



**College of Journalism and Communications – Department of Public Relations
Spring 2019 - PUR 4800 Section 35HG, PUBLIC RELATIONS CAMPAIGNS**

Instructor: Patrick Thelen
Office: G044 Weimer Hall
Office hours: 3:00 pm – 4:00 pm and 7:10 pm – 8:10 pm on Tuesday
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Class Hours: Tuesday, Periods 9-11 (4:05 pm – 7:05 pm).
Location: Weimer 1090.

If office hours are inconvenient, feel free to contact me by email, phone, or in person at my office.

ABOUT THIS COURSE

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 communications 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.

Course Objectives and 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 Book

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

While there is only one required text for the course, additional readings will be assigned regularly.

COURSE EVALUATION

Assignment Weighting

Attendance and class participation	15%
Exam	20%
Case study presentation	10%
“In the news” presentation	5%
Campaign related assignment/lecture	10%
Final campaign project and presentation	40%

Grading scale

The grading scale for the course is as follows:

A	92-100%
A-	90-91%
B+	88-89%

B	82-87%
B-	80-81%
C+	78-79%
C	72-77%
C-	70-71%
D+	68-69%
D	62-67%
D-	60-61%
E	below 60%

Letter grades for this course will be based on the total points earned over the term. For further information about grades and grading policy, please consult:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Evaluation

Attendance and class participation

Because what we do in class meetings is so integral to the course, prompt attendance at all class meetings is required. Attendance will be taken at every class. One unexcused absence will be allowed without penalty. Your participation grade will be lowered by one letter grade (e.g., A- to B-) for each unexcused absence beyond one. Participate in the class discussion. You can only earn full credit if you consistently contribute to the class. Regardless of the reason of your absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline.

Exam

There will be one closed-book comprehensive semester exam. Content of class discussions, required readings, and students' class presentations are subject to inclusion. **There are no make-up exams.** If you miss an exam you will receive a grade of zero for that test. Documented exceptions for extreme circumstances will be considered and should be discussed with the instructor. Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Case study presentation

A 10-minute oral and visual presentation of an assigned case study will briefly discuss the following: situation analysis, research, planning, execution, and evaluation. This assignment will be conducted in pairs. Public speaking and visual communication skills will be evaluated.

“In the news” presentation

Every student will bring in a PR case from CURRENT events for a ten-minute discussion and critique. Such cases can be found in the news, PR trade publications, the PRSA Website, etc. Students will supplement their oral presentation with a one-page analysis (single-spaced, Times New Roman 12, margins 1”). Public speaking skills will be evaluated. The one-page analysis must be sent to the instructor 24 hours before the presentation.

Campaign related assignment/lecture

A 15-minute oral and visual presentation on an assigned campaign related topic. The topic will be assigned two weeks before the presentation date. Students will supplement their oral presentation with a one-page document highlighting the key findings (single-spaced, Times New Roman 12, margins 1”).

Final campaign

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 design to the client, who will provide oral debriefing.

The Team Project grade is comprised of a Team Grade (75%) and an Individual Grade (25%). Individual grade will be based on peer evaluations. Utilizing confidential forms, team members will evaluate each other's contributions. Team Grade will be based on the quality of the campaign plan book (75%) as well as the final oral presentation (25%).

Course Professionalism

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, both the instructor and students adhere to workplace norms for collegial and respectful interaction. Students are expected to arrive on time and not leave early unless prior permission is sought and granted.

Students are expected to conduct themselves in an honest, ethical, and courteous manner – with classmates, and the professor. Eating and privately chatting in class do not demonstrate professional behavior. Talking while the instructor or another student is talking 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.

Please restrict the use of electronic devices to taking notes. Put away your cellphone and ignore social media while in class. Surfing the Internet, checking or

creating email, playing games, and other online activities not related to class are strictly prohibited.

Academic Honesty

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 honor 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 in this class.

I will handle any incident of academic dishonesty in accordance with the University of Florida policies that address cheating and unethical behavior, specifically the UF Honor Code and the Academic Honesty Guidelines.

Any case of academic dishonesty will result in an “E” for the course. I will follow University Guidelines for any offense.

Diversity Statement

All discussions will be ruled by mutual respect for people and their opinions. Effective **public relations practice relies on the ability to recognize and embrace diversity in all its forms, including viewpoints.** Furthermore, professionalism requires an appreciation for the multicultural society and global economy in which students plan to work. Throughout the course, students will have opportunities to see how different life experiences and cultural perspectives influence public relations. You are encouraged to take advantage of these opportunities in your own work and to learn from the information and ideas shared by other students.

OTHER IMPORTANT NOTES

- The instructor reserves the right to make changes, if necessary, to the syllabus.
- Students are not permitted to bring guests to class unless special arrangements have been made with the instructor prior to class.
- If you notice yourself having trouble in the course, it is crucial that you see the instructor immediately. Please feel free to approach the instructor about

any concerns or comments you might have about this class. I will be happy to meet with you during office hours, or by appointment.

- You are expected to arrive promptly for class, fully prepared to discuss the assigned readings. Anyone arriving more than 10 minutes late for class will be noted as absent, and his or her class participation grade will suffer as a result.
- Attendance policy: Attendance is mandatory. Absences count from the first class meeting. You are responsible for signing the attendance sheet every class period as well as notifying me of the cause of your absence for a class meeting (for further information on attendance policy, please consult: <http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html>).
- Do not submit the same work to more than one class without prior written permission from both instructors. Do not adapt work from another class for this class without my prior written permission.
- All work submitted for this course must be coherent, logical, and carefully edited. Misspellings, syntax and grammar errors, and other writing problems are unacceptable in upper-division college writing, especially in work by public relations students.
- An assignment turned in passed the deadline will be penalized one letter grade for each weekday it is late.
- In addition to the required readings, you are expected to maintain comprehensive class notes because class lectures often contain information that is not included in the readings. You will be tested on this information on examinations.

ADDITIONAL INFORMATION

Online course administration – Canvas

Canvas (<http://lss.at.ufl.edu/>) will be used to administer the course communication/announcements, materials and grades. For instance, an electronic file of this document will be posted on Canvas. You can access the site by using your GatorLink username and password. Please check the site regularly for announcements and/or threads of comments from either your course colleagues or the instructor.

Students with Special Needs

We are 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, we must be informed of the student's circumstance at the beginning of the semester *before* performance becomes a factor. This is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate

measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course.

Students requesting classroom accommodation must first register with the Dean of Students Office (Disability Research Center – 352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor or teaching assistant when requesting accommodation. Students with challenges should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available at <https://evaluations.ufl.edu/results>.

Campus Resources

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)
Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies).
<http://www.police.ufl.edu/>

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

TENTATIVE COURSE SCHEDULE AND READING ASSIGNMENTS

Week	Class Discussion	Readings	Assignment Due/Notes
Week 1 (Jan. 8)	Course Overview and Syllabus Review. Assigning project teams, social media content analysis teams, and case study teams.	Syllabus	
Week 2 (Jan. 15)	Overview of the Public Relations Campaign Management Process	Bobbitt & Sullivan: Chapters 1 and 2	“In the news” presentations: 1 and 2
Week 3 (Jan. 22)	Background Research	Bobbitt & Sullivan: Chapter 3	“In the news” presentations: 3 and 4 Campaign related assignments: 1, 2, and 3 Brand Platform (Jan. 24)
Week 4 (Jan. 29)	Primary Research	Bobbitt & Sullivan: Chapter 4	“In the news” presentations: 5 and 6
Week 5 (Feb. 5)	Strategic Planning: Goals and Objectives, Messages and Themes, Channels and Strategies	Bobbitt & Sullivan: Chapter 5	“In the news” presentations: 7 and 8 Campaign related assignments: 4, 5, and 6 Case Studies: Groups 1,

			2, and 3 Research Plan, Timeline, and Instruments finalized (Feb. 3)
Week 6 (Feb. 12)	Field Research Week		
Week 7 (Feb. 19)	Internal Communication: Leadership, Structure, and Culture		“In the news” presentations: 9 and 10 Campaign related assignments: 7, 8, and 9 Case Studies: Groups 4, 5, and 6
Week 8 (Feb. 26)	Implementation: Traditional Media Channels	Bobbitt & Sullivan: Chapter 6	“In the news” presentations: 11 and 12 Campaign related assignments: 10, 11, and 12 Case Studies: Groups 7, 8, and 9 Q&A Meeting and Progress Report on Research (Feb. 26)
Week 9 (Mar. 5)	SPRING BREAK		
Week 10 (Mar. 12)	Implementation: Non-Media Channels	Bobbitt & Sullivan: Chapter 8	“In the news” presentations: 13 and 14 Campaign related assignments: 13, 14, and 15 Case Studies: Groups 10 and 11

Week 11 (Mar. 19)	Team project: Prepare for the programming draft.		<p>“In the news” presentations: 15 and 16</p> <p>Campaign related assignments: 16, 17, and 18</p> <p>Research Report and Campaign Objectives (March 15).</p>
Week 12 (Mar. 26)	Exam.		Exam (March 26).
Week 13 (Apr. 2)	Team project:		<p>“In the news” presentations: 17 and 18</p> <p>Campaign related assignments: 19, 20, 21, and 22</p> <p>Draft of programming portion for campaign (April 2).</p>
Week 14 (Apr. 9)	Team project: Refine programming; start working on evaluation.		“In the news” presentations: 19 and 20
Week 15 (Apr. 16)	Team project: Campaign and prototype review, per schedule.		<p>“In the news” presentations: 21 and 22</p> <p>Complete draft of the campaign, PPT presentation, and prototypes for review (April 16).</p>
Week 16 (Apr. 23)	Client Presentation.		Client Presentation (Apr. 23).

Have an excellent semester! Go Gators!