

**SYLLABUS**  
**PUR 4800 - 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.

Finally, as an online summer course, there will be a total of 6 weeks in which to research and develop a public relations campaign. This compressed schedule means that students will be learning material and working on campaign elements beginning in the first week of the course. There are deliverables due every week of the short semester. We will meet twice per week as part of this course. I am also available to meet as often as teams or students need support, have questions, or need a thought partner.

**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**

The class will be conducted remotely using e-Learning online collaboration Zoom and team meetings with the instructor also conducted via Zoom or, if preferable to students, telephone. Students are expected to work closely with their team to develop their draft and final campaigns and presentations. 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 and case studies 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>
Attendance and Class Participation	10%
Current Public Relations Topics	10%
<b>Team Campaign Project</b>	
Team Campaign Research Results	15%
Draft Campaign Plan	25%
Final Team Campaign	20%
Final Team Campaign Presentation	10%
Peer (Team Member) Evaluations	5%
Client Evaluation	5%

### **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 one excused absence for this class. Beyond this absence, 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.prisjournal.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, 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 summary should provide:

- 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 10 minutes or so. We will then engage in brief discussion for another 10 minutes or so. You can also discuss recent research (such as that issued by the Institute for Public Relations).

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

Teams will discuss their campaign research plan with the instructor during the first week of the summer course and begin conducting research immediately. The final research plan and results will be submitted to fulfill this assignment during the second week of the course. 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: overview of the campaign topic, a summary of secondary research – focusing on research on the organization, issue, and publics. Given the compressed schedule, teams are not expected to design and conduct primary research; however, if teams would like to design and conduct primary research, discuss it with the instructor prior to undertaking it. Teams must submit the written research results in no more than 20 pages in length excluding references, single-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.

### **Draft Campaign Plan (25%)**

Campaign teams must submit an electronic version of the draft of their complete campaigns, including sample collateral to be provided. This draft plan should include the five steps in the planning process applied to your client and the issue. Each section should build upon and align with the previous.

### **Final Team Campaign (20%) and Presentation (10%)**

Your team's final campaign plan and presentation represents one-third of your grade in the course. You will submit a highly detailed written plan as a team and present the plan to your client. 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.

Teams are required to submit an electronic copy of the written campaign plan and a PowerPoint or Prezi presentation of professional quality. Teams will present their campaigns to clients by virtual collaboration platform. Your presentation should note the key findings from research, your approach, goal, and objectives, and highlights of the programming, evaluation, and stewardship.

### **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.

## **Client Evaluation (5%)**

Client feedback on team performance and work products will comprise 5% of your grade.

## **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 email, send me a message through e-Learning, or call me to discuss assignments, materials or other concerns related to the course. 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.

## **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.

### **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.

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 or are otherwise clearly distracted, please excuse yourself from class or you will be asked to leave.

### **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 – SUMMER 2020**  
**PUR 4800: PUBLIC RELATIONS CAMPAIGN**  
**WEEKLY COURSE PLAN**

<b>Week</b>	<b>Date</b>	<b>Topics</b>	<b>Readings from Assigned Text</b>	<b>Due</b>
1	7/6/2020	Instructor and Class Introductions Course and Syllabus Review Comparison of Process Models Introduction to ROPES Process Introduction to Client First Team Meeting		
1	7/7/2020	Current Topics in Public Relations Research Basis for Planning Conducting Secondary Research Designing and Conducting Primary Research Discuss Research for the Team Campaigns	Text: Chapters 1 - 4 <a href="#">Research Basis for Public Relations</a> Public Relations Research for Planning and Evaluation <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>	Notify instructor of name of team leader and team roles Schedule a call with the client (conduct client call during week 1 (preferably) or early in week 2 Team leader – coordinate timing with team, instructor, and client; setup and send link for Zoom call and meeting invite
2	7/13/2020	Current Topics in Public Relations Discuss Progress on Research for the Team Campaign Analyzing and Writing Research Results Practical Challenges to Conducting Research – When Clients Say No to Research		
2	7/14/2020	Current Topics in Public Relations Step 2: Developing the Campaign Goal and Objectives	Text: Chapter 5-6	
2	<b>7/17/2020</b>	<b>ASSIGNMENT DUE</b>		<b>Submit campaign research section</b>
3	7/20/2020	Team meetings with instructor to discuss goals and objectives and progress on planning element	Text: Chapters 7, 8, and 9	
3	7/21/2020	Current Topics in Public Relations Discuss campaign goal and objectives Step 3: Programming	Text: Chapter 10	Report key research findings to client and approach
4	7/27/2020	Current topics in public relations Case study review Step 3: Programming Elements	Case study	

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		Discuss Programming Elements and their application to team campaigns		
4	7/28/2020	Current topics in public relations Steps 4 and 5: Campaign Evaluation and Stewardship/ Relationship Building Counseling Clients through Evaluation Applying Stewardship as a Check of Your Public Relations Plan Role, Purpose, and Development of an Executive Summary Content of the Client Presentation		
5	8/3/2020	Current topics in public relations Review Campaign for Alignment and Consistency Among Sections Finalize Tactics to be Submitted to Client Review of Draft Presentation		Schedule team meetings with clients and instructor to present final plan during week of August 10-15, 2020. The instructor must be invited to the client meeting.
5	8/4/2020	Current topics in public relations Review of Summary Figure of Goal, Objectives, and Tactics Discussion of Challenges/Issues		
5	8/5/2020	<b>ASSIGNMENT DUE</b>		<b>Draft Campaign Plan and including Executive Summary and Presentation Document</b> (Draft presentations must be submitted to the instructor for review prior to the client meeting).
6	8/10/2020	Presentation to client completed. Meeting with instructor for presentation practice/runt through		<b>Final Peer Evaluation forms</b>
6	8/11/2020			<b>Final Campaign Document Due</b>  Team leader to send client final Campaign document and presentation

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**WEEKLY COURSE PLAN**

<b>Week</b>	<b>Date</b>	<b>Topics</b>	<b>Readings from Assigned Text</b>	<b>Due</b>
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**Please submit instructor evaluations!!!!**