

Public Relations Strategy

PUR 3801 (Sect. 6044): Fall 2020

T 3 - 5 (9:35AM - 12:35PM), E-Learning/Zoom Conference

Instructor:	Moon J. Lee, Ph.D.	Phone:	352-273-1699 (office)
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TA:	Rachel Son	Contact Info. & Office Hours:	rachelson@ufl.edu Available Time: Tuesday/Thursday 1:30-3:00 p.m. & by appointment (email first)

Course Description

This course deals with critical issues related to contemporary public relations practice and strategy. The class is based on the analysis of existing current and historical cases, in-depth discussion, situation analysis, and strategic planning. During the semester, students are expected to conduct a case study and present it to their peers. We will carefully examine the cases, policies, principles and trends of the public relations profession. This course will offer important insights into the development of public relations and communications strategies. The course is aimed at developing and enhancing both students' practical knowledge of the public relations field as well as critical thinking and problem solving skills.

Note: We will primarily use class discussions, case studies, experiential learning projects, presentations, and hands-on instructions to engage in the learning process instead of simply recounting what is stated in the readings. We will emphasize *interactivity* and *collaboration* and classes will move in a seminar format much like the collaborations that operate in the professional world. This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in class into workable solutions. It is essential that you keep up with the reading schedule and come to class prepared with the assigned reading's concepts in your memory and in your written notes. Not all of the materials that you read will be discussed or explained in class, therefore, if you need further explanations or clarifications please take advantage of the posted office hours. If you have a problem, see me sooner, not later.

Course Objectives

This course will help you to:

1. carefully examine the cases, policies, principles and trends of the public relations.
2. demonstrate a keen knowledge of theory and application of public relations through case studies and class discussions.
3. develop and enhance both the practical knowledge of the public relations field as well as critical thinking and problem solving skills.
4. conduct original case studies from conceptualization to final presentation of findings.
5. 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.
6. write and formulate fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.

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.

Course Requirements

Requirements include reading assigned materials, participating in class discussions, conducting one case study project, and a final presentation.

- Reading Assigned Materials: Students are responsible for all assigned readings and material covered in class.

Text Book: Smith, R. D. (2013). *Strategic planning for public relations* (4thed.). New York: Routledge.

Additional Readings: As and when assigned and made available on Canvas

Online Course Administration — e-Learning in Canvas

<http://lss.at.ufl.edu/> will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, evaluation forms), and grades. For instance, an electronic file of this document is posted on Canvas. You can access the site by using your GatorLink username and password. Please check the site for announcements and/or threads of comments from classmates and the instructor.

- **Grading Criteria:**

Active participation/Class Attendance	10%
Individual Case Presentations	10%
Experiential learning project	45%
Situation analysis	15%
Strategic plan	20%
Presentation	10%
Examinations	35%
First exam	15%
Final exam	20%
Total:	100%

Grading for the course follows current UF grading policies for assigning grade points (see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

Range	Final Grade
93 - 100 pts	A
90 - 92 pts	A-

87 - 89 pts	B+
83 - 86 pts	B
80 - 82 pts	B-
77 - 79 pts	C +
73 - 76 pts	C
70 - 72 pts	C-
67 - 69 pts	D +
60 - 66 pts	D
Below 59 pts	F

- **Class Participation/Attendance (10%):** You will be expected to participate in class discussion.

Attendance is mandatory. Absences count from the first class meeting. You are responsible for notifying me of the cause of your absence for a class meeting

Each "UNEXCUSED" absence in my records will result in 2.5 points lost from a total of 10 points for class participation/attendance. In other words, if you have four (or more) unexcused absences, you will not receive any points for your class participation/attendance. Ordinarily, I will not allow any more than two excused absences per semester.

It is **your** responsibility to proactively seek and acquire information you missed due to an absence-regardless of whether the absence was excused or not. Also, please save all your assignments in case any problems occur. It is your responsibility to provide them when needed.

For further information on attendance policy, please consult:

<http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html>

- **Individual Case Presentation (10%):** Each student will conduct a case study and present the case in class. Students should consult with the instructor about a possible topic and date for presentation during the first week of the semester. This 30-minute oral and visual presentation will summarize public relations strategy use of a selected organization as identified by the student and approved by the instructor. Students are encouraged to supplement their presentations with a variety of sources and to emphasize the use of digital public relations in their selected cases. Public speaking, visual communication, and research skills will be evaluated.

** In the beginning of the semester, we will decide who is going to present a case to the class and when. You should email your name, student id, a case topic, and the date. You need to provide a short outline for your presentation in advance to our TA. Each individual is required to prepare a class presentation from a chosen topic. Prepare an outline (with moderate details) for your classmates. Also, you will be asked to moderate class discussions (through Zoom). You need to prepare an approximately 30 minute presentation along with 3 to 5 questions for your classmates to discuss while moderating. It is a good idea to include your questions in your outline. However, if not, please make sure to provide your questions to the instructor separately.

***** Please make sure to provide your presentation materials and detailed outline to my TA by noon on Monday, prior to your scheduled presentation.***

- **Experiential learning project assignments (45%)**

- A. Situation analysis (15%): DUE 10/20/2020**

Minimum 5 single-spaced pages, Times Roman 12, margins 1". This is a summary of the analysis of the client organization, its main challenges, its existing communications, and its targeted publics. It should be supported by secondary research on your chosen organization. The analysis should include a variety of reliable sources and corporate information. The references must follow the *Publication Manual of the American Psychological Association*. The main components of this analysis are: problem/opportunity statement, background of the situation, background of the organizations (internal and external environments/impediments and public perceptions), existing communication techniques and efforts (strategic key messages), and the description of targeted publics.

- B. Strategic plan (20%): DUE 12/08/2020**

Minimum 5 single-spaced pages, Times Roman 12, margins 1". The situation analysis should be the base for this second written assignment. It must include a central theme, goals and objectives, the formulation of action and response strategies, messaging, and the selection of tactics. Smith (2013) should guide these parts of the assignment.

- C. Final presentation (10%): 12/08/2020**

The presentation of the strategic plan will last 30 minutes. This presentation includes the analysis of the organization, challenge/opportunity, and target publics, as well as the planned objectives, strategic messaging, and tactics.

Deadline: Failure to meet assignment deadlines will result in a lowered grade (-5 points per day).

- **Exams (35%): 10/13/2020 & 11/24/2020**

Two exams will be given during the regularly scheduled class periods. Exams are designed to test the student's knowledge of the main ideas covered in each of the readings, handouts, and class discussions as specified in the syllabus. The exams will be multiple-choice and **non-cumulative**. Exam grades will be posted on Canvas.

**** Please note that the exams will be taken online. You will be instructed to use "Honorlock". Further instructions will be given to you when appropriate.**

No Make-Up Exams:

If you miss an exam you will receive a grade of zero for that test. Documented exceptions for extreme circumstances will be considered and should be discussed with the instructor or the teaching assistant. 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>

End of Course Evaluations

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>.

Academic Honesty

Students should be aware of academic honesty in fulfilling all course requirements. Plagiarism is not permitted. If you use information from a publication, you must attribute a source.

Course Professionalism

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, the students, the professor, and the teaching assistant adhere to workplace norms for collegial and respectful interaction. Students are expected to arrive on time, not leave early unless prior permission is granted, and wait for the class to end before packing to leave.

Further, students are expected to conduct themselves in an honest, ethical, and courteous manner — with classmates, the professor, and the teaching assistant. Eating, drinking, and privately chatting in class do not demonstrate professional behavior. Chatting while the instructor, the teaching assistant, or another student is talking is unacceptable behavior; such actions can result in being asked to leave the classroom and will result in a lowering of your class participation grade.

Cell phones and other electronic devices must be turned off completely during class; manner mode or vibrate is not considered off. In the event of an emergency situation, notify the professor at the start of class. Laptops may be used only as a note-taking device. Surfing the Internet, checking or creating email, playing games, and other online activities not related to class are strictly prohibited.

The Honor Pledge

The University of Florida Honor Code applies to all work related to this class. All students are expected to be honorable and to observe standards of conduct appropriate to a community of scholars. Students are expected to attend every class, arrive on time, and participate in class discussions. Assigned readings should be completed prior to class, and students should be prepared to discuss the assigned material. Any material discussed in class and/or covered in the assigned readings may be included on examinations. Students will not be allowed to make up exams. Exceptions to this policy will be limited to documented exceptional (as defined by the professor) circumstances and at the discretion of the professor. Students arriving more than 10 minutes late to an exam will not be allowed to take the exam.

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 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 obliged 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.

Students Who Need Accommodation/Help

We are committed to helping students with special challenges overcome difficulties with comprehending the subject matter, while abiding by the standard code of confidentiality. In order to address academic needs, we must be informed of the student's circumstance at the beginning of the semester, *before* performance becomes a factor. This is not to imply that standards of fairness will not be generally applied when evaluating student work; only that reasonable and appropriate measures will be taken to ensure that officially recognized challenges do not become a hindrance to a student's ability to succeed in this course.

Students requesting classroom accommodation must first register with the Dean of Students Office (Disability Research Center – 352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor or teaching assistant when requesting accommodation. Students with challenges should follow this procedure as early as possible in the semester.

Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>

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

Other Important Notes

- The professor reserves the right to make changes, if necessary, to the grading system, schedule, or other matters pertaining to the class.
- The professor may also be reached via e-mail and the telephone, but please be aware that the professor will not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. 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 to you.
- Students are expected to fully engage in class instructions and activities during the class periods. Please refrain yourself from using mobile phones or other electronic devices during class.
- Students are not permitted to bring guests to class unless special arrangements have been made with the professor prior to class.
- If you notice yourself having trouble in the course, it is crucial that you see the instructor or teaching assistant immediately. Please feel free to approach the instructor about any concerns or comments you might have about this class. I will be happy to set up a zoom meeting with you during my office hours, or by appointment.
- You are expected to arrive promptly for class, fully prepared to discuss the assigned readings. While I understand the problems created by a large campus, it is your responsibility to arrive to class in a timely manner. Therefore, my good nature extends only 10 minutes. Anyone arriving more than 10 minutes late for class will be noted as absent, and his or her class participation grade will suffer as a result.

- Any evidence of plagiarism or cheating will result in an “E” for the course and possible disciplinary action.
- 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 its time, for its purpose.
- Spelling counts. So does grammar, punctuation and professional presentation techniques.
- An assignment turned in passed the deadline will be penalized one letter grade for each weekday it is late. This is a business where deadlines count. You can't make excuses to your boss or a client if your work is late.
- In addition to the required and recommended readings, you are expected to maintain comprehensive class notes because class lectures often contain information that is not contained in the readings. You will be tested on this information on examinations.

Tentative Course Schedule and Reading

Week	Class Discussion	Readings	Assignment Due/Notes
Week 1: August 31 - 4	Course introduction Assigning experiential-learning teams and individual presentations	Syllabus & other course materials in Canvas	
Week 2: Sept 7 – 11 Labor Day (Sept. 7)	Guideline of the experiential learning project Selection of the client	Smith, Introduction	
Week 3: Sept. 14 - 18	Analyzing the Situation Individual presentation	Smith, step 1	
Week 4: Sept. 21 - 25	Analyzing the organization Individual presentation	Smith, step 2	
Week 5: Sept. 28 - Oct. 2 (Oct. 2 to 3: Homecoming)	Analyzing the publics Individual presentation	Smith, step 3	
Week 6: Oct. 5 - 9	Establishing goals & objectives Individual presentation Exam review	Smith, step 4	
Week 7: Oct. 12 – 16	Exam 1		Oct 13: Exam 1

	Formulating action & response strategies Individual presentation	Smith, step 5	
Week 8: Oct 19 - 23	Developing the message strategy Individual presentation	Smith, step 6	Oct. 20th: Situation Analysis Due
Week 9: Oct. 26 - 30	Selecting communication tactics Individual presentation	Smith, step 7	
Week 10: Nov. 2 – 6	Implementing the strategic plan Individual presentation	Smith, step 8	
Week 11: Nov. 9 – 13 (Nov. 11: Veterans' Day)	Evaluating the strategic plan Individual presentation	Smith, step 9	
Week 12: Nov. 16 - 20	Integrated marketing communication Exam review Individual presentation	Additional readings	
Week 13: Nov. 23 – 27 Thanksgiving Break (Nov. 25 to 28)	Exam 2 Individual presentation	Smith, steps 5-9	Nov. 24: Exam 2
Week 14: Nov. 30 – Dec. 4	Working on Group Projects Individual presentation	Budget, Timelines, & Other Materials	Preparation for Final Presentation
Week 15: Dec. 7 -11	Final Presentation Team 1 (9:40 to 10:10AM) Team 2 (10:10 to 10:40AM) Team 3 (10:40 to 11:10AM) Team 4 (11:10 to 11:40 AM) Team 5 (11:40 to 12:10PM) Final Reflection and Course Evaluation		Final presentations of experiential learning project Final Strategic plan and PPT due in class!