



SYLLABUS – PUR3000 Principles of Public Relations – Fall 2019

Tuesdays periods 5-6 (11:45-1:40) Thursdays period 6 (12:50-1:40); Room: CLB C130

Professor: Dr. Marcia DiStaso, APR, Associate Professor and Chair Public Relations Department

Email (preferred): mdistaso@ufl.edu Telephone: 352-273-1220

Office hours – 2085 Weimer Hall: Thursdays, 10:00 –12:00 p.m. or by appointment

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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

Course Format

The classroom is intended to be an interactive learning environment where sharing of opinions and ideas is encouraged. You must keep up with the reading assignments to fully understand issues and intelligently contribute to classroom discussion. It is in your best interest to fully engage yourself because what you learn will help you make important decisions in the future.

Required Book

Glen M. Broom and Bey-Ling Sha, *Cutlip and Center's Effective Public Relations*, 11th ed. (Upper Saddle River, NJ: Prentice–Hall, Inc., 2013)

** This syllabus is subject to change as appropriate and necessary. Updates will be posted on Canvas.*

Additional Readings as Assigned

Students are expected to regularly read industry news, examples include: [PRWeek](#), [The Holmes Report](#), [IPR Research Letter](#), and [PR News](#).

Additional readings may be assigned over the semester.

Course Objectives & Learning Outcomes

By the end of the course, students should:

- Have gained a historical perspective of the public relations discipline and profession.
- Understand the basic theories, principles, concepts and practices relevant to public relations.
- Understand key processes involved in public relations, including goal, research, planning, strategy, implementation, and evaluation.
- Gained an international perspective of public relations.
- Gained insights into the different types of public relations industries and careers.
- Demonstrated proficiency in written and oral communications.

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.

Course Evaluation

The evaluation of coursework will be based on the student's performance in four major areas, each of which constitutes a proportion of the final grade. While attendance is not required for this course, it is expected. Education is not a passive activity. Just as in the professional world, showing-up is essential to success. Being present allows you to consider and understand the topics we will cover, practically ensuring a higher grade in the course than if your attendance is sporadic. Material presented during lectures that is not a part of the text may appear on the exams.

Your grade will be calculated by the following:

Assignments: 20%

Public Relations is not something you can simply read about or attend a class and know. It takes a lot of work. Throughout this course, we will do a variety of activities during class and for homework. This will not only count toward your grade, but also help give you experience working in teams on assignments as is typical in the profession. In-class activities must be turned in prior to the end of the class session. Homework is due before class starts on the due date. Missed assignments cannot be made up. Requirements for make-up exams, assignments, and other work in this course follow UF policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Exam 1: 15% - Sept. 17

Exam one will cover Chapters 1, 2, 3 & 4.

There will be 50 questions for exam one (Multiple Choice).

Exam 2: 20% - Oct. 22

Exam two will cover Chapters 5, 6, 7, 8, 9 & 10.

There will be 50 questions for exam two (Multiple Choice).

Exam 3: 25% - Dec. 3

Exam three will cover Chapters 11, 12, 13, & 14.

There will be 50 questions for exam three (Multiple Choice).

Public Relations Specialization Report: 20% - DUE Dec. 10

This assignment is to research a particular public relations specialization. This can be either be something you would like to find information to aid your career search or something of interest to you. Once you pick your specialty, you will pick an organization to focus on for your report. This is something you can start thinking about right away (starting with chapters 15-21). Details will be distributed soon.

The grading scale for the course is:

A 92-100%	C 72-77%
A- 90-91%	C- 70-71%
B+ 88-89%	D+ 68-69%
B 82-87%	D 62-67%
B- 80-81%	D- 60-61%
C+ 78-79%	E below 60%

Follows current UF policies (<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

Availability

Please feel free to speak with me at any time during the semester about any questions or concerns you have. You can stop by during my office hours or make an appointment to see me at another time during the week. I'm also available by email and will try to get back to you within 24 hours.

Course Professionalism

Students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity, but think ahead to how it will reflect on you. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger. Students are expected to arrive on time, not leave early, and wait for the class to end before packing to leave. Cell phones and other electronic devices must not be used during class. In the event of an emergency, notify me at the start of class. Laptops may be used for assignments or as a note-taking device. Surfing the Internet, checking or sending email or texts, playing games, and other online activities not related to class are strictly prohibited.

Online Course Administration — e-Learning in Canvas

<http://elearning.ufl.edu/> will be used to administer the course communication, materials, and grades.

Students Requiring Accommodations

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

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at gatorevals.ua.ufl.edu/students/. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. Summaries of course evaluation results are available to students at gatorevals.ua.ufl.edu/public-results/.

University Honesty Policy

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 (sccr.dso.ufl.edu/process/student-conduct-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 or TA in this class.

Campus Resources

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu/ to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: Visit counseling.ufl.edu/ or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit shcc.ufl.edu/](https://visitshcc.ufl.edu/).

University Police Department: Visit police.ufl.edu/ or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling [services career.ufl.edu/](https://services.career.ufl.edu/).

Library Support: cms.uflib.ufl.edu/ask various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring. teachingcenter.ufl.edu/

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers. writing.ufl.edu/writing-studio/

Student Complaints On-Campus: sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/

Course Schedule and Readings

Aug. 20 Aug. 22	Introduction to Public Relations Area of Focus
Aug. 27 Aug. 29	Practitioners of Public Relations READ: Chapters 1 & 2 Area of Focus
Sept. 3 Sept. 5	Organizational Setting READ: Chapter 3 Area of Focus
Sept. 10 Sept. 12	Historical Origins and Evolution READ: Chapter 4 Area of Focus
Sept. 17 Sept. 19	EXAM 1 Area of Focus
Sept. 24 Sept. 26	Professionalism and Ethics READ: Chapters 5 Area of Focus
Oct. 1 Oct. 3	Legal Considerations READ: Chapter 6 Area of Focus
Oct. 8 Oct. 10	Theoretical Underpinnings & Communication Theories and Public Opinion READ: Chapters 7 & 8 Area of Focus
Oct. 15 Oct. 17	Internal Relations and Employee Communication & External Media and Media Relations READ: Chapters 9 & 10 Area of Focus
Oct. 22 Oct. 24	EXAM 2 Area of Focus
Oct. 29 Oct. 31	Process Step 1—Defining Public Relations Problems READ: Chapter 11 Area of Focus
Nov. 5 Nov. 7	Process Step 2—Planning and Programming READ: Chapter 12 Area of Focus
Nov. 12 Nov. 14	Process Step 3—Taking Action and Communicating READ: Chapter 13 Area of Focus
Nov. 19 Nov. 21	No Class – Report Time No Class – Report Time
Nov. 26 Nov. 28	Process Step 4— Evaluating the Program READ: Chapter 14 No Class – Happy Thanksgiving!
Dec. 3	EXAM 3