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College of Journalism and Communications – Department of Public Relations
Summer 2019 - PUR 3500 Sections 01H2 and01H3, PUBLIC RELATIONS RESEARCH
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Instructor: Patrick Thelen
Office: G044 Weimer Hall
Office hours: By appointment
Phone: 352-316-9053 (I respond within 24 hours Monday through Friday)
Email: patrickthelen@ufl.edu (I respond within 24 hours Monday through Friday)
Twitter: @patrick_thelen
Class Hours: Online course

ABOUT THIS COURSE

Course Description:

Welcome to Public Relations Research! This course is designed to introduce public relations students to social science research methods, with a focus on the application of these methods to public relations. This course emphasizes a number of research methods and strategies to help students understand why research is essential in identifying public relations issues, guiding strategic planning, message development, and evaluating public relations campaigns.

Course Format:

This is a web-based course and meets entirely online, meaning that students are responsible for managing their time and attention to course materials. This course is designed for students who will log in regularly, perform readings and assignments weekly, and do NOT try to catch up after several weeks of ignoring the course.
The course format is recommended for students who are **self-motivated and independently resourceful.** Generally, it is recommended that students check the course **a minimum of three times each week.**

Course Objectives and Learning Outcomes

- To understand the role of research in public relations management and campaigns.
- To comprehend basic concepts and methods in public relations research
- To analyze issues related to measurement in public relations research and make appropriate measurement choices.

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- To understand the various research methods in public relations and learn how to apply the research methods to specific situations in public relations campaign management.
- To learn how to write persuasive research reports.
- To learn how to cooperate within a team and manage group work.

Required Book

- Stacks, D.W. (2016). Primer of Public Relations Research, (3rd Ed.). New York: Guilford.

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

COURSE EVALUATION

Assignment Weighting

Research Project (3 stages)
       Stage 1: Secondary Research Report ……………………………… 15%
       Stage 2: Primary Research Report ………………………………………………… 25%
       Stage 3: Strategic Recommendations Report …………………………20%
       Research Project Peer Evaluation …………………………… 15%
Quizzes …………………………………………………………………………… 25%

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

Grading scale

The grading scale for the course is as follows:

A   94-100%
A-   90-93%
B+   87-89%
B   84-86%
B-   80-83%
C+   77-79%
C   74-76%
C-   70-73%
D+   67-69%
D   64-66%
D-   61-63%
E   below 61%

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

Research Project

Because public relations professionals often work in teams, you will be placed in "research teams" throughout the semester to develop a public relations research report (details will be provided in a separate document). The research project will be separated into three stages. Therefore, each team will submit THREE (3) research reports during the semester. Each team will apply various types of research methodologies and techniques—such as (1) secondary (Internet) research and (2) primary research.

Each research team will be comprised of 4 or 5 members. The grade is a team grade, meaning that each team member receives the same grade.

Stage 1: Secondary Research (Internet Research) Report
Due Date: Friday, May 24 (before midnight)

Each group should provide a report based on the findings. The report should include between 5 and 8 single-spaced pages, Times New Roman 12, margins 1''.

Stage 2: Primary Research Report
Due Date: Friday, June 7 (before midnight)

Each group should provide a report based on the findings. The report should include between 5 and 8 single-spaced pages, Times New Roman 12, margins 1''. The transcripts of the qualitative research conducted will also be required.

Stage 3: Strategic Recommendations Report
Due Date: Wednesday, June 19 (before midnight)

Based on your Secondary Research and Primary Research findings, each team will develop a strategic recommendations report for a hypothetical client. The report should include between 5 and 8 single-spaced pages, Times New Roman 12, margins 1''.

Research Project Peer Evaluation
Due Date: Thursday, June 20 (before midnight)

Once the three assignments have been completed, students will submit peer evaluations. Utilizing confidential forms, team members will evaluate each other's contributions.

Quizzes

There are 2 scheduled quizzes in this course. Quizzes are multiple-choice, and students have 40 minutes to complete 25 quiz questions. Quiz 1 will address Chapters 1, 2, 4, 9 & 11 of the book. These five chapters will be discussed in Modules 1-5. Quiz 2 will address Chapters 6, 8, 12, 13 & 15 of the book. These five chapters will be discussed in Modules 6-10.

Quiz 1 (Modules 1-5) must be taken at any time between **Monday, May 27, at 9 am and Wednesday, May 29, at 3 pm.**

Quiz 2 (Modules 6-10) must be taken at any time between **Monday, June 10, at 9 am and Wednesday, June 12, at 3 pm.**

<u>Academic Honesty</u>

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.

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OTHER IMPORTANT NOTES

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- The instructor reserves the right to make changes, if necessary, to the syllabus.
- If you notice that you are 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.
- 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.**

ADDITIONAL INFORMATION

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.

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 (May 13-19)	Start Here Module 1: What is Research and Why Bother? Module 2: Managing the Research Process Module 3: Measuring Outcomes	Syllabus Stacks, Chapters 1, 2 & 4	Contact Research Project Group Members (**By May 14**)
Week 2 (May 20-26)	Module 4: Historical and Secondary Research Module 5: Research Interviews and Focus Groups	Stacks, Chapters 9 & 11	Secondary Research (Internet Research) Report **(Friday, May 24, before midnight)**
Week 3 (May 27 -	Module 6: Content	Stacks, Chapters	Quiz 1: Chapters 1, 2, 4, 9 & 11 (**Between**

June 2)	Analysis	8, 12 & 13	**Monday, May 27, at 9 am and Wednesday, May 29, at 3 pm)**
	Module 7: Sampling		
	Module 8: Quantitative Research: Surveys and Polls		
Week 4 (June 3-9)	Module 9: Data Analysis and Statistics	Stacks, Chapter 6	Primary Research Report **(Friday, June 7, before midnight)**
Week 5 (June 10-16)	Module 10: Statistical Reasoning	Stacks, Chapter 15	Quiz 2: Chapters 6, 8, 12, 13 & 15 (**Between Monday, June 10, at 9 am and Wednesday, June 12, at 3 pm)**
Week 6 (June 17-23)	Strategic Recommendations Report		Strategic Recommendations Report **(Wednesday, June 19, before midnight)**