

PUR 3801 - PUBLIC RELATIONS STRATEGY ONLINE – SUMMER 2020

DR. TINA MCCORKINDALE

E-MAIL: tina@instituteforpr.org

PHONE: 323-240-7822 (AS I AM BASED ON THE WEST COAST, PLEASE CALL BETWEEN 11 A.M. AND 8 P.M. EST)

TWITTER: tmccorkindale

COURSE WEBSITE: <http://elearning.ufl.edu>

COURSE COMMUNICATIONS: Please note that I'm located in Seattle, Washington (three hours behind Gainesville on PST). Occasionally, I come to campus, but it's fairly inconsistent.

If you have any questions about the course or your assignments, please email or call me. I will respond to you within 24 hours during the week and 48 hours on the weekend. If you request a lengthy answer, please send me your phone number and I will call you. Therefore, barring an emergency situation, it is advisable to contact the instructor well in advance of an exam or a deadline in order to give the professor adequate time to respond you. Feel free to set up an appointment to speak with me anytime about the course.

If you notice yourself having trouble in the course, it is crucial that you speak with me immediately.

Please note this is a summer class in a condensed format so we cover an entire class in only six weeks compared to a 15-week semester. However, the requirements don't change so please expect this class to be time-consuming and hard work. If you are worried about deadlines with a partner, then I suggest you work individually. Also, if you look at the calendar at the end of the syllabus, you will notice you have multiple modules due each week.

REQUIRED OR RECOMMENDED TEXTBOOKS (REQUIRED):

Smith, R. D. (2013). Strategic planning for public relations (4th ed.). New York: Routledge.

Additional readings can be found in the class schedule.

Sign up for the Institute for Public Relations weekly IPR Research Letter:

<https://instituteforpr.org/ipr-research-letter/>

COURSE DESCRIPTION: The development of skills in strategic public relations management based on an analysis of current and historical case studies.

PREREQUISITES: PUR 3000 Principles and PUR 3500 Research with minimum grades of C.

COURSE OBJECTIVES & LEARNING OUTCOMES:

As a result of the course, students should be able to:

- Demonstrate an understanding of the purpose of public relations and its strategic process, including a consideration of ethics and professionalism.
- 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 that from course prerequisites to the development of an experiential learning project for a client organization, which should become part of students' professional portfolios.
- Write and formulate fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.
- Define publics appropriate for specific client organizations and appreciate differences that affect programming.
- Recognize the importance of primary and secondary 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.

The course specifically supports seven of the 11 professional values and competencies required of graduates by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC):

- Demonstrate an understanding of the diversity of groups in a global society in relationship to public relations.
- Understand concepts and apply theories in the use and presentation of images and information.

- Demonstrate an understanding of professional ethical principles, and work ethically.
- Think critically, creatively and independently.
- Conduct research and evaluate information by appropriate methods.
- Write correctly and clearly in forms and styles appropriate for the public relations profession.
- Apply basic numerical and statistical concepts.

COLLEGE OF JOURNALISM AND MASS 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

INSTRUCTIONAL METHODS: This is an online course. You must have access to a computer, the Internet, a WORKING email address, and Canvas. You should also have

the ability to open PDF documents, PowerPoint, and YouTube videos. The textbook is required for this course. Attendance is evaluated by your timely submission of work. When we are not in class, you should expect to spend a minimum of 15 hours on this course per week, but as this is a summer class, even more. If you have any questions throughout the course, please do not hesitate to ask. I am here to help you in any way I can.

COURSE POLICIES:

Everything you need in this course can be found on Canvas. All assignments, PowerPoints, tests, and quizzes will be accessed through Canvas. In this course, you are responsible for your learning and time management. The deadline assignments are firm. Canvas is rarely down and that is the only exception to the rule. You need to prepare and allow time for “technical difficulties.” However, if you start a quiz and it doesn’t complete due to some computer issue, it will show me. Do not panic! Please email me and I will reset your quiz/assignment. It may take a little time so please be patient.

Each chapter will consist of reading materials, an online instructional video, and objectives. Chapters may also include video clips, quizzes, discussions, and case studies. Online classroom time will consist of lectures, video clips, discussion, in-class and out-of-class assignments, and small group projects. Readings in addition to the textbook will also be distributed during the course.

You are also required to follow the [Online Etiquette document](#).

ATTENDANCE POLICY: Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.”

COURSE TECHNOLOGY: If you have any issues with the course technology, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP - select option 2

ONLINE COURSE EVALUATION: 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/results>.

UF POLICIES:

UNIVERSITY POLICY ON ACCOMMODATING STUDENTS WITH DISABILITIES

(REQUIRED): “Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.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.”

UNIVERSITY POLICY ON ACADEMIC CONDUCT: 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 honesty 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 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 TAs in this class.

Additional Information: Academic dishonesty is a serious offense that not only comprises your personal integrity, but the integrity of University of Florida and your fellow classmates. Academic dishonesty includes plagiarism, cheating during exams, use of unauthorized study aids, and falsifying any university document. Any offense will be taken extremely seriously, and ignorance of the policies is not an excuse.

Therefore, all assignments using sources must be documented both in-text and in a bibliography using APA style. If you are not sure if something constitutes violation of academic dishonesty, please ask me. **COPYING (OR CUT AND PASTING) ANY MATERIAL FROM A WEBSITE CONSTITUTES PLAGIARISM. YOU MUST CREDIT ALL SOURCES OR YOUR TEXTBOOK.** Please note that if you copy large chunks of material word for word even with a citation and direct quotes, that this is unacceptable.

All assignments will be turned in via Turnitin.com.

I do not tolerate plagiarism. If you plagiarize in any way, you will receive a zero for the entire course, and turned into the Office of Student Conduct.

Do not submit the same work to more than one class without prior written permission from both instructors. Do not adapt work from another class for this class without my prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.

CLASS DEMEANOR OR NETIQUETTE: All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please make sure you read carefully the [Netiquette Document](#) on the UF site. One of the challenges of online instruction is that we can't see each other and we miss the face-to-face interaction. Please remember, there are individuals on the other end, both when speaking to your classmates and professor.

GETTING HELP AND CAMPUS RESOURCES:

TECHNICAL DIFFICULTIES: For issues with technical difficulties for Canvas, please contact the UF Help Desk at:

- <http://helpdesk.ufl.edu>
- (352) 392-HELP (4357)
- Walk-in: HUB 132

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

HEALTH AND WELLNESS: U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352-392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center:

<http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University

Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or 9-1-1 for emergencies).

<http://www.police.ufl.edu/>

ACADEMIC RESOURCES: *E-learning technical support*, 352-392-4357 (select option 2) or e-mail to Learningsupport@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <http://teachingcenter.ufl.edu/>

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <http://writing.ufl.edu/writing-studio/>

Student Complaints Campus:

https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaintprocess>

OTHER RESOURCES: <http://www.distance.ufl.edu/getting-help> for:

- Counseling and Wellness resources
- Disability resources
- Resources for handling student concerns and complaints
- Library Help Desk support

Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

GRADING POLICIES:

GRADING: Be responsible for the grade you earn in this class. Feel free to talk to me anytime if you want to discuss your progress in this class. The grading is as follows:

Examinations (2)	(40%)
Assignments	(15%)
Individual/Group Project	(25%)
Quizzes	<u>(20%)</u>
	(100%)

SUBMISSIONS: All out-of-class assignments and the final project must be typed. Assignments should be single-spaced, neat, with appropriate headers. These

assignments should be geared toward a working professional, rather than an academic course.

FEEDBACK: You will each receive individual feedback on your assignments. Please note that I do not give you guides or extensive feedback before about how to do the assignment. Rather, you should do the best you can do and then I will give feedback following the assignment. I do this intentionally so as not to limit (and many times in the workplace you have to create plans on your own rather than using a template). I caution you about using others' plans as an example from previous classes. Additionally, your instructor will post video guides and video feedback to the entire class. My feedback is more concerned with how to improve your work rather than what you did really well.

DEADLINES AND POLICIES:

ALL ASSIGNMENTS ARE DUE ON THE THURSDAY OF THE DESIGNATED WEEK BY 11:59 P.M.—NO EXCEPTIONS!

Example: (Due: July 15 at 11:59 p.m. is one minute before July 16).

You must use proper grammar and spell correctly in both the emails you send to me and in the papers you write. I know this is not an English class, but poor grammar and spelling errors indicate you did not spend enough time editing your paper and unfortunately, reflects poorly upon you. So please make sure you are aware of this, and pay close attention to your writing in a university and business setting.

Everything submitted should be should be single-spaced with a max 1.25 spacing with headers (if applicable). Please use normal margins.

ASSIGNMENTS (20%): All assignments are with your partner (if you have one) and they are structured to help you with your final project. You will be expected to incorporate feedback from the assignments into your final project. When you upload your assignment if you are working with a partner, please make sure to include their names. One assignment should be uploaded per group. Also, it is the responsibility of the submitter to share the feedback from the instructor (this should auto share).

All assignments will be turned in using Turnitin in Canvas.

Please watch the video that outlines each assignment and the strategic plan guidelines describes the individual sections that are due based on the assignment deadlines in the calendar.

Assignments deadlines are rigid. Assignments cannot be turned in late so please account for technical issues and such. Assignments should all be done in Microsoft

Word, not uploaded as a PDF, pages, txt, or works. The uploaded files should be named "last name.assignment name." The assignments will count as 20% of your Project grade. All assignments must include citations as footnotes (must be thorough) or APA style, both in-text and at the end. Please see the final project guide and syllabus for your due dates and directions.

FINAL PROJECT (20%): See supplementary project sheet for details of your final assignment.

QUIZZES (20%): Weekly quizzes will be given after each chapter. You will have 10 minutes to complete each quiz. Quizzes will open at 12:01 on Sundays of each week that you have a chapter reading, and you will have until Friday, 11:59 p.m. to complete the quizzes. You also have to take a Syllabus quiz that can be taken as many times as you want. See calendar for due date.

EXAMINATIONS (40%): There are two exam dates – the final exam is not cumulative. THERE ARE NO MAKE-UP EXAMINATIONS – If you miss an exam, you will receive a grade of zero. Generally, the exams are a combination of essay and multiple-choice questions. Exams will have time limits so you will not be able to treat this as an open-book test, but instead rely on your knowledge and application of the topics. For both exams, the Powerpoints and book chapters will be on the test – also any supplementary materials discussed may be as well. Both tests are 50 multiple-choice or true/false questions and you have 1 hour and 15 minutes to complete the test.

Tests will be given through ProctorU (see guidelines under this section). **You cannot access ANY materials (textbook, internet, notes, etc.) while you are taking the test.**

Exams are only open during a 48-hour window that starts at 12:01 am on the day it is due and will close at 11:59 p.m. the following day. You can only take it once (no repeats). If you have any technical difficulties, please email me. I can reset the test and can also determine what questions you have answered so far. If you have any technical difficulties, please contact the ProctorU technical support.

Exam 1 will include modules 1 to 7, Exam 2 will cover modules 8 to 14.

GRADING RUBRIC: CAN BE FOUND IN THE INTRODUCTION SECTION OF THE ONLINE COURSE

PROCTORU:

ProctorU is a live online proctoring service that allows you to take your exam from the comfort of your home. ProctorU is available 24/7, however, you will need to schedule

your proctoring session at least 72 hours in advance to avoid any on-demand scheduling fees. Creating a ProctorU account simple. You can do so by visiting go.proctoru.com.

In order to use ProctorU, you will need a high-speed internet connection, a webcam (internal or external), a windows or apple Operating System, and a government issued photo id. ProctorU recommends that you visit <https://test.webrtc.org/> prior to your proctoring session to test your equipment. We recommend you click on the button that says “connect to a live person” to fully test out your equipment.

Additionally, please visit and review the test-taker resource center [here](#). You should expect the startup process with the proctor to take about 10-15 minutes. However, this time will not affect your exam time. Please feel free to direct any questions to the student support team via the live chat within your account. .

ProctorU Student Support can be contacted via the LiveChat feature located within any ProctorU Account, at the help center at ProctorU.com, by email (help@proctoru.com) or by calling [855-772-8678](tel:855-772-8678).

POLICIES FOR ASSIGNING GRADE POINTS:

[HTTPS://CATALOG.UFL.EDU/UGRAD/CURRENT/REGULATIONS/INFO/GRADES.ASPX](https://catalog.ufl.edu/UGRAD/CURRENT/REGULATIONS/INFO/GRADES.ASPX)

GRADING SCALE:

The grading scale for the course is as follows:

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

COURSE SCHEDULE:

A WEEKLY SCHEDULE OF TOPICS AND ASSIGNMENTS (REQUIRED):

Disclaimer: This syllabus represents my current plans and objectives. As we go through the semester, those plans may need to change to enhance the class learning opportunity. Such changes, communicated clearly, are not unusual and should be expected.

Week	Week of	Topic	Reading & Assignment
1	May 11	Module 1: Introduction and Ethics	<p>READING(S): RS: Introduction, 1-19; Appendix B, 410</p> <p>ASSIGNMENTS: Discussion Board: Introduce yourself to the class. What are your goals in this class? What do you like to do outside of class? While this is not a graded assignment, I do encourage you to respond to some of your classmates' postings.</p> <p>You will also need to take a Syllabus quiz that counts for minimal points. You can take it over again as many times as you need, but you cannot access the rest of the class without taking it. It is available through May 15.</p> <p>Please note you have quizzes every week there is a chapter so make sure you complete the quizzes by Friday, 11:59 p.m.</p> <p>May 15: Deadline to let me know if you want to work individually or with specific people (up to four). Otherwise, you will be assigned a partner.</p> <p>QUIZ: Deadline: May 15</p>
		Module 2: PR Theories Types of Research	<p>READING(S): Rhee, Y. (2004). An overview of PR Theory. http://www.csus.edu/indiv/r/rheey/rhee_an%20overview.pdf</p> <p>QUIZ: Deadline: May 15</p>
2	May 18	Module 3: Situation Analysis	<p>READING(S): RS: Analyzing the Situation, 21-28</p> <p>QUIZ: Deadline: May 22</p>
		Module 4: Organization Analysis	<p>READING(S): RS: Analyzing the Organization, 41-56</p> <p>Leifer, R., & Delbecq, A. (1978). Organizational/Environmental Interchange: A Model of Boundary Spanning Activity. The Academy of Management Review, 3(1), 40-50. Retrieved from http://www.jstor.org/stable/257575</p> <p>ASSIGNMENTS: You will be put into your groups/partners (if you are not working individually). Work with your group to choose a company for your project. Now that you have selected the company for your project, it's time to turn in the Research portion of your campaign. Go to the Team Campaign Guidelines Document (in the introduction section of Canvas). You will use this as a guide for ALL your assignments. Make sure you watch the videos about each assignment before you start each assignment. In between the assignments with due dates, you should be working on all the sections of your plan.</p> <p>For the research portion, turn in the following sections: External Analysis, The Client, The Competition, and Situation Analysis. Limit: <u>Minimum</u> of six single-spaced pages with in-text citations and reference list (doesn't count toward</p>

			page minimum). Submit one assignment per group - include everyone's name Due: Thursday, May 23 QUIZ: May 22
		Module 5: Publics Analysis	READING(S): RS: Analyzing the Publics, 57-92 Grunig, J. E. (2009). Paradigms of global public relations in an age of digitalization. Prism, 6(2), http://www.prismjournal.org/fileadmin/Praxis/Files/globalPR/GRUNIG.pdf QUIZ: May 22
3	May 25	Module 6: Goals and Objectives	READING(S): RS: Establishing Goals and Objectives, 95-112 Guidelines for Setting Measurable Public Relations Objectives. (2009). Institute for Public Relations: http://www.instituteforpr.org/wp-content/uploads/Setting_PR_Objectives.pdf ASSIGNMENT: This should be the KEY PUBLICS section of your Final Plan. Research is critical for this assignment. Minimum of four single-spaced pages. See Team Campaign Guidelines Document and watch the video. Due: Thursday, May 28 QUIZ: May 29
		Module 7: Action and Response Strategies	READING(S): RS: Formulating Action and Response Strategies, 113-169 QUIZ: May 29
4	June 2/3		ASSIGNMENT: EXAM 1 (June 5) (Modules 1 to 7) (IT'S UNDER MODULE 9 CAMPAIGN CHECKPOINT) (Name of Exam in ProctorU: PUR 3801 Public Relations Concepts and Strategy Mid-term Exam) Password: publicrelationsmidterm
		Module 8: Developing the Message Strategy	READING(S): RS: Developing the Message Strategy, 172-223. Summerfield, S., & Benninghoven, S. (2014). Successfully communication with key messages. SAE Communications. http://aapa.files.cms-plus.com/SeminarPresentations/2014Seminars/14PRGR/Summerfield%20handout%202.pdf ASSIGNMENT: Goals and Objectives: See Team Campaign Guidelines Document. Complete 12.a and 12b (you do not have to complete 12c and 12d until the next assignment). Watch the video. Limit: One page. Due: Thursday, June 4 QUIZ: June 5
		Module 9:	You should have a fairly solid understanding and plan for your campaign underway.

		Campaign check point	
5	June 8	Module 10: Tactics Pt 1	READING(S): RS: Selecting Communication Tactics, 227-263 QUIZ: June 12
		Module 11: Tactics Pt 2	READING(S): RS: Selecting Communication Tactics, 264-303 ASSIGNMENT: NONE OPTIONAL: See Team Campaign Guidelines Document. If you want me to review your strategies and tactics (12c. and 12d) before you turn them into the final plan (which I HIGHLY, HIGHLY suggest), please send to me no later than June 11. Please include a rationale for each of your chosen strategies. You do not get extra credit and this will not be graded. QUIZ: June 12
		Module 12: Media Relations	READING(S): RS: Implementation of Strategic Plan, 304-311 RS: Effective Media Engagement, p. 442 QUIZ: June 12
		Module 13: Budget and Calendar	READING(S): RS: Implementation of Strategic Plan, 312-326 QUIZ: June 12
		Module 14: Evaluation & Measurement	READING(S): RS: Evaluating the Strategic Plan, 331-356 Michaelson, D., & Stacks, D. W. (2011). Standardization in public relations measurement and evaluation. Public Relations Journal, 5(2), 1-22. QUIZ: June 12
6	June 15	Final Plan	Assemble and organize final plan for submission based on the outlined criteria ASSIGNMENTS: Final Plan (and peer evaluation sheet). See Team Campaign Guidelines Document. Due: Wednesday, June 17
	June 18/19	FINAL EXAM	FINAL EXAM: Thursday, June 18/19 (Modules 8 to 14) (Name of Exam in ProctorU: PUR 3801 Public Relations Concepts and Strategy Final Exam)

			Password: publicrelationsfinal
--	--	--	--------------------------------