



SYLLABUS – PUR 4800 (19773) PUBLIC RELATIONS CAMPAIGNS*

Fall 2020 – all online due to COVID-19

We will meet via ZOOM every Tuesday, 12:50 – 1:40 p.m.

Our original Thursday two-block timeframe will now be delivered asynchronously via CANVAS – this will include a weekly discussion (graded) and serve as group time for you to schedule as the semester moves forward.

Instructor: Mickey G. Nall, M.A.M.C., APR, Fellow PRSA, Professional in Residence

Office: WEIMER 2084

Office hours: by ZOOM appointment during Fall 2020, please email for an appt.

Email (preferred): mickey.nall@jou.ufl.edu; Telephone: (352) 294-1572

***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:

Class time will be dedicated to ZOOM lectures/discussions and/or time reserved online for team meetings and work sessions. Students should prepare to dedicate ample time outside of classroom hours 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:

Smith R. D. (2013). *Strategic Planning for Public Relations* (4th 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).

ABSENCES AND PUNCTUALITY:

Attendance is required for each scheduled ZOOM class meeting. Regardless of the reason for any absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline. Late arrivals and/or early departures from class, without prior approval from the professor, will be counted as unexcused absences.

OTHER CLASS POLICIES:

- The University of Florida Honor Code applies to all activities associated with this class.
- Class members are expected to read the assigned readings (if any) before class and participate actively in class discussion.
- Although you may use computers in class, internet messaging and surfing are disruptive and, if caught, you may forfeit computer use in the 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 with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. [Click here to get started with the Disability Resource Center.](#) It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

- *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.
- *NOTE*: Our class sessions may be audio visually recorded for students in the class to refer back and for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image. Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

GRADING:

Grades are *earned* via five modes: (1) Assignments; (2) Semester exam; (3) A weekly discussion for 10 weeks via CANVAS, (4) A final campaign project and presentation [group]; and (5) Peer Review

Five Modes – percentage of grade

- Assignments (5%) – Cover letter/resume: 25 points;
- Semester Exam (25%) – 125 points;
- Weekly discussion question (20%), 10 weeks, 10 points each – 100 points;
- Campaign Project (40%) – 200 points, book = 150 points; presentation = 50 points;
- Peer Review (10%) – peer review = 50 points.

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

- **Assignments** include an individual writing assignment that require you to apply the principles, techniques, and skills you've learned to real-world scenarios and solve various problems. Some writing assignments may be related to your team project.
- There will be one closed-book, comprehensive **semester exam** on **November 24**. A study guide will be provided to you prior to the exam. Content of class discussions, required readings, and students' class presentations are subject to inclusion.
- **Weekly discussion** posted in CANVAS for a 10-week period beginning in the third week of the semester.
- **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 written campaign

proposal will be turned in and students will present their campaign designs to the client, who will provide oral debriefing. Detailed instructions on the team campaign project are included in this syllabus.

- Utilizing confidential forms, team members will evaluate each other's contributions. Your level of engagement and participation in class discussions and work attitude throughout the semester are also part of this review.

The **campaign project grade** of 200 points will be based on the quality of the campaign plan book (75%) as well as the final oral presentation (25%).

COURSE SCHEDULE:

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

Date

Week 1 - beginning August 31 (ZOOM, Tuesday, Sept. 1 at 12:50 p.m.)

Course Overview and Syllabus Review

Review of Fundamentals of Public Relations B & S: Chapter 1

[An introduction to the course. Fundamentals of public relations are reviewed, including definitions and functions of public relations, evolution of public relations, and why public relations is important for organizations' success in the contemporary world.]

Assignment #1: Resume and Cover Letter (Due Sept. 8 at 12:50 p.m.)

Week 2 – beginning September 7 (ZOOM class on Tuesday, Sept. 8 at 12:50 p.m.)

An Overview of the Public Relations Campaign Management Process

Brand Platform

B & S: Chapter 2 & handout

[The public relations campaign process. Focus is on the ROPE model. Brand platform is also discussed.]

Due in Tuesday class via email/CANVAS (Sept. 8 at 12:50 p.m.): Assignment #1

Week 3 – beginning September 14 (ZOOM class, Tuesday, Sept. 15 at 12:50 p.m.)

Research

B & S: Chapter 3, 4

[How to identify communication problems based on research findings. The primary research methods—survey, in-depth interviews, and focus groups— are examined. Related issues such as measurement development and data analysis techniques are discussed.]

Campaign Project Team formed

First discussion question posted in DISCUSSION/CANVAS due by end of week.

Week 4 – beginning September 21 (ZOOM class, Tuesday, September 22 at 12:50 p.m.)

Strategic Planning: Goals and Objectives

B & S: Chapter 5

[How to develop goals and objectives based on environmental analysis is discussed. Planning and management techniques are introduced.]

Discussion 2 question posted and due by end of week.

Client Meeting - TBD

Team Project:

Each team meets separately to compile one brand platform (Vision, Values, and Purpose sections only) that represents the team's shared input and an outline of the major challenges/issues to address in the Team Project.

Then, the AEs meet—each bringing their team's brand platform and list of campaign issues/challenges to the meeting - and reach agreement on one brand platform (Vision, Values, and Purpose sections only) and the campaign issues/challenges.

Research directors draft a research plan to coincide with the agreed upon brand platform and campaign issues/challenges to be addressed. This draft includes proposed methodologies, description of respondents, timeline, and instruments (i.e., survey) to be reviewed with the client.

The agreed upon—brand platform, a list of campaign issues, research plan, and instrument drafts are due to Mickey Nall by email (mickey.nall@jou.ufl.edu) by 12:50 p.m. on September 29.

Note: Please indicate clearly team contributions to each part of the research plan in your submission.

Week 5 - beginning September 28 (ZOOM class on Tuesday, Sept. 29 at 12:50 p.m.)

Strategic Planning: Target Audiences Teamwork

[The concepts of target population, publics, and audiences are discussed. Different theoretical approaches to segment publics are introduced]

Discussion 3 question is posted and due by end of week.

DUE via email by 12:50 p.m. on Tuesday, Sept. 29: Agreed upon brand platform, a list of campaign issues, research plan, and instruments.

Week 6 – beginning October 5 (ZOOM class on Tuesday, Oct. 6 at 12: 50 p.m.).

Implementation: Messages and Strategies Handouts

Creative Thinking Techniques

[Different types of messaging strategies are discussed. The creative thinking process and techniques are examined.]

Discussion 4 question is posted and due by end of week.

Team Project: Feedback on your research materials will be provided to you on

Oct. 6. Finalize the research plan by the end of this week

Week 7 – beginning Oct. 12 (ZOOM class on Tuesday, Oct. 13 at 12:50 p.m.)

Implementation: Media Channels

B & S: Chapters 6 & 8

Discussion question 5 is posted and due by end of week.

Tentative Client Meeting (Oct. 13 - TBD)

Team Project:

Progress report on research step due by Oct. 27 team meeting; formal research report and campaign objectives are due on Nov. 3.

Week 8 – beginning Oct. 19 (NO ZOOM CLASS)

Field Research Week

Discussion question 6 is posted and due by end of week.

Team Project:

Data collection and analysis begins

Week 9 – beginning Oct. 26 (ZOOM class on Tuesday, Oct. 27 at 12: 50 p.m.)

Discussion of Research process/data/findings/insights

Discussion question 6 is posted and due by end of week.

Week 10 -- beginning Nov. 2 (ZOOM class on Tuesday, Nov. 3 at 12:50 p.m.)

Field Research, Campaign Team Meetings, and Progress Report

Discussion question 7 is posted and due by end of week.

Team Project:

Individual team meetings with Mickey Nall will be scheduled via ZOOM for this week.

AEs bring meeting materials (including the research report if available, SPSS survey analysis results, and objective portion) to the scheduled meeting. All meeting materials should be emailed to Mickey Nall (mickey.nall@jou.ufl.edu) by 12:50 p.m. on Nov. 3. Revise based on feedback.

Week 11 – beginning Nov. 9 (ZOOM class on Tuesday, Nov. 10 at 12:50 p.m.)

Logistics, Evaluation, and Measurement B & S: Chapter 10

[Staffing, budgeting, and timing issues related to public relations programing. Introducing the role of measurement in public relations evaluation and why it is important for program success. A historical review of public relations evaluation approaches is provided. Differences between outputs and outcomes are discussed.]

Discussion question 8 is posted and due by end of week.

Team Project

Research report and campaign objectives due in class on Tuesday, Nov. 10 at 12:50 p.m. Send via email to Mickey Nall, mickey.nall@jou.ufl.edu.

Validate campaign objectives with client

Start working on Programming

Draft of programming portion for campaign plan book DUE via email hard copy to

Mickey Nall on Nov. 20

Week 12 – beginning November 16 (ZOOM class on Tuesday, Nov. 17 at 12:50 p.m.)

Review of text

Review of programming portion of book/campaign (general for class); specific by team by appointment, if needed.

Discussion question 9 is posted and due by end of week.

Week 13 - beginning November 23 (EXAM on Nov. 24 via CANVAS at 12:50 p.m.)

EXAM on November 24 via CANVAS at 12:50 p.m.

Discussion question 10 is posted and due by end of week.

Week 14 – beginning November 30 (ZOOM class on Tuesday, Dec. 1 at 12:50 p.m.)

Campaign Plan Production & Reviews & Revisions

Team Project

Complete programming and evaluation sections; compile plan/book into a draft for review. Teams compile a complete draft of the campaign plan book and prototypes for Mickey Nall review on December 1. Email to mickey.nall@jou.ufl.edu. Individual team appointments will be made for this week for discussion of draft by Professor Nall. Quickly move to producing your PowerPoint presentation version.

Week 15 – beginning December 7 (ZOOM class on Tuesday, Dec. 8 at 12:50 p.m.)

Campaign Plan/Book and PowerPoint recorded presentations due by Wed. Dec. 9 at 5 p.m.

Team Project

Groups should finalize plan (AE's email their team plan/book to mickey.nall@jou.ufl.edu) and PowerPoint and recorded presentations are due by 5 p.m. on Wednesday, December 9.

Additional instructions on assignments and project assignments will be distributed in class.

