

**SYLLABUS**  
**PUR 4800 (SECTION 26HG): PUBLIC RELATIONS CAMPAIGNS**

**INSTRUCTOR**

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**COURSE DESCRIPTION**

Public Relations Campaigns is the capstone course for the undergraduate program that introduces students to the process of campaign development, management, and evaluation using public relations principles. The concepts taught in this course are applied throughout the course and require that you call upon learnings from courses that you have completed - including principles, research methods, writing, and strategy in addition to your internship and/or other professional experience – to develop a public relations campaign for an actual client. As you will do in your future professional life, you will apply the principles and techniques of public relations to analyze case studies, track current public relations issues, create communication campaigns, and solve real-world problems. To ensure that students and teams have an understanding and clarity of topics, there is time reserved at the end of every class for students or teams to work directly with the instructor on campaign questions or issues.

This course marks your transition from student to professional. I will teach this course from the perspective of a practitioner and make use of extensive real-life examples. Lessons will be relevant to the contemporary practice of public relations and communications management. Further, you will work as a team with a real-world client and required to conduct yourself like a professional in your interactions with me, your teammates, and your client.

**Student Learning Objectives**

This course will exercise and refine your ability to think critically. Each assignment and task that you complete in this course requires you to collect, analyze, and apply information to the benefit of your client. By the end of this course, you should be able to:

- Develop an understanding of the public relations planning process, including applied research, planning, communication, evaluation, and stewardship/stakeholder relationship building and 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 informed by research to solve social, organizational, and/or communication issues
- Understand how to counsel a client on strategic public relations campaign development

The course specifically supports the following six professional values and competencies required graduates by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC):

1. Think critically, creatively, and independently
2. Conduct research and evaluate information using appropriate methods
3. Write correctly and clearly in forms and styles appropriate for the public relations profession
4. Critically assess your work to ensure that you express yourself accurately and professionally (using correct grammar and style)
5. Understand and apply basic numerical and statistical concepts
6. Understand and apply appropriate public relations techniques

### **CLASS FORMAT**

Class time will be dedicated to lectures and discussions of the planning process and current issues followed by time reserved for team meetings and work sessions. Students should prepare to dedicate ample time outside of classroom hours to complete their campaign projects. The requirements and expectations for the team project will be as rigorous and demanding as students' first job in public relations. All work completed for this class 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.

### **REQUIRED TEXT**

We will draw readings from the Bobbit and Sullivan (2013) text book. It will also be useful resource for you as a practitioner. As such, it is recommended that you purchase or have access to this text. If you have difficulty locating or accessing it, please discuss it with your instructor.

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

There will be additional readings assigned during the semester that will help you develop the campaign. They will be handed out in class, available online, or e-mailed to you. All readings must be **read in advance** of the class dates for which they are assigned. Your instructor will identify these in the semester reading list and schedule. One key reading will be Kelly (2001), as it provides the basis for the fifth step in the planning process which provides an ESSENTIAL check on the accuracy of the plan and provides for image and reputational assurances for your client.

Kelly, K.S. (2001). Stewardship: The fifth step in the public relations process. In R.L. Heath (Ed.), *Handbook of public relations* (pp. 279-289). Thousand Oak, CA: Sage.

### **ASSIGNMENTS, EXAMS, AND GRADE DISTRIBUTION**

The course grade will be determined on a 100-point scale as follows:

| <b>Assignment</b>                       | <b>Percent of Grade</b> |
|---|-------------------------|
| FPRA, PRSSA, PRSA, or Other Approved    | 5%                      |
| Networking/Prof Assn Event              |                         |
| Attendance and Class Participation      | 10%                     |
| Current Public Relations Topics         | 10%                     |
| Mid-term Exam                           | 20%                     |
| <b>Team Campaign Project</b>            |                         |
| Team Campaign Research Plan and Results | 15%                     |
| Final Team Campaign                     | 25%                     |
| Final Team Campaign Presentation        | 10%                     |
| Peer (Team Member) Evaluations          | 5%                      |

### **FPRA, PRSSA or Other Approved Networking Event (5%)**

Students will attend one professional networking event during the semester. You can attend a PRSSA speaker event (or skills seminar) or a Florida Public Relations Association or other professional association) event/meeting during the semester. This will account for 5% of the course grade. UF's Alpha Chapter of PRSSA typically sponsors speaker events and skill seminars on Wednesday evenings (see "Events" at <http://ufprssa.org/>) during the semester. To receive full credit, submit a one-page, double-spaced, typed summary of the featured speaker's presentation. In addition to the summary, students must demonstrate attendance. This can be done by submitting a second sheet containing the student's name, date of the meeting, and the signature of one Alpha Chapter officers stapled to the summary or (for non-PRSSA meetings) providing a business card or copy of a business card of a professional in attendance. Any substitute meetings must be approved in advance by the instructor.

### **Attendance and Class Participation (10%)**

This course requires you to be present and engaged!! Attendance and class participation counts toward 10 percent of our final grade. Students are expected to arrive to class on time. Class participation is determined by such efforts as discussion of assigned readings, performance in ungraded in-class exercises, and participation in raising timely and relevant issues to the attention of the class.

Arriving five minutes after the start of class or leaving early will result in the lowering of the student's grade. There are two excused absences for this class. Beyond the first two, each unexcused absence will result in a loss of one percentage grade for the total attendance/participation grade. However, perfect attendance does not ensure that the student will receive the full 10 percent for class participation. Students must be fully present during class, contribute to discussions, and demonstrate through their comments that they have read and understood assigned readings and benefited from previous class discussions. It is the student's responsibility to sign in. If the student's signature is not on the sheet for that day, the student will be marked absent. Students may not sign in for other students. Attendance may also be taken through roll calls and quizzes.

### **Current Public Relations Topics (10%)**

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. Knowledge of these events is critical to the successful practice of public relations. Your future clients will expect you to understand the issues and multiple perspectives cast upon them. Students are expected to read news periodicals (local, national, and international) and communication-related professional and academic journals regularly.

In addition to major outlets – such as the New York Times and Wall Street Journal -students can access public relations and other news sites for reviewing articles and sharing takeaways in class from such sources as PRSA Trends and Issues, PR Week, The Public Relations Strategist, Public Relations Tactics, CommPRO Executive Briefing, The Edge <http://prnewpros.prsa.org/>, Everything-PR <http://everything-pr.com/about/>, PR Newser, The Holmes Report, the 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](http://www.instituteforpr.com)) and PRSA ([www.prsa.org](http://www.prsa.org)).

At the start of each class, a couple of students will be asked to share a summary of a news event or company situation along with key takeaways, engaging the class in a brief discussion. The brief summary should be no more than 1 page or 2 slides; the summary should be printed out and submitted to the instructor. The summary must include:

- Your name, the headline or short summary title of the event or situation, the company or organization name, location, and type of business (what products do they produce, or services provided)
- A summary of the PR-related topic or development in the news
- Key takeaways and insights as to how elements of planning could help resolve or improve the situation or questions for the class. If you present questions, be prepared to lead a discussion of them

When sharing your summary, present the key points for about 5 minutes. We will then engage in brief discussion for another 5 minutes or so. You can also discuss recent research (such as that issued by the Institute for Public Relations).

### **Mid-term Exam (20%)**

There will be one exam which will account for a total of 20% of the course grade. This exam will test students on elements of the public relations planning process. The exam will cover course readings, weekly PowerPoint slides, handouts, class discussions, guest speakers, and student presentations.

Make-up exams must be approved and scheduled in advance and are only available for students who provide documented and acceptable excuses. Failure to provide a documented excuse prior to the exam date will result in a grade of zero on the exam.

### **Team Campaign Research Plan and Results (15%)**

Teams will discuss their campaign research plan with the instructor early in the semester; specific dates are noted in the class schedule. The final research plan and results will be submitted to fulfill this assignment. The purpose of this assignment is to demonstrate an understanding of conducting secondary research, critically assessing a situation based on research, and identifying, designing, and to the degree possible implementing primary research that should be conducted as part of the planning process.

The following sections should be included in this plan: situation analysis (overview of the campaign topic), purpose of the research (or research questions), a summary of secondary research, primary research plan including the research method selected and why, research protocol (specifically how you intended and then actually carried out the research including stages of the process, developing the research instrument such as the set of questions to ask interviewees, sampling technique and sample, data gathering, and analysis), and results of primary research. Teams will provide a 5-minute summary of their topic, research findings, and how they inform their topic and research that they completed to the class in addition to submitting a summary of the research. In addition to providing this summary, Teams must submit the written research plan and results in no more than 10 pages in length excluding references, double-spaced, and typed. **You MUST cite all sources meticulously using in-text citations and a compiled list of sources at the end of the written work.** This will account for 15% of the course grade. Details of this assignment will be discussed in class.

### **Final Team Campaign (25%) and Presentation (10%)**

Your team's final campaign plan and presentation is the MOST important part of your grade. You will submit a highly detailed written plan as a team, and present the plan as a team. This final campaign project requires students to work in teams throughout the semester to research and propose a public relations campaign for an actual client selected by the instructor. A written campaign document will be turned in and students will present their campaign design to the client, who will provide oral debriefing. Detailed instructions on the team campaign project are included in this syllabus.

Teams are required to submit two copies of the written campaign plan and an oral presentation of professional quality. When you present your strategic campaign plan, you are welcome to use

PowerPoint or Prezi if there are specific points that will be amplified using visual aids—for example, charts, photographs, compelling quotes or images associated with your client’s topic.

### **Peer (Team Member) Evaluations (5%)**

Team members will evaluate each other’s contributions to the campaign throughout the semester comprise 5% of your grade for the semester. You should complete and submit the peer evaluation form (which will be distributed during the semester) for each team member in your group. Your comments will only be read by the instructor. I will carefully review your peers’ assessments of your commitment and contribution to arrive at the evaluation grade. You will receive credit for their assessments only if you complete your assessments of your peers.

### **Grades**

Grades will be assigned based on the following scale:

| <b>Grade</b> | <b>Percent</b> |
|--------------|----------------|
| A            | 92-100         |
| A-           | 90-91          |
| B+           | 87-89          |
| B            | 82-86          |
| B-           | 80-81          |
| C+           | 77-79          |
| C            | 72-76          |
| C-           | 70-71          |
| D            | 60-69          |
| E            | 59 or less     |

Each assignment will be graded on a 100-point scale and weighted accordingly. Letter grades are based on the total points accumulated over the term. Students who earn a “C” or better will fulfill the PUR 4800 requirement for graduating with a degree in public relations and will not be required to retake the course.

### **Appointments**

Supporting students throughout the semester is a priority. Please stop by during my office hours to discuss assignments, materials or other concerns related to the course. Students may also schedule a meeting with me via email. I am always available before and after class, and will coordinate another time as needed. I have an open-door policy to meet with my students! Please reach out to me if you have questions or need help.

### **Speakers**

During the semester, the class will have the opportunity to discuss aspects of the public relations research with senior public relations practitioners. The purpose of inviting speakers to participate in class is to provide hands-on perspectives on role, realities, challenges, and opportunities when the research process is placed in practice. Students are encouraged to consider speaker’s experience and background, and develop discussion questions and topics.

### **Attendance**

Attendance is mandatory. Each student is allowed one absence for the semester. Absences beyond one will result in a reduction of the course grade by one percentage grade for each unexcused absence from your total attendance/participation grade. Students are responsible for all class work missed. They should consult with classmates, rather than the instructor, to obtain information on lectures, assignments, and other matters.

Several classes will be taught online this semester, requiring students to post in response to discussion topics on e-Learning to receive credit for attendance that day. The topics will involve current situations in public relations.

### **Makeups, Late Assignments, and Extra Credit**

The practice of public relations hinges on meeting deadlines. Missing deadlines not only damages a public relations professional's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, deadlines are treated seriously in this class. All written assignments are due by the date of the deadline, unless otherwise instructed. A student may not submit a late assignment and will receive a grade of zero for that assignment. There will be no make-up exams or extensions of deadlines. Dates have been announced in advance in the Weekly Course Plan so that students can schedule other activities around these deadlines. Exceptions will be rare and made only in cases of extraordinary, documented circumstances, as determined by the instructor. No extra credit will be given for additional work.

### **Academic Honesty**

The University of Florida is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Each student is bound by the academic honesty guidelines of the University and the student conduct code. The penalty for violation of academic honesty is an "E" for the course, at minimum.

Students are expected to observe the University of Florida's policy on academic honesty in fulfilling all course requirements. 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. Having someone else do your work or sign your name/initials on the attendance sheet is considered academic dishonesty.

Academic dishonesty includes the following: use of materials from another author without citation or attribution, extensive use of verbatim materials from another author with citation and attribution, and extensive use of one's own writing from past assignments or from assignments in other, current classes (called "double dipping"). 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.

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, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Furthermore, students are obligated to report any condition that facilitates academic misconduct to appropriate personnel. For more information about the student honor code, violations, and sanctions, go to the Dean of Students Office website at (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>). If you have any questions or concerns, please consult with the instructor.

### **Intellectual Property Protection**

Lectures given in this course, including handouts and PowerPoint® slide decks, are the property of the instructor and the University of Florida. Class lectures may not be recorded in any form without prior permission from the instructor and any guest lecturers that may speak to this class. Recordings, including class notes, may not be used for commercial purposes.

## **Diversity**

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 practice. 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.

## **Course Professionalism**

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. I expect you to adhere to workplace norms of collegial and respectful interaction. That specifically means you will arrive on time, not speak when another student or the instructor are speaking or use cell phones, lap tops or other electronic devices for anything other than note taking.

## **Classroom Conduct**

- Cell phones must be turned off during class.
- Photos and other recordings are prohibited unless approved in advance by the instructor.
- Reading unrelated material or talking while others are speaking is prohibited.
- Anyone violating these rules or disrupting class in other ways will be asked to leave the classroom.
- Students are urged to meet in-person with the instructor if they have questions or are having problems. Office hours are listed on p. 1 of the syllabus. Conversations immediately following class are welcomed.

## **Format for Written Assignments**

All written work submitted for this course must be coherent, logical, and carefully edited. Writing proficiency is necessary to pass this course. Misspellings, syntax, and grammar errors as well as other writing problems are unacceptable in upper-division college writing, especially in work by public relations students. Please do not submit materials with editing marks on them; all assignments must be client-ready. Specifics as to assignment format will be included in instructions provided during the semester.

## **Additional Final Notes**

The instructor reserves the right to make changes as necessary to the grading system and schedule for this course.

Computers are great tools, and we'll obviously be using them in this course, but they can also be distracting! **Laptop computers and iPads are welcome in class only for taking notes.** Because your classmates, the professor, and guest lecturers will need your full attention during our brief class time together, you may not email, text message, tweet, surf, check Facebook or other social media, etc. during class time. If you simply must engage in these activities, please excuse yourself from class or you'll be asked to leave.

Students are not permitted to bring guests to class unless special arrangements have been made with the professor prior to class. You are expected to maintain comprehensive class notes because class lectures and discussions often contain information that is not contained in the readings or slide decks.

## **Online Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course by completing

online evaluations at <https://evaluations.ufl.edu>. These evaluations are conducted online and typically open during the last 2 or 3 weeks of the semester, but students will be given specific times when they are open. Summary results of assessments are available to students at <https://evaluations.ufl.edu/results>.

### **Students with Disabilities**

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. The Center will provide documentation to the student which the student should then provide to the instructor when requesting the accommodation. Requests should be made at a private meeting during the instructor's office hours.

### **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.

**SYLLABUS – SPRING 2020**  
**PUR 4800 (SECTION 35HG): PUBLIC RELATIONS RESEARCH**  
**WEEKLY COURSE PLAN**

| <b>Week</b> | <b>Date</b> | <b>Topics</b>   | <b>Readings from Assigned Text</b>  | <b>Due</b>   |
|-------------|-------------|---|---|--|
| 1           | 1/6/2020    | Syllabus Review<br>Introduction to the Course   |   |  |
| 2           | 1/13/2020   | Current Topics in Public Relations<br>Comparison of Process Models<br>Situation Analysis<br>Introduction to ROPES Process<br>Campaign Teams Selected and<br>First Team Meeting  | Text: Chapters 1 and 2<br>Link:<br><a href="https://www.east.spu.ac.th/journal/booksearch/upload/68-public_relation.pdf">Situation Analysis in Public Relations Campaign Planning</a><br><a href="https://www.east.spu.ac.th/journal/booksearch/upload/68-public_relation.pdf">https://www.east.spu.ac.th/journal/booksearch/upload/68-public_relation.pdf</a>                            |  |
| 3           | 1/20/2020   | No class today due holiday  |   |  |
| 4           | 1/27/2020   | Current Topics in Public Relations<br>Research Basis for Planning<br>Conducting Secondary Research<br>Designing and Conducting Primary Research<br>Analyzing and Writing Research Results<br>Practical Challenges to Conducting Research – When Clients Say No to Research<br><b>Team meetings with instructor to discuss situation analysis and research</b> | Text: Chapters 3 and 4<br>Link:<br><a href="https://www.instituteforpr.org/wp-content/uploads/2006_Planning_Eval.pdf">Research Basis for Public Relations</a><br>Public Relations Research for Planning and Evaluation<br><a href="https://www.instituteforpr.org/wp-content/uploads/2006_Planning_Eval.pdf">https://www.instituteforpr.org/wp-content/uploads/2006_Planning_Eval.pdf</a> |  |
| 5           | 2/3/2020    | Current Topics in Public Relations<br>Campaign Planning: Goals and Objectives<br>Overcoming the Competence/<br>Confidence Gap   | Text: Chapter 5   |  |
| 6           | 2/10/2020   | Current Topics in Public Relations<br>Campaign Planning:<br>Implementation<br>Counseling Clients through<br>Planning<br><b>Team meetings with instructor to discuss goals and objectives and progress on planning element</b>   | Text: Chapters 6, 7, 8, and 9   | Research Plan and Results Due<br>Present goals and objectives at meeting with instructor |
| 7           | 2/17/2020   | Current Topics in Public Relations<br>Campaign Evaluation<br>Counseling Clients through<br>Evaluation<br>Giving and Receiving Feedback<br>Exam Review   | Text: Chapter 10  |  |
| 8           | 2/24/2020   | <b>Mid-term Exam</b>  | Course slide decks and readings for weeks 1 – 7; Exam review slide deck   | Mid-term Exam taken in   |

| Week  | Date      | Topics  | Readings from Assigned Text                                      | Due  |
|---|-----------|---|--|--|
|   |           |   | for week 7   | class  |
| 9   | 3/2/2020  | No class – Spring Break!  |  |  |
| 10  | 3/9/2020  | Current Topics in Public Relations<br>Developing Visual Components of the Campaign Plan<br>Aligning Resources and Schedule (Resource Loading; Float Times in Schedules)<br><b>Team meetings with instructor to discuss programming and implementation</b> |  | Draft summary of objectives, strategy, and supporting programming elements including tactics |
| 11  | 3/16/2020 | Current Topics in Public Relations<br>Issues during Implementation<br>Planning for the Unexpected and Uncertainty<br><b>Team meetings with instructor to discuss evaluation</b>   |  | Draft evaluation methods, schedule, and approach   |
| 12  | 3/23/2020 | <b>TEAM CAMPAIGN PREPARATION<br/>ONLINE CLASS ONLY</b>  | Articles will be posted to e-Learning.                           | Postings to e-Learning site  |
| 13  | 3/30/2020 | Current Topics in Public Relations<br>Leadership and Initiative for Young Professionals   |  |  |
| 14  | 4/6/2020  | Current Topics in Public Relations<br>Stewardship/Relationship Building<br>Applying Stewardship as a Check of Your Public Relations Plan  | Kelly article on Stewardship (noted in Text section of syllabus) |  |
| 15  | 4/13/2020 | Current Topics in Public Relations<br>Final Campaign Team Presentations   |  | Team presentations   |
| 16  | 4/20/2020 | Final Campaign Documents Due  |  | Final campaign plan document   |
| <b>Please submit instructor evaluations!!!!</b> |           |   |  |  |