



SYLLABUS – PUR 4800 (0019) PUBLIC RELATIONS CAMPAIGNS*

Summer A 2020

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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:

This is a comprehensive six-week online class delivered via CANVAS E-Learning modules each week. 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 the WEEKLY modules 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 (an excellent reference book for Campaigns from your PUR3801 course):

Smith R. D. (2017). *Strategic Planning for Public Relations* (5th 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).

ATTENDANCE POLICY:

As this is now an online course, students are expected to exhibit a high level of self-discipline. Each module is designed for completion on a week-by-week basis (with few exceptions of assignments from previous modules due in forthcoming module weeks). An assignment breakdown follows however if you have a particular way you like to organize your workload it is encouraged for you to set up these systems of organization in WEEK 1 so you can keep track of your/team deliverables. Each module and its respective components have been developed by week in CANVAS E-Learning inclusive of reading assignments; lectures; discussions; Exam and your campaign book and final presentation. To be clear, you are expected to complete all assignments by their stated due date. Additionally, please read your assigned text chapters in advance of the lecture.

OTHER CLASS POLICIES:

- The University of Florida Honor Code applies to all activities associated with this 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 a telephone 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) Discussion assignments; (2) Semester exam; (3) A final campaign project and presentation [group]; and (4) Peer Review

Four Modes – percentage of grade/points

- Discussion assignments (10% - 50 points)
- Semester Exam (25% - 125 points)
- Campaign Project: (55% - total 275 points)
 - campaign “book” (40% - 200 points)
 - campaign team PowerPoint presentation (15% - 75 points)
- Peer Review – Two reviews (WEEK 4 & 6) – (10% - 50 points total)

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

- **Discussion assignments** will begin WEEK 1 and conclude in WEEK 5 (for a total of 10% of your final grade). The intent behind these assignments is largely to assess how engaged you have been in the lectures thus far and get you thinking about the lesson’s application to your ultimate campaign. These assignments are checkpoints. In the event that it becomes clear you are missing the essence of the lesson the instructor will intervene and help provide clarity. The goal is to ensure you leave the module informed and ready to team at a high level in the context of an integrated public relations campaign. A discussion – response rubric will be provided in WEEK 1. You are required to submit these weekly. No late work will be accepted.
- There will be one closed book, comprehensive online **semester exam during WEEK 4**. A study guide will be provided to you prior to the exam. Content of class lectures and required readings are subject to inclusion. The exam will take place in Week 4. It will open on a specific date and close on a specific date. It will be timed and require HonorLock – once you start the exam you will be required to finish it in a specific time period, i.e., 60 minutes.
- **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 digital campaign plan (“the book”) will be submitted by each team and students will present their campaign

designs to the client via a recorded presentation. Detailed instructions on the team campaign project will be provided in WEEK 1.

- Utilizing confidential forms, team members will twice evaluate each other's contributions.

The **campaign project grade** of 275 points will be based on the quality of the campaign plan as well as the final group presentation.

COURSE SCHEDULE: [PER UF Catalog, Summer A classes begin Monday, May 11 and end Friday, June 19, 2020] Summer A classes are five blocks of time, 75 minutes per block, for a total of 375 minutes or 6.25 hours per week of course instruction time.

WEEK 1 (Week of May 11) – Module 1: a variety of videos, including introduction to course; text; grading; and requirements.

An Overview of the Campaign Management Plan Process

Lectures on chapters 1 – 3 (from Required Text)

Team Assignments made – Teams should begin scheduling regular meetings (via Zoom) to discuss roles, responsibilities and due dates. Teams should determine who are the Account Executive, Research Director, Creative Director and Copywriter.

Discussion 1 (assigned and due – 10 points)

WEEK 2 (Week of May 18) – Module 2: a variety of videos; links to case studies; and this week's requirements; sample outline of your campaign plan/book and a sample of an excellent presentation POWERPOINT.

Lectures on chapter 4 – 6 (from Text)

Introduction to client and upload of a variety of client files/presentations for your review

Research data uploaded for your team use to produce your Research Report due next week – Research Directors from the four teams meet and finalize plan methodology; data findings, implications and full research report. All four groups utilize this one Research Report in their plans/books. Creative Directors can individualize look of the report (graphics, tables, charts, etc.), but all four teams use one set of written data; one final written copy for the report.

Discussion 2 (assigned and due – 10 points)

Study Tips for Exam distributed

Teams meet regularly throughout the week

WEEK 3 (Week of May 25) – Module 3: Overview of the week; Teams should complete draft campaign book 'look' and outlines; complete all Research Report and move toward

programming sections, including goal-setting, objectives, tactics, timelines budget and evaluation sections.

Lectures on chapters 7 – 9 (from Text)

Discussion 3 (assigned and due – 10 points)

Your campaign plan and book should be designed, cover, account team bios, table of contents, Executive Summary (placeholder), research report, should be complete by Friday of this week. Now you will move into the Programming sections, timelines, budget, and evaluation section. Creative Directors should design and prepare the PowerPoint template.

Teams meet regularly throughout the week.

WEEK 4 (Week of June 1) – Module 4: Overview of the week.

Exam (chapters 1 – 9 of TEXT, inclusive of lectures) uploaded on CANVAS, Tuesday, June 2, 12:30 p.m. – to close on Thursday, June 4 at 11 p.m. HONORLOCK and timed for 60 minutes. (due by 11 p.m., June 4 – 125 points)

Teams continue to meet and work on campaign book to begin finalizing timelines/budgets and evaluation sections. All sections should be draft format early WEEK 5.

Discussion 4 (assigned and due – 10 points)

Peer Review 1 (distributed and due by Friday, June 5, 5 p.m. – 25 points)

Teams meet regularly throughout the week.

WEEK 5 (Week of June 8) – Module 5: Overview of the week.

Lecture on final campaign book/presentations...DRAFT FINAL campaign plan/book must be emailed to mickey.nall@jou.ufl.edu no later than Wednesday, June 10, 2020, at 4 p.m. in order to receive feedback by Friday, June 12, so that teams can move to finalize plan/book. Teams move to draft POWERPOINT presentations.

Discussion 5 (assigned and due – 10 points)

Teams meet regularly throughout the week.

WEEK 6 (Week of June 15)– Module 6: Overview of the week.

FINAL Campaign plan/book due via email to mickey.nall@jou.ufl.edu

Wednesday, June 17, 2020, 5 p.m. (200 points)

FINAL taped presentation of Team and POWERPOINT presentation due

Friday, June 19 at 5 p.m. (75 points)

Teams meet to finalize book, finalize POWERPOINT, rehearse presentation, and record final presentation.

Peer Review 2 (distributed and due by Friday, June 19, 5 p.m. – 25 points)

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