

PUR4932: Public Relations Entrepreneurship

Course Description

Have you ever thought about being your own boss? It's very possible that you've considering starting a business while at school like selling clothes, jewelry or even your own restaurant. But have you considered being an entrepreneur in the PR field? Imagine applying all you've learned at the College of Journalism & Communications to your own book of clients. Building brands, fighting off crises, securing front-page news or building a social media campaign – can all be done by you (and your future agency)! This course will teach students how to start and manage their own PR business – starting with how to begin as a solo practitioner and then lessons on building your own firm. Through discussions, assignments and projects, learn from a fellow UF-Alum (PR '93) who successfully runs his own PR agency for the last 16 years.

Adjunct Professor Contact Information

Lorne M. Fisher, CFE

lfisher1@ufl.edu

954-258-1786 - cell

Office Hours: available anytime via email or cell

Class Location & Times

Majority of semester will be virtual with some in-person classes to be announced

Tuesday, Period 8 – 3:00 – 6:00PM

Zoom: <https://ufl.zoom.us/my/pur4932>; ID: 850 433 2219

In-Person: Florida Gymnasium 0280

Course Goals

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

- Thoroughly understanding the wide array of entrepreneurial opportunities available within the PR field.
- Demonstrate proficiency in prospecting for new clients, marketing your personal brand and building / presenting new business.
- Understand how to manage and lead team members, while effectively serving clients and building your own business.
- Learn ways to balance business financial management with building and implementing PR services to clients.

Modules

No textbook required. Students will receive assignments and materials to review for each module below.

- Module 1: Introductions / Course Review / Career Goal Setting
- Module 2: Strength Identification / Defining Your Personal Brand
- Module 3: Marketing Yourself & Networking
- Module 4: Business Plan Development

- Module 5: Business Development Planning
- Module 6: The DNA of a PR Proposal (Goals, Strategies, Audience & Tactics)
- Module 7: Building First New Business Proposal – Solo Practitioner
- Module 8: MIDTERM: Present New Business Proposal (Solo Practitioner)
- Module 9: Client Service / Account Management
- Module 10: Balancing Implementation & Business Development
- Module 11: Adding Employees – Full Time & Freelancers / Agency Management
- Module 12: Client / Project Reporting
- Module 13: Final Prep: Team Assignments & Proposal Outline Development
- Module 14: Building “Agency” New Business Proposal (Team)
- Module 15: FINAL: Team Presents New Business Proposal
- Module 16: FINALS WEEK: Submit Proposal Leave Behind for Final Grading

Mid-Term Project

Based on the content shared during Modules 1 – 7, each student will be required to develop a new business proposal for a prospect they have independently identified. Each student will present their proposal to the professor and the entire class. The proposal should follow the format and content shared during Module 7 and should detail the solo practitioner’s background, capability and recommended services.

Final Project

For the final, students will be paired into groups during Module 15 and required to develop an “Agency” new business proposal to a real company of their choosing. Each team of students will be responsible for developing a comprehensive proposal that details the “agency’s” background, experience, case studies and recommended goals, strategies and campaigns for the prospective client to consider. Each team member will need to present a portion of the proposal including reporting and budget estimates.

Grading

Students will earn a final semester grade based on the following criteria:

- 20% participation during weekly lectures
- 30% from midterm project / presentation (content & presentation)
- 50% from final project / presentation (content, presentation, team contribution)

Grading Scale

A 92-100%	C 72-77%
A-90-91%	C-70-71%
B+ 88-89%	D+ 68-69%
B 82-87%	D 62-67%
B-80-81%	D-60-61%
C+ 78-79%	E below 60%

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; and
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Additional Important Information

UF grading policies for assigning grade points - [link to the university grades and grading policies](#).

Online course evaluation process - Students 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](#). Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via ufl.bluera.com/ufl/. [Summaries of course evaluation results are available to students here](#).

In-Person Class COVID Policies - We will have several 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](#).

Online course with recorded materials - 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.

Requirements for class attendance and other work in this course are consistent with university policies. [Click here to read the University Attendance Policies](#).

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