



SYLLABUS – PUR 4800 (19948) PUBLIC RELATIONS CAMPAIGNS*

Spring 2020 M – 5; W – 5 - 6; ROOM: WEIMER 2056

Monday, period 5 (11:45 a.m. – 12:35 p.m.); Wednesday, periods 5-6 (11:45 a.m. – 1:40 p.m.)

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

Office: WEIMER 2084

Office hours: Tuesdays, 1:30 – 3:30 p.m.; Wednesdays, 2 – 4 p.m.

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

COURSE DESCRIPTION:

PUR 4800 is the capstone course for the undergraduate program in public relations. As such, 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 communication campaigns that truly communicate.

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.

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.

LEARNING OUTCOMES:

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

- Discuss the basic principles of public relations campaign management, including applied research, planning, communication, evaluation, and stakeholder relationship management
- Develop a standard of excellence by analyzing “real life,” award-winning campaigns
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials
- Determine, analyze, and, develop communication programs to solve real-world problems
- Consult and advise an actual client on strategic public relations campaign development

REQUIRED TEXT:

Bobbit, R., & Sullivan, R. (2013). *Developing the Public Relations Campaigns: A Team-Based Approach 3rd ed.* Upper Saddle River: Pearson.

ADDITIONAL TEXT:

Smith R. D. (2013). *Strategic Planning for Public Relations* (4th ed.). New York, NY: Routledge

CONTINUING READING:

Students are expected to read news periodicals (local, national, and international) and communication-related professional and academic journals regularly. Higher levels of professional competence and authority demand not only awareness of current news events but also an applied understanding of how economic, political, and social trends affect the communication profession. Suggested resources include, but are not limited to, *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal* (<http://www.prsa.org/prjournal/>), and *PRism* (<http://www.prismjournal.org>). Other helpful practitioner-based resources include The Institute for Public Relations (www.instituteforpr.com) and PRSA (www.prsa.org).

ABSENCES AND PUNCTUALITY:

Attendance is required for each scheduled class meeting. Regardless of the reason for any absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline. Late arrivals and/or early departures from class, without prior approval from the professor, will be counted as unexcused absences.

OTHER CLASS POLICIES:

- The University of Florida Honor Code applies to all activities associated with this class.
- Class members are expected to read the assigned readings (if any) before class and participate actively in class discussion.
- Although you may use computers in class, internet messaging and surfing are disruptive and, if caught, you may forfeit computer use in the class.
- All work will be judged by professional standards. All out-of-class work must be well written, typed and visually appealing, with no spelling or grammatical errors.

SPECIAL NOTES:

- *Disability Accommodations:* Students needing academic accommodations for a disability must first contact Disability Resource Center (352-392-8565) to verify the disability and establish eligibility for accommodations. They should then schedule an appointment with the professor to make appropriate arrangements.

- *Religious Observance*: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, 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.

GRADING:

Grades are *earned* via four modes: (1) Assignments; (2) Semester exam; (3) A final campaign project and presentation [group]; and (4) Peer Review/Class participation

Four Modes – percentage of grade

- Assignments (15%) – Cover letter/resume: 50 points; Brand Platform: 25 points
- Semester Exam (25%) – 125 points
- Campaign Project (45%) – 225 points, book = 169 points; presentation = 56 points
- Peer Review/Class participation (15%) – peer review = 50 points; participation = 25 points

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

- **Assignments** include individual writing assignments that require you to apply the principles, techniques, and skills you've learned to real-world scenarios and solve various problems. Some writing assignments may be related to your team project.
- There will be one closed-book, comprehensive **semester exam** on **April 6**. A study guide will be provided to you prior to the exam. Content of class discussions, required readings, and students' class presentations are subject to inclusion.
- **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 designs to the client, who will provide oral debriefing. Detailed instructions on the team campaign project are included in this syllabus.
- Utilizing confidential forms, team members will evaluate each other's contributions. Your level of engagement and participation in class discussions and work attitude throughout the semester are also part of this review.

The **campaign project grade** of 225 points will be based on the quality of the campaign plan book (75%) as well as the final oral presentation (25%).

COURSE SCHEDULE:

Please Note: As the semester progresses, this schedule may change to reflect the progress and needs of the class and work groups.

Date

Week 1 (Jan. 6 - 8)

Course Overview and Syllabus Review

Review of Fundamentals of Public Relations B & S: Chapter 1

[An introduction to the course. Fundamentals of public relations are reviewed, including definitions and functions of public relations, evolution of public relations, and why public relations is important for organizations' success in the contemporary world.]

Assignment #1: Resume and Cover Letter (Due Jan. 13)

Week 2 (Jan. 13 - 15)

An Overview of the Public Relations Campaign Management Process

Brand Platform

B & S: Chapter 2 & handout

[The public relations campaign process. Focus is on the ROPE model. Brand platform is also discussed.]

Due in Monday class (Jan. 13): Assignment #1

Week 3 (NOTE: Monday, Jan. 20, NO CLASS-HOLIDAY)

Wed. Jan. 22

Research

B & S: Chapter 3, 4

[How to identify communication problems based on research findings. The primary research methods—survey, in-depth interviews, and focus groups— are examined. Related issues such as measurement development and data analysis techniques are discussed.]

Campaign Project Team formed

Week 4 (Jan. 27 – 29)

Due in Monday class (Feb. 3): Assignment #2

Strategic Planning: Goals and Objectives

B & S: Chapter 5

[How to develop goals and objectives based on environmental analysis is discussed. Planning and management techniques are introduced.]

Client Meeting - TBD

Team Project:

Each team meets separately to review one brand platform (Vision, Values, and Purpose sections only) that represents the team's shared input and an outline of the major challenges/issues to address in the Team Project.

Then, the AEs meet—each bringing their team's brand platform and list of campaign issues/challenges to the meeting - and reach agreement on one brand platform (Vision, Values, and Purpose sections only) and the campaign issues/challenges.

Research directors draft a research plan to coincide with the agreed upon brand platform and campaign issues/challenges to be addressed. This draft includes proposed methodologies, description of respondents, timeline, and instruments (i.e., survey) to be reviewed with the client.

The agreed upon—brand platform, a list of campaign issues, research plan, and instrument drafts are due to Mickey Nall by email (mickey.nall@jou.ufl.edu) by 11:00 a.m. Feb. 12.

Note: Please indicate clearly team contributions to each part of the research plan in your submission – first peer review occurs.

Week 5 (Feb. 3 – 5)

Strategic Planning: Target Audiences Teamwork

[The concepts of target population, publics, and audiences are discussed. Different theoretical approaches to segment publics are introduced]

Due in Monday class, Feb. 3: Assignment #2

The agreed upon—brand platform, a list of campaign issues, research plan, and instrument drafts are due to Mickey Nall by email (mickey.nall@jou.ufl.edu) by 11:00 a.m. Feb. 12.

Week 6 (Feb. 10 -12)

Implementation: Messages and Strategies Handouts

Creative Thinking Techniques

[Different types of messaging strategies are discussed. The creative thinking process and techniques are examined.]

DUE via email by 11:00 a.m. on Wed., Feb. 12: Agreed upon brand platform, a list of campaign issues, research plan, and instruments.

Week 7 (Feb. 17-19)

Implementation: Media Channels

B & S: Chapters 6 & 8

Tentative Client Meeting (Feb. 19 - TBD)

Team Project:

Feedback on your research materials will be provided to you on Feb. 19

Finalize the research plan by the end of this week

Team Project:

Progress report on research step due by Feb. 19 team meeting; formal research report and campaign objectives are due on March 18.

Week 8 (March 2 -4; SPRING BREAK – ENJOY & BE SAFE OUT THERE!)

Week 9 (March 9 – 11) NO IN-CLASS MEETING

Field Research Week - Field Research, Campaign Team Meetings

Team Project: Discussion/Data collection and analysis continues; move to findings/insights

Week 10 (March 16 – 18)

Team Project:

Individual team meetings with Mickey Nall on March 18

AEs bring meeting materials (including the draft research report if available, Qualtrics survey analysis results, and objectives portion) to the meeting on Wed., March 18. All meeting materials should be emailed to Mickey Nall (mickey.nall@jou.ufl.edu) by 11:00 am on March 18. Revise based on feedback.

Formal research report and campaign objectives due on March 25

Week 11 (March 23 – 25)

Discussion of Research, Insights, and Goals/Objectives/Tactics in class and group settings.

Week 12 (March 30 – April 1)

Logistics, Evaluation, and Measurement B & S: Chapter 10

[Staffing, budgeting, and timing issues related to public relations programing. Introducing the role of measurement in public relations evaluation and why it is important for program success. A historical review of public relations evaluation approaches is provided. Differences between outputs and outcomes are discussed.]

Team Project

Validate campaign objectives with client. Teams move to working on tactics, timelines and budgets, begin process of determining evaluation section and final book-look.

Draft of programming portion for campaign plan book DUE via hard copy to

Mickey Nall on April 8.

Week 13 (April 6 – 8)

Review and Semester Exam

Exam scheduled on **April 6.**

Draft of programming portion for campaign plan book DUE via hard copy to Mickey Nall on April 8 (feedback immediate). Teams compile a complete draft of the campaign plan book and prototypes for Mickey Nall review on April 13 (book will be returned to team that day).

Week 14 (April 13 – 15)

Teamwork

Team Project meetings

DUE Monday, April 13: Draft of complete campaign book due (hard copy) to Mickey Nall (mickey.nall@jou.ufl.edu) by 11:00 am on April 13.

Move to finalize book and deliver draft PWPT on Wed. April 15. Groups should finalize plan post April 13 and quickly move to finalize campaign book and PPT for presentations.

Week 15 (April 20-22)

Campaign Plan Production & Reviews & Revisions

Team Project

Campaign book should be finalized and final production today/tonight and finalize PPT review with Mickey Nall on April 20

Groups present Wednesday, April 22

HARD COPY CAMPAIGN PLAN BOOK DUE: April 22

Additional instructions on assignments and project assignments will be distributed in class.