



## **SYLLABUS – PUR 3000 (Section 0002) Principles of Public Relations (☀)**

**Summer A 2019; M 3 – 5; W 3 – 4; Room: Weimer G030**

Monday: Periods 3 – 5; 11 a.m. – 3:15 p.m.

Wednesday: Periods 3 – 4; 11 a.m. – 1:45 p.m.

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

**Office hours:** Tuesdays: 1 – 4 p.m.

Email (preferred): [mickey.nall@jou.ufl.edu](mailto:mickey.nall@jou.ufl.edu); telephone: 352-294-1572

*A Canvas blog is activated to post and answer questions/comments related to the class. This allows an open discussion on class matters. The instructor will log in daily, except Saturdays and Sundays.*

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

### **Course Description**

In Principles of Public Relations you will learn about the theory and practice of public relations, how public relations operates in organizations, its impact on publics, and its functions in society. You will study the professional development of the field; concepts, issues, and principles in the practice; and models and theories guiding the practice. You will apply course materials to public relations program planning and management by working in a group on a strategic planning project.

For those planning public relations careers, this course provides a foundation for the public relations major. The course also meets the needs of those planning other professional and managerial careers that require an understanding of public relations concepts and management practices. If you are a major in this college, you must earn no lower than a "C" in the course to successfully complete the course and move on to other upper-level courses.

*Prerequisite: Sophomore standing*

## **Method of Instruction**

This learner-centered course will primarily use class discussions, experiential learning projects, presentations, and hands-on instructions to engage in the learning process. We will rarely simply recount what is stated in the readings, but rather use them as a springboard for expanded discussion. We will emphasize *interactivity* and *collaboration* and classes will move in a seminar format much like the collaborations that operate in the professional world. This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in class into workable solutions. It is essential that you keep up with the reading schedule and come to class with the assigned reading's concepts in your memory and in your written notes. Not all of the materials that you read will be discussed or explained in class, therefore, if you need further explanations or clarifications please take advantage of the posted office hours. If you have a problem, see the professor sooner, not later.

## **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.

## **Required Book**

Kelleher, T. (2016) *Public Relations*. Oxford University Press, ISBN: 9780190201470.

Additional Readings: as assigned.

## **Online Course Administration — e-Learning in Canvas**

<http://lss.at.ufl.edu/> will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms), and grades. For instance, an electronic file of this document is posted on Canvas. You can access the site by using your GatorLink username and password. Please check the site for announcements and/or threads of comments from classmates, and the professor.

## **Course Evaluation**

The evaluation of coursework will be based on the student's performance in three major areas, each of which constitutes a proportion of the final grade. These include weekly attendance and active participation, three exams, one group case study analysis and presentation. The area and allocations for each are as follows:

**Active participation: 15% [75 points]**

**Group presentation (Case study): 15% [75 points]**

**Exams\*:** I = 100 points

II = 125 points

III = 125 points

**Total Exams: 70% [350 points]**

**Course total: 500 points**

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

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>*

(\*) The three exams of the term will be held during the regularly scheduled class periods. Exams are designed to test the student's knowledge of the main ideas covered in each of the readings, handouts, and class discussions as specified in the syllabus. The exams will be multiple-choice and **non-cumulative**.

### **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 prior to any missed test. 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>

### **End of Course Evaluations**

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 to students at <https://evaluations.ufl.edu/results>.

## **Assignments**

### **Group case study analysis and presentation – 15% [75 points]**

This 15-minute oral and visual presentation will summarize an assigned case and your assessment of the strengths, weaknesses, opportunities and threats the organization is facing. Students are encouraged to supplement their presentations with a variety of sources and to emphasize the use of digital communication in their selected cases. Public speaking and visual communication skills will be evaluated.

## **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, not leave early unless prior permission is granted, and wait for the class to end before packing to leave.

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 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.

Mobile phones and other electronic devices must be turned off completely during class; manner mode or vibrate is not considered off. In the event of an emergency situation, notify the professor at the start of class. Laptops may be used only as a note-taking device. Surfing the Internet, checking or creating email, playing games, and other online activities not related to class are strictly prohibited.

## **The Honor Pledge**

The University of Florida Honor Code applies to all work related to this class. All students are expected to be honorable and to observe standards of conduct appropriate to a community of scholars. Students are expected to attend every class, arrive on time, and participate in class discussions. Assigned readings should be completed prior to class, and students should be prepared to discuss the assigned material. Any material discussed in class and/or covered in the assigned readings may be included on examinations. Students will not be allowed to make up exams. Exceptions to this policy will be limited to documented exceptional (as defined by the professor) circumstances and at the discretion of the professor. Students arriving more than 10 minutes late to an exam will not be allowed to take the exam.

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 obliged 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.

## **Students with Challenges**

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/](http://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.

## **Campus Resources: Health and Wellness**

### **U Matter, We Care:**

If you or a friend is in distress, please contact [umatter@ufl.edu](mailto: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.

## Other Important Notes

- The professor reserves the right to make changes, if necessary, to the grading system, schedule, or other matters pertaining to the class.
- The professor may also be reached via e-mail and the telephone, but please be aware that the professor will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you.
- Students are not to consume food or beverages in the classroom or to use laptop computers for other than to take class notes or follow PowerPoint presentations. Mobile telephones or other electronic devices are not allowed to use during class.
- Students are not permitted to bring guests to class unless special arrangements have been made with the professor 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 my office hours, or by appointment.
- You are expected to arrive promptly for class, fully prepared to discuss the assigned readings. While I understand the problems created by a large campus, it is your responsibility to arrive in class in a timely manner.
- **Attendance policy:** Attendance is mandatory. Absences count from the first class meeting. After due warning, I may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences; more than one absence during the summer semester will be considered “excessive absences.” 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>).
- Any evidence of plagiarism or cheating will result in an “E” for the course and possible disciplinary action.
- 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. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.
- Spelling counts. So, does grammar, punctuation and professional presentation techniques.
- An assignment turned in passed the deadline will be penalized one letter grade for each weekday it is late. This is a business where deadlines count. You can't make excuses to your boss or a client if your work is late.
- In addition to the required and recommended readings, you are expected to maintain comprehensive class notes because class lectures often contain information that is not contained in the readings. You will be tested on this information on examinations.

### Tentative Course Schedule and Reading

Date	Class Discussion	Readings	Assignment Due/Notes
May 13	Course Introduction; Overview of projects  Lecture: Foundations	Syllabus and other course materials  Kelleher, T.	Kelleher, T.  Chapters 1 - 2
May 15	Lecture: Foundations  Guidelines for group presentations	Kelleher, T.	Chapters 3 – 4 and additional readings as assigned.  Assign groups
May 20	<b>Exam 1</b>  Lecture: Strategy	Kelleher, T.	Chapters 1 - 4  Chapters 5 – 6
May 22	Lecture: Strategy  Groups meet	Kelleher, T.  In classroom	Chapters 7 – 8
May 27	<b>Memorial Day holiday</b>	Holiday	Holiday
May 29	Lecture: Tactics  Groups meet & work	Kelleher, T.  In classroom	Chapters 9 - 10
June 3	<b>Exam 2</b>  Lecture: Contexts	Kelleher, T.  Kelleher, T.	Chapters 5-8  Chapter 11



	Groups meet & work	Meet at your group's preferred location	
June 5	Lecture: Contexts  <b>Groups meet and review with M.Nall</b>	Kelleher, T.  Groups review work-to-date w/Mickey Nall	Chapter 12  Bring PowerPoint/Prezi draft for review
June 10  Group presentations	Lecture: Contexts  Group presentations begins in class	Kelleher, T.  Groups 1 – 4 present	Chapter 13
June 12	Lecture: Contexts  Group presentations continue in class	Kelleher, T.  Groups 5 – 8 present	Chapter 14
June 17	Group presentations in class	Groups 9 – 12 present	
June 19	<b>Exam 3</b>	Kelleher, T.	Chapters 9 - 14