

PUR 4932: BATEMAN TEAM RESEARCH – Section 1454
2018-2019 UF Bateman Team Syllabus Schedule – Fall 2018
 To Be Confirmed: Wednesday (3:00 pm to 6:00 pm)
 WEIMER 2008

Professor: Deanna K.W. Pelfrey, APR, Fellow PRSA
 3108 Weimer Hall – Third Floor
 Phone: 352.392.3113
 E-mail: dpelfrey@jou.ufl.edu
Office Hours: Wednesday –1:00 pm to 3:00 pm
 Thursday – 3:00 to 5:00 pm
 or by pre-scheduled appointment

PUR 4932 – BATEMAN RESEARCH SCHEDULE: 2 August 2018
TEAM MEMBERS FINAL #2

(Subject to Discussion and to Change at Advisors’ Discretion)

Generally, meetings will be dedicated to discussion and clarification of the status of the Bateman project. However, this approach may vary. **Attending every meeting is mandatory** and will enable you to meet your responsibilities as a member of the team and to contribute to ALL portions of the project. **The team will meet more often than the dates outlined below.** The following dates and discussion topics are a good faith attempt at providing you with a **tentative** schedule but note that they are subject to review, discussion, and modification.

| Bateman Week | Date | Topic Focus | Assignment: Prepared Prior to Weekly Meetings |
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| Week 1 | August 27 | Applications Due | Applications Reviewed |
| Week 2 <i>HOLIDAY</i> <i>Labor Day</i> <i>(9/03/18)</i> | September 5 | Finalists Notified | Presentation Schedule and Arrangements Finalized |
| Week 3 <i>Rosh Hashanah</i> <i>begins sundown</i> <i>(9/09/18) and ends</i> <i>(9/10/18)</i> | September 11 - presentations September 18 - selection | Selection Committee | Finalists Formal Presentations And Selection |
| Week 4 <i>Yom Kippur</i> <i>begins at</i> <i>sundown</i> <i>(9/18/18) and ends</i> <i>(9/19/18)</i> | September 19 | First Team Meeting Overview Bateman Responsibilities, Activities, Meetings Distribute Materials Review ROPES and | <u><i>PRSSA Website: What is the Bateman National Case Study Competition?</i></u> <u><i>Discuss Secondary Research</i></u> <u><i>Discuss Primary Research</i></u> <u><i>Contact IRB re Online Process</i></u> |

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| Week 5 | September 26 | RACE Processes Discuss Communication Plans Client and Project Goals Target Audiences | Read and review research course notes and text(s) <u>Who is the client? What is the project?</u> <u>Plan Secondary Research</u> <u>Submit Game Plan for Secondary Research</u> <u>Review: Primary Research and IRB</u> <u>Submit Game Plan for Primary Research</u> |
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| Week 6 | October 3 | Planning, Communication, Evaluation (pre- and post) | Discuss and Determine/Clarify Responsibilities <u>Complete Secondary Research and Written Report</u> <u>Prepare all Primary Research Materials and Plan/Schedule all Primary Research Elements</u> <u>Prepare Questions and Schedule In-depth Executive Interviews</u> |
| Week 7 | October 10 | Audiences: Primary and Secondary Analysis Situation Analysis | <u>Prepare, Schedule and Conduct In-depth Executive Interviews</u> <u>Complete Transcription of In-depth Executive Interviews</u> <u>Conduct Primary Research: Surveys</u> <u>Confirm and Conduct: Focus Groups</u> <u>Determine Target Audiences</u> <u>Develop Campaign Budget/In-kind Contributions</u> <u>Prepare Questions for Disney Corporate Visit (tentative)</u> |
| <i>UF HOLIDAY Homecoming (10/12/18 and 10/13/18)</i> | | | |

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| Week 8 | October 17 | Strategy and Tactics | <u>Analyze Research Data and Finalize Audiences</u> <u>Develop Campaign Theme/Concepts</u> <u>Finalize Domain Name</u> <u>Complete Primary Research and Prepare Written Report</u> <u>Finalize Questions for Disney Executives</u> |
| Week 9 | October 24 | Special Events | <u>Finalize Primary Research and Written Report</u> <u>Develop Campaign Plan</u> <u>Finalize Transcription of In-depth Executive Interviews</u> |
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| Week 10 | October 31 | Tactics Research | <u>Finalize Campaign Plan</u> <u>Determine all Campaign Materials</u> |
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| Week 11 | November 7 | Visual Communications | Read and review Sight, Sound & Motion course notes and text(s) <u>Prepare Visual Concepts for Campaign</u> <u>Write Copy and Determine Design for all Campaign Support Materials</u> <u>Design/Write Copy for Website</u> |
| UF HOLIDAY Veteran's Day (11/09/18) | | | |
| Week 12 | November 14 | Traditional Media and Placement | <u>Develop Print and Broadcast Concepts and Resources</u> <u>Write all Materials for Traditional Media and Determine Placements and Assignments</u> <u>Outline Contents and Assemble All Items in Final Form for the Campaign Book Appendix</u> |

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| <p>Week 13</p> <p><i>UF HOLIDAY (11/21/18)</i></p> <p><i>Thanksgiving: (11/22-11/25/18)</i></p> | <p>November 21</p> | <p>Social Media/Website/Non-traditional Media</p> | <p><u>Complete Website</u></p> <p><u>Develop All Materials for Social Media and Determine Placements and Assignments</u></p> <p><u>Finalize Non-traditional Media Focus Areas</u></p> <p><u>Review and Revise Campaign Plan</u></p> |
| <p>Week 14</p> | <p>November 28</p> | | <p><u>Finalize all On-line/Social Media/Web Tools for Campaign – Develop/Write Support Material</u></p> |
| <p>Week 15</p> | <p>December 5</p> | | <p><u>Finalize all Materials and Communication Tools for Use in the Campaign; Secure Price Quotes, as needed, and Timelines for Completion.</u></p> |
| <p>Week 16</p> | <p>December 12</p> | | <p><u>Draft/Outline the Executive Summary (maximum 10 pages) for the Final Campaign Book</u></p> <p><u>Outline all Contacts and Arrangements for Implementation of the Campaign Plan</u></p> |
| <p>Semester Break</p> | <p>December 19, 26, and January 2</p> | | <p><u>Teleconferences:</u></p> <p><u>Finalize Assignments and Make Contacts and Arrangements for Implementation of all aspects of the Campaign Plan</u></p> <p><u>Finalize all Print, Broadcast and On-line Media as well as all Other Aspects of the Campaign Implementation</u></p> <p><u>Complete all Support Materials</u></p> <p><u>Complete all Traditional Media Materials/Elements</u></p> <p><u>Complete all Non-traditional/Social Media Elements</u></p> |
| | | | <p>NOTES/REMINDERS/OTHER ITEMS:</p> |

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Other Readings. Additional readings may be provided during this phase of the Bateman Team Operation.

Guest Speakers. We may have guest speakers and/or tutorials to address relevant topics and share professional expertise, as needed. You will be given notice when a speaker is confirmed so that you can prepare questions. The schedule may be adjusted accordingly in such an event.

Meetings: The UF 2018-2019 Bateman Team is expected to meet regularly outside the mandatory scheduled weekly meetings with the Bateman Team Faculty Advisor. The team should determine a regular schedule for those additional mandatory meetings; **these meetings should be held in the Bateman Studio. Please discuss and confirm as soon as possible with the Bateman Faculty Advisor.**