meetings, and Progress Report

Team Project

Individual team meetings with Mickey Nall on Oct 18

AEs bring meeting materials (including the draft research report if available, SPSS survey analysis results, and objective portion) to the meeting on Thursday, Oct 18. All meeting materials should be emailed to Mickey Nall (mickey.nall@jou.ufl.edu)

by 11:00am on Oct 18. Revise based on feedback. Formal research report and campaign objectives due on Oct 25.

Week 10 (Oct 23, 25)

Logistics, Evaluation, and Measurement B & S: Chapter 10

[Staffing, budgeting, and timing issues related to public relations programing. Introducing the role of measurement in public relations evaluation and why it is important for program success. A historical review of public relations evaluation approaches is provided. Differences between outputs and outcomes are discussed.]

Team Project

Research report and campaign objectives due in class on Thursday, Oct 25

Validate campaign objectives with client

Start working on Programming

Draft of programming portion for campaign plan book DUE via hard copy to Mickey Nall on Nov 8

Week 11 (Oct 30, Nov 1)

Review and Semester Exam

Exam scheduled on **Nov 1**

Week 12 (Nov 6, 8)

Teamwork

Team Project

Teams meet on their own on Nov 6 to prepare for the draft of programming

DUE Thursday (Nov 8): Draft of programming portion for campaign plan book. Email the draft to Mickey Nall (mickey.nall@jou.ufl.edu) by 11:00am on Nov 8.

Week 13 (Nov 13, 15)

Campaign Plan Production

Team Project

Continue working on programming; Start working on evaluation

Teams compile a complete draft of the campaign plan book and prototypes for Mickey Nall review on Nov 20 (book will be returned to team that day).

Week 14 (Nov 20)

Campaign Plan Production & Reviews & Revisions

Team Project

Campaign plan draft review with Mickey Nall on Nov 20

Groups should finalize plan post Nov 20 and develop draft/outline of the PPT review

Week 15 (Nov 27, 29)

Plan Review, Revision, and Finalization

Team Project

Bring the finalized electronic copy of the campaign plan book and draft/outline of PPT review for Mickey Nall's final approval Nov 27.

Groups 1 – 4 present Nov 29th

Week 16 (Dec 4)

Team Project

Group 5 presents

HARD COPY CAMPAIGN PLAN BOOK DUE: Dec 4

Additional instructions on assignments and project assignments will be distributed in class.