



PUR 3801 (Section 001E)
Public Relations Strategy
Summer 2019

Department of Public Relations
College of Journalism and Communications
University of Florida

Class Meeting:

M | Period 2 - 4 (9:30 AM - 1:45 PM)

W | Period 2 - 3 (9:30 AM - 12:15 PM)

Room: MCCB 2102

Instructor: Leping You

Email: letitia299@ufl.edu

Office: Weimer Ground Floor Office 031

Office Hours: M 1:45 – 3 PM; W 12:15 – 2 PM or by appointment

Appointments:

- If the office hours does not work for you, please schedule a meeting with me **via e-mail** (letitia299@ufl.edu) to discuss assignments, team presentations, class-related materials, or any other academic concerns.
- Please keep the following format for the subject line of your email;
PUR3801 and state why sending this email
(e.g., PUR3801 Questions for Team Presentation)

Prerequisites

To enroll in this course, you must have received a grade of C or better in PUR3000 (Principles of Public Relations) and PUR3500 (Public Relations Research).

Course Descriptions

Public relations strategy aims to develop students' skills in strategic public relations management based on an analysis of current and historical case studies.

Course Format

This learner-centered course will primarily use class discussions, experiential learning projects, presentations, and hands-on instruction to engage in the learning process. We will rarely just 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 collaboration that operates 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 documents. 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.

Course Objectives

Upon successful completion of this course, students should accomplish the following goals to:

- Demonstrate an understanding of the purpose of public relations and its strategic process.
- Identify and explain the concepts and theories on which strategic public relations is based.
- Apply the knowledge and experience gained in this course as well as from course prerequisites, to the development of a public relations strategic plan.
- Define publics appropriate for specific client organizations and appreciate differences that affect formative and evaluative research in public relations practice.
- Demonstrate understanding of conceptual foundation and professional skills competency related to strategic management process of the public relations function.
- Demonstrate proficiency in written and oral communications.

UF 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 Readings

- Smith, R. D. (2017). Strategic planning for public relations (5th ed.). New York: Routledge.

Recommended Textbook and Readings

- Rice, R. E., & Atkin, C. K. (Eds.). (2012). Public communication campaigns. Thousand Oaks: Sage.
- Luttrell, R. M., & Capizzo, L. W. (2018). Public relations campaigns: An integrated approach. Thousand Oaks: Sage.

Course Format & Expectations

Throughout the course, students are expected **to attend each class and arrive on time and be committed to learning/studying during the class time**. Cell phones must be on silent in class. Laptops and electronic tablets may be used in class, but will be prohibited if the instructor identifies just one instance of a device being used for non-class purposes (texting, checking emails/social media or surfing the Web). Photos and other recordings are not allowed unless approved in advance by the instructor. Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom. **Attitude is fundamental and crucial thing wherever you go and whatever you do.**

You are expected to **read the assigned materials before coming to class and actively participate in class discussion and activities**. Students are urged to meet in-person with the instructor if they have questions or are having problems. There are no wrong questions, and you always learn and remember better when you ask.

Academic Honesty

Students must regard academic honesty as crucial and essential part of your academic life. The instructor treats the academic honesty as a serious issue. All your works for this course should be created on your own, and you are required to follow appropriate citation methods and guidelines. False information (fabrication) also leads to fail of this course. Please find appropriate information and guideline such as Purdue Owl (<http://owl.english.purdue.edu/owl/resource/589/01/>) to avoid plagiarism. Your academic dishonesty will be reported to Student Conduct and Conflict Resolution, which might ask you additional penalties. Plagiarism will result in an automatic zero point and The University's guidelines regarding academic honesty can be found at: <http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>

Religious Holy Days

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify the instructor of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

Students with Challenges

Students who request accommodation must first register with the Dean of Students Office, Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/). The Dean of Students will provide documentation to the student, who must then **provide this documentation to the instructor** when

requesting accommodation **IN ADVANCE**. You must take action immediately to ensure the requested accommodations can be provided.

Counseling Services

University counseling services and mental health services are available at <https://counseling.ufl.edu/>; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.

Course Grading

Your evaluation in this course will be based on the following components:

Individual Case Study	20%
○ Case study analysis report	15%
○ Presentation	5%
3 Quizzes	15%
Final Exam	15%
Team project	40%
Report	25%
○ Organization analysis	
○ Publics Analysis	
○ Strategic Plan	
Presentation	5%
Peer evaluation	10%
Attendance and class participation	10%
	<hr/>
	100%

Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade	100 Scale (100%)
A	94-100%
A-	90-93.9%
B+	87-89.9%
B	84-86.9%
B-	80-83.9%
C+	77-79.9%
C	74-76.9%
C-	70-73.9%
D+	66-69.9%
D	64-66.9%
D-	60-63.9%
E	66-69.9%

To be fair to all students, **all numbers are absolute and will not be rounded up at any stage** (e.g., a B+ will be inclusive of all scores of 87% through 89.9%). My hope is that you will focus on

learning rather than grades in this class. **What I won't do is negotiate grades.** My goal is to be fair to everyone in the class, which means I will hold everyone to the same standards.

COURSE ASSIGNMENTS & GRADING

Grading

Each assignment will be graded on a 100-point scale and weighted accordingly. Late assignments will receive a penalty of 10% deduction for every 24 hours past the due date/time, unless PRIOR arrangements are approved by the instructor. **NO early exam/quiz or make-up opportunities** will be offered unless there are extremely exceptional cases officially approved by the university.

All written report should closely follow APA (American Psychological Association) style of the in-text citation

https://owl.purdue.edu/owl/research_and_citation/apa_style/apa_formatting_and_style_guide/general_format.html

1. Individual Case Study Report and Presentation

You will select and sign up for a case study during 2017 to 2019 from the PRSA Silver Anvil website (available at <http://apps.prsa.org/awards/silveranvil/Search>). You may use my PRSA account for access (username: letitia299@ufl.edu, password: PUR3801001E) and to select the best one that fits your interests for analysis and presentation (approved by the instructor).

1.1 Case Study Analysis Report (15%)

Your case analysis report should be written in a research report format with a minimum of five single-spaced pages. Conduct a secondary research, use the information that you have found to expand and supplement the original case analysis report.

NOTE: TO AVOID PLAGIARISM, PLEASE USE YOUR OWN WORDS. Do NOT “lift” entire sentences and paragraphs from the original case study report and place them in your report and presentation.

Scope of the report

- **Title Page:** Campaign name, time, agency/organization/client etc.
- **Background/Situation:** The situation and background that called for the campaign; any issue/problem identified.
- **Research:** Primary and secondary research conducted for the campaign; the methods used.
- **Target Audience(s):** The intended audience or readership of the publication, advertisement, or other messages. Who else, in your opinion, should have been considered as a target audience?
- **Goals and Objectives:** What was the goal of the campaign (i.e., the broader, more general outcomes the campaign wanted to see as a result of persuasive efforts)? The objectives (i.e., the specific and measurable indicators of whether the goals have been met)? Were they short-term or long-term? Informational, motivational, or behavioral?
- **Key Messages:** Major messages (i.e., the basic ideas that the campaign wanted members of audiences to remember as a result of receiving the communication); themes (i.e., the overarching ideas that apply to all of the audiences).

- **Channels and Strategies:** Communication channels (i.e., media channels, nonmedia channels, and interactive media channels); strategies (i.e., other decisions made on how the program will be implemented).
- **Evaluation:** How the campaign was evaluated, and whether it achieved its stated objectives. What were the results of the campaign?
- **Opinion:** Your thoughts and critiques about the campaign. What did you like or dislike about it? Why?

1.2 Presentation (5%)

Each presentation lasts approximately 15 minutes. Be prepared to address the questions from the audience throughout the session. The rubric for individual presentation will be posted on Canvas.

2. Team Project (40%)

Team project has the same scope as individual case study analysis EXCEPT, you are studying an organization from scratch with your secondary research, instead of working on an existing case report done by someone else (e.g., PRSA silver award reports). The detailed guidelines will be posted on Canvas.

2.1 Team Project Report (25%)

2.2 Final Presentation (5%)

The team project presentation will last 20 minutes. This presentation includes the analysis of the organization, challenge/opportunity, and target publics, as well as the planned objectives, strategic messaging, and tactics. Following the presentation, group members will complete a peer evaluation of their group members.

2.3 Peer Evaluations (10%)

Peer evaluation will be conducted to assess each group member's contributions to the project. Your team research report and presentation grades are basically the same for all team members, but extra points will be deducted based on your contribution. If your team does not think you have put forth the same amount of effort and the same quality of work as they have throughout the length of the project, your peer evaluation will negatively influence your final grade. For example, if your group scores a 95% on the research project, but your average score from the self/group evaluations is **80% (less than 90% with a 15% gap)**, then the grade you receive for the research project would be 76% ($80\% * 95\%$). **If you have any problems with your group or a particular group member, you need to let me know immediately.**

3. Quizzes (15%) and Exams (20%)

Throughout the semester there will be **three quizzes and one final exam** held in class during the regularly scheduled class period. The exam will be primarily made up of multiple-choice questions and true/false questions. The exam is designed to test your knowledge and application of the main ideas covered in the textbook, lecture material, and class discussions. **You are responsible for everything covered** in the previously stated areas. A study guide will be provided to you prior to the exam.

4. Attendance and Class Participation (15%)

Attendance and class participation will be graded on a 100-point scale and weighted accordingly. For each recorded absence—you will lose 5 points of your attendance grade. Students are

responsible for any information missed during an absence. **Coming late more than 15 mins for a class will lead to 3 points deduction for each time.**

In order to receive an excused absence, you must let me know you will miss class **BEFORE** the class meets except in certain (rare) emergency situations. Explain why you will not be in class, and bring in a written documentation to verify your excuse when you come back to class. Make sure to make a photocopy of the documentation if you need it for other classes.

Excused absences include:

- Religious holidays (only the holiday).
- Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor's note or prescription). The Student Health Center will provide you a specific kind of note that indicates they think you should've missed class or will need to miss additional days.
- University competitive events (that means athletes).

The following is a partial list of the types of situations that are **NOT** considered excused absences:

- Social events, meetings, entertaining out-of-town guests, holiday/travel plans, weddings, etc.

In addition to attendance, you will be graded on **how thoughtfully you participate in class discussions**. I will be making this summary judgment—not on how often you talk—but on the quality of that contribution.

LATE WORK POLICY

Public relations is a deadline business. All due dates for assignments, once set, are final. If an assignment or activity is not received prior to the deadline, a penalty of 10% deduction will be assigned, unless **PRIOR** arrangements are approved by the instructor. **A grade of ZERO** will be assigned for any missing submission. If prior arrangements are not possible due to the circumstances of the absence, an excused absence must be requested in writing and documentation provided for verification. If an excused absence is granted, late work may be accepted with penalties assessed for late submission.

COURSE SCHEDULE

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

Week 1: MAY 13 (M) Course Introduction

Topics

- Course overview and syllabus review Smith
- Review nine steps of strategic planning pp. 1-23
- Differentiate public relations from marketing communication, advertising, and integrated communication etc..

Week 1: MAY 15 (W) Phase One: Formative Research

Topics

- Formative research - Step 1: Analyzing the situation Smith
pp. 25-45

Week 2: MAY 20 (M)

Topics

- 📅 QUIZ 1
- Formative research - Step 2: Analyzing the organization Smith
- Formative research - Step 3: Analyzing the publics pp. 47-99
- ❖ **DUE: Email instructor the individual case analysis request by 11:59 PM May 19**

Week 2: MAY 22 (W)

Topics

- Media relations and crisis communication Smith
pp. 447-468

Week 3: MAY 27 (M) MEMORIAL DAY

NO CLASS

Week 3: MAY 29 (W) Phase Two: Strategy

Topics

- 📅 QUIZ 2 Smith
pp. 101-121
- Strategy 1 - Step 4: Establishing goals and objectives Additional
reading posted
- ❖ **DUE: Email instructor the team case analysis request by 11:59 PM** on Canvas

May 28

Week 4: JUNE 3 (M)

Topics

- Strategy 2 - Step 5: Formulating action & response strategies
- Strategy 3 - Step 6: Developing the message strategy

Smith
pp. 122-256

Week 4: JUNE 5 (W) Phase Three: Tactics

Topics

QUIZ 3

- Tactics 1 - Step 7: Selecting communication tactics
- Interpersonal communication and organizational media
- News media, advertising, and promotional media.
- ❖ **DUE: Individual case analysis report: 11:59 PM June 4**

Smith
pp. 257-336

Week 5: JUNE 10 (M)

Topics

- Tactics 2 - Step 8: Implementing the strategic plan
- **Individual case study presentations**
- ❖ **Turn in individual presentation PowerPoint slides to Canvas: 11:59 PM June 9**
- ❖ **Final exam study guide**

Smith
pp. 337-362

Week 5: JUNE 12 (W) Phase Four: Evaluative Research

Topics

- Evaluative Research - Step 9: Evaluating the strategic plan

Smith
pp. 363-393

Week 6: JUNE 17 (M)

 Final Exam

Week 6: JUNE 19 (W)

- Team presentation
- ❖ **DUE: Peer evaluation :11:59 PM June 18**
- ❖ **DUE: Team project report: 11:59 PM June 18**
- ❖ **DUE: Team presentation PowerPoint slides: 11:59 PM June 18**

Have a Wonderful Break!
Go Gators!