

# PUR4932: Public Relations Entrepreneurship

## Instructor

**Cristy Brusoe**

- **Contact:** [cbrusoe@ufl.edu](mailto:cbrusoe@ufl.edu) or [cbrusoe22@gmail.com](mailto:cbrusoe22@gmail.com)
- **Virtual Office Hours:** By appointment only.

Instructor will respond to students' inquiries within 24 hours on work days and within 48 hours on weekends.

## Course Description

No matter the career, in the business world, entrepreneurial leadership is a highly sought after asset. This holds true for the public relations industry. At some point in a PR career, one may work as a freelancer, for a start-up, or may even decide to open their own shop. Others will find work as "intrapreneurs" within established organizations, developing creative strategies and launching innovative new programs. Through assignments, discussions, and projects, students will discover how an entrepreneurial spirit is at the core of the public relations profession.

## Course Goals

Upon completion of this course, students will be able to:

- Demonstrate proficiency with concepts of entrepreneurship and intrapreneurship, specifically within the public relations profession.
- Identify the traits of a successful entrepreneur/intrapreneur.
- Have knowledge of the process of establishing yourself as an entrepreneur/intrapreneur.
- Understand the process of researching potential new business opportunities.
- Take a leadership role on new business or client planning and proposals.

## Reading Materials

Although there is no textbook for this course, additional weekly readings will be required.

## Grading Policies

### Weekly Assignments

Each module's weekly assignment is worth 2 points. 2 points will be given if the assignment is conclusive and included all components asked for. If the assignment is half-complete, 1 point will be awarded.

### **Discussion Board Posts**

Discussion board posts are worth 2 points weekly. One point is awarded if all of the discussion post questions are answered in full detail. Another point is awarded if you are active within the discussion board and reply to at least 1 other students's posts - giving your thoughts on what they posted for the week.

### **Mid-Term Project**

50% of the mid-term assignment will be based on research on the potential client, explanation of choosing that client, identifying the appropriate contact person, and the new business email/letter you write. The remaining 50% of the mid-term assignment will be based on the 3-month introduction plan you pull together and how well you incorporate the elements listed.

### **Final Project**

You will be graded 50% on the presentation materials you use (PowerPoint, images, Canvas, however you choose to present it). You will also be graded 50% on the presentation itself. Make sure all team members are included and have a part in the presentation.

### **Grading Distribution**

<b>Assignment</b>	<b>Total Points</b>	<b>Percent of Grade</b>
Weekly Assignments	26	26%
Discussion Board Posts	26	26%
Mid-Term Project	20	20%
Final Project	28	28%
<b>Total</b>	<b>100</b>	<b>100%</b>

### **Grading Scheme**

<b>Grade</b>	<b>Percent</b>	<b>Points</b>
<b>A</b>	93% – 100%	93 - 100
<b>A-</b>	90% – 92%	90 - 92
<b>B+</b>	86% - 89%	86 - 89
<b>B</b>	83% - 85%	83 - 85
<b>B-</b>	80% - 82%	80 - 82
<b>C+</b>	76% - 79%	76 - 79
<b>C</b>	73% - 75%	73 - 75
<b>C-</b>	70% - 72%	70 - 72
<b>D+</b>	66% - 69%	66 - 69
<b>D</b>	63% - 65%	63 - 65
<b>D-</b>	60% - 62%	60 - 62
<b>E</b>	0 - 59%	0 - 59

Information about UF's current grading policies may be found at the [UF Grades and Grading Policies website](#).

## **Class Policies**

### **Class Attendance and Make-Up Policy**

Participating in class online is expected each week. If you are unable to participate in a week's activity, please contact the instructor as early as possible via email. Excused absences are consistent with the [UF Undergraduate Catalog Attendance Policies](#), and require appropriate documentation.

## UF Policies

### University Policy on Accommodating Students with Disabilities

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#)(352-392-8565) 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.

The instructor should be notified of any special accommodations required by the student when they begin their course.

### UF Counseling Services

Resources are available on campus for students having personal problems or lacking a clear career and academic goals which interfere with their academic performance. These resources include:

- [UF Counseling & Wellness Center](#), 301 Peabody Hall, 352-392-1575, personal and career counseling
- [UF Student Health Care Center](#)
  - Student Mental Health, 352-392-1171, personal counseling
  - Sexual Assault Recovery Services (SARS), 352-392-1161, sexual counseling
- [U Matter We Care](#)
- [UF Career Resource Center](#), Reitz Union, 352-392-1601, career development assistance and counseling

### University Policy on Academic Misconduct

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](#) 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.

From [Regulations of the University of Florida, 4.041 Student Honor Code and Student Conduct Code: Scope and Violations](#):

**Plagiarism.** A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

1. Quoting oral or written materials including but not limited to those found on the internet, whether published or unpublished, without proper attribution.
2. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student."

From Regulations of the University of Florida, 6C1-4.047 Student Honor Code and Student Conduct Code: Sanctions:

For a violation or violations of the Honor Code, a student may receive any of the sanctions that can be imposed for Student Conduct Code violations, including but not limited to conduct probation, suspension and expulsion as well as any educational sanctions. In addition, students may receive the following:

1. Assignment grade penalty. The student is assigned a grade penalty on an assignment including but not limited to a zero.
2. Course grade penalty. The student is assigned a grade penalty in the entire course including but not limited to an 'E'."

### **Course Evaluation**

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations on the GatorRater: Faculty Course Evaluations website. 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 on the Public Results page of the same website.

### **Netiquette & Class Demeanor**

Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in discussion, and conversations that do not contribute to the discussion should be held at minimum, if at all.

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. Please read the Netiquette Guide for Online Courses.

### **Security**

Remember that your password is the only thing protecting you from pranks or more serious harm.

- Don't share your password with anyone
- Change your password if you think someone else might know it
- Always logout when you are finished using the system

### **Getting Help**

## **Technical Help**

If you have issues with videos, go to the [Mediasite Helpdesk](#).

For other technical difficulties, please contact the UF Computing Help Desk:

- Location: HUB 132
- Email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)
- Phone: (352) 392-HELP - select option 2
- Website: [e-Learning @ UF](#)

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from LSS 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.

## **Disclaimer**

Except for changes that substantially affect implementation of the evaluation (grading) statement, this syllabus is a guide for the course and is subject to change.