

University of Florida College of Journalism and Communications

PUR 4800 (Section 407H)
Public Relations Campaigns
Summer B 2019

M | Period 3 - 5 (11:00 AM - 3:15 PM) Weimer 2050

W | Period 3 - 4 (11:00 AM - 1:45 PM) Weimer 2050

Instructor Maggie Xiaomeng Lan

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Office Hours: M 3:15 - 5 p.m. and by appointment (Feel free to contact me by email, phone, or in person at my office)

ABOUT THIS COURSE

Course Overview PUR 4800 is the capstone course of the undergraduate program in public relations. 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. The final result should be a great addition to the students' professional portfolio.

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. Canvas (<https://elearning.ufl.edu/>) will be used to administer the course communication/announcements, materials and grades. 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.

Course Objectives By the end of this course, you should be able to:

- Use different research methods to set measurable objectives, inform strategy, test key program elements, and refine evaluation criteria
- Experience the challenges and rewards of working with a real-world client and creating a public relations campaign that meets the client's needs
- Understand the complexities of public relations campaign planning after working as a team to research and create an effective strategy, creative approach, budget, program timeline, and evaluation plan
- Strengthen management and teamwork capabilities by functioning as a "mini agency"
- Recommend key program elements and produce some professional public relations materials consistent with the campaign strategy that will also serve to enhance your professional portfolio
- Hone your presentation, speaking, and writing skills

Recommended Texts *Developing the Public Relations Campaigns: A Team-Based Approach* (Third Edition), written by Randy Bobbitt and Ruth Sullivan, published in 2013 by Pearson

COURSE EVALUATION

Grade Breakdown

Attendance and class participation (15%)
Case study presentation (15%)
“In the news” presentation (15%)
Final campaign project and presentation (55%)

Final Letter Grades and %

A	100-93 %
A-	92-90%
B+	89-87 %
B	86-84 %
B-	83-80 %
C+	79-77 %
C	76-74 %
C-	73-70 %
D+	69-67 %
D	66-64 %
D-	63-60 %
F	59 and below E

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. 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. 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. For further information on attendance policy, please consult: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Case study presentation

A ten-minute oral and visual presentation of an assigned case study will briefly discuss the following: situation analysis, research, target audience(s), goals and objectives, key messages, channels and strategies, and evaluation. This assignment will be conducted individually. Public speaking and visual communication skills will be evaluated. Cases can be picked from the PRSA Silver Anvil Awards winners (available at <http://www.prsa.org/Awards/SilverAnvil/Search>).

“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.

Useful resources: PRSA Trends and Issues, PRSA SmartBrief, PR Week, The Public Relations Strategist, Public Relations Tactics, CommPRO Executive Briefing, The Edge: New Voices of Public Relations <http://prnewpros.prsa.org/>, Everything-PR <http://everything-pr.com/about/>, PR Newser, The Holmes Report, SHIFT Happens, Social Media Newsfeed, MarketingProfs.

Final campaign project and presentation

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%).

OTHER IMPORTANT NOTES

Academic Honesty The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including Web sites, without attribution. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment.

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. You can review UF's academic honesty guidelines in detail at: <https://www.dso.ufl.edu/sccr/seminars-modules/academic-integrity-module>

Any time you complete an assignment for this course you will clearly attribute the source of your information, including information obtained from organizations' Web sites or internal documents. You cannot copy anything word for word, regardless of the source without putting quotes around it and attributing the source.

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.

Disability Accommodations Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://drc.dso.ufl.edu/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which should be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Religious Observance Religiously observant students wishing to be absent on holidays that require missing class should notify the instructor in writing at the beginning of the semester, and should discuss with the instructor, in advance, acceptable ways of making up any work missed because of the absence.

Excused Absences for University Extracurricular Activities Students participating in an officially sanctioned, scheduled University extracurricular activity should be given the opportunity to make up any graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work.

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>.