

Public Relations Strategy

PUR 3801 (Sect. 5081 and Sect. 5082): Spring 2021

T 3 - 5 (9:35AM - 12:35PM), E-Learning/Zoom Conference/ WEIM3215

Instructor:	Moon J. Lee, Ph.D.	Phone:	352-273-1699 (office) **509-432-3267 (Cell): Preferred
Office/Email	3050 Weimer mlee@jou.ufl.edu	Office Hours:	Available Time: T: 9:00 to 9:30AM & Th: 9:00 to 9:50AM & by appointment (email first)
TA:	Jie Jin	Contact Info. & Office Hours:	jinnie@ufl.edu / 352-870-9275 (Cell) Available Time: T/Th 1:30 to 3PM & 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, 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 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 contact me as soon as possible.

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. (2017). *Strategic planning for public relations* (5th ed.). New York: Routledge.

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

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%
Introduce Your Case Presentation	20%
Individual Case Study	35%
Topic Choice/Introduction	5%
Case Description/Background Research	10%
Final Analysis/Conclusion	10%
Strategic Plan	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. 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 (20%):** 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 (e.g. 5 to 15 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 my 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/in person). You need to prepare an approximately 30 minute presentation along with 3 to 5 questions for your classmates to discuss while moderating (15 minutes). You should include your questions in your outline.

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

- **Final Case Study with Strategic Communication Plan (35%)**

- A. Topic Choice/Introduction (5%): DUE 02/02/2021**

Minimum 1 single-spaced page: This section should introduce your chosen case and purpose of your case study.

- B. Case Description/Background Research (10%): DUE 03/02/2021**

Maximum 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, its targeted publics, and detailed strategies and tactics that have been implemented. It should be supported by secondary research on your chosen organization. The analysis should include a variety of reliable sources and corporate/institutional information. You should include a problem statement and SWOT Analysis. You should state verifiable, factual information, rather than your personal opinion.

The main components of this analysis are: 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, strategies, tactics, and measures of campaign success.

- C. Final Analysis/Conclusion (10%): 03/23/2021**

This is your independent analysis of the case described. You should analyze your case based on what strategies and tactics are deemed to be successful and why/what makes this case to be a public relations campaign. Your final analysis should contain critical points of view and recommendations/suggestions for your chosen organization in the future.

- D. Strategic plan (10%): DUE 04/13/2021**

It must include a central theme, goal and objective, the formulation of action/response strategy, messaging, and detailed tactic.

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

- **Exams (35%): 02/23/2021& 04/20/2021**

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.

Academic Honesty: All students are expected to be honest in all their academic work. Failure to uphold the standards of honesty will result in the appropriate disciplinary action by the University of Florida. As a result of completing the registration form at the University of Florida, every student has signed the following statement:

"I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the university."

It is your responsibility to be familiar with the academic student code. You can review the honor code and sanctions for violations to the code in the following link:

<http://www.dso.ufl.edu/judicial/procedures/studenthonorcode.php>

Academic Student Honor Code:

"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."

Plagiarism will not be tolerated! If you use information from a publication, you must attribute a source to it.

University Statement: 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 specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here to read the Honor Code](#). 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.

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.

Class Etiquette

- Turn on your video and participate in class discussion.
- Reading other unrelated materials during class is not permitted.
- No cell phone uses are permitted during class.
- Minimize potential distractions in your surrounding during class.

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.

Instructor Notes to Everyone

- I will make every effort to adhere to this syllabus and grading system, but reserve the right to make necessary changes.
- This class is challenging, but it will be rewarding and help you prepare for internships/job market in the end. If you feel yourself having trouble, please talk to me immediately.
- I will make every attempt to make the class diverse, multicultural and non-discriminatory. Should I ever fail to meet this goal, please let me know immediately.
- I will be available to assist students during office hours, by appointment, or via email.
- You are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). You will be notified when the evaluation period opens, and can complete evaluations through the email you receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/.

Required Practice for Face to Face Class Meetings (Only for Those who Registered for FtoF Class Components)

We will have face-to-face instructional sessions to accomplish the student learning objectives of this course. In response to COVID-19, the following policies and requirements are in place to maintain your learning environment and to enhance the safety of our in-classroom interactions.

- You are required to wear approved face coverings at all times during class and within buildings. Following and enforcing these policies and requirements are all of our responsibility. Failure to do so will lead to a report to the Office of Student Conduct and Conflict Resolution.
- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.

- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
 - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).

Students Who Need Accommodation/Help

I am 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, I 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.

Instructor Notes to Everyone

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- I will make every attempt to make the class diverse, multicultural and non-discriminatory. Should I ever fail to meet this goal, please let me know immediately.
- I will be available to assist students during office hours, by appointment, or via email.
- You are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Click here for guidance on how to give feedback in a professional and respectful manner](#). You will be notified when the evaluation period opens, and can complete evaluations through the email you receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/.

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- This course has been assigned a physical classroom with enough capacity to maintain physical distancing (6 feet between individuals) requirements. Please utilize designated seats and maintain appropriate spacing between students. Please do not move desks or stations.
- Sanitizing supplies are available in the classroom if you wish to wipe down your desks prior to sitting down and at the end of the class.
- Follow your instructor's guidance on how to enter and exit the classroom. Practice physical distancing to the extent possible when entering and exiting the classroom.
- If you are experiencing COVID-19 symptoms ([Click here for guidance from the CDC on symptoms of coronavirus](#)), please use the UF Health screening system and follow the instructions on whether you are able to attend class. [Click here for UF Health guidance on what to do if you have been exposed to or are experiencing Covid-19 symptoms](#).
 - Course materials will be provided to you with an excused absence, and you will be given a reasonable amount of time to make up work. [Find more information in the university attendance policies](#).

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.

Campus Resources

Health and Wellness

U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

Counseling and Wellness Center: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).

University Police Department: [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#).

Academic Resources

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.

Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

Library Support: Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

Student Complaints On-Campus: [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

Tentative Course Schedule and Reading

Week	Class Discussion	Readings	Assignment Due/Notes
Week 1: Jan. 12 (ZOOM CONFERENCE)	Course introduction Individual Case Topic Choice	Syllabus & other course materials in Canvas	
Week 2: Jan. 19	Guideline of Case Study Project Selection of the Topic	Smith, Introduction Class PPTs: E1.1 & E1.2	
Week 3: Jan. 26	Analyzing the Situation Individual presentation	Smith, step 1 Class PPTs: E1.3	
Week 4: Feb. 2	Analyzing the organization Individual presentation	Smith, step 2	Due: Topic/Title and Introduction

		Class PPTs: E1.4	
Week 5: Feb. 9	Analyzing the publics Individual presentation	Smith, step 3 Class PPTs: E1.4	
Week 6: Feb. 16	Situation Analysis Individual presentation Exam review	Guidelines Class PPTs: E1.5	
Week 7: Feb. 23	Exam 1 Individual presentation		Feb. 23: Exam 1
Week 8: March 2.	Establishing goals & objectives Individual presentation	Smith, step 4 Class PPTs: E2.1	Case Description/Background d Research
Week 9: March 9	Formulating action & response strategies (MTV) Individual presentation	Smith, step 5 Class PPTs: E2.2 & E2.2.2	
Week 10: March 16	Developing the message strategy Individual presentation	Smith, step 6 Class PPTs: E2.3	
Week 11: March 23	Selecting communication tactics Individual presentation	Smith, step 7 Class PPTs: E2.4	Your Analysis of Case/ Conclusion
Week 12: March 30	Strategic Communication plan Individual presentation	 Social Media Lessons Learned	
Week 13: Apr. 6	Individual presentation		

<p>Week 14: Apr. 13</p>	<p>Prep. for Exam 2 (Smith, Steps 5-9)</p> <p>Individual presentation</p>		<p>Due on April 13 by 5:00PM: Final Case Study with Strategic Plan (One goal, one objective, overall strategy – MTV, and one detailed tactic)</p>
<p>Week 15: Apr. 20</p>	<p>Exam 2</p> <p>Individual presentation</p> <p>Final Reflection and Course Evaluation</p>		<p>April 20: Exam 2</p>