



SYLLABUS – PUR 4932 (NALL) Integrated Communications (☀)

Fall 2021, Wednesdays, period 7 - 9

Wednesday, periods 7 – 9, 1:55 p.m. – 4:55 p.m.

Classroom: WEIMER 1078

**Instructor: Mickey G. Nall, M.A.M.C., APR, Fellow PRSA, Professional in Residence,
Department of Public Relations**

Office hours: Tuesdays: 1:30 – 2:30 p.m.; Wed: 12:30 – 1:30 p.m.; Thursdays 2 – 3 p.m. or by appointment, please email for an appt.

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

A Canvas blog is activated to post and answer questions/comments related to the class. This allows an open discussion on class matters. The instructor will log in daily, except Saturdays and Sundays.

(☀) This syllabus is subject to change as the professor deems appropriate and necessary.

Course Description

The development of successful integrated communications programs is best described as a cross-functional process. Students learn to integrate communication elements (e.g. public relations, advertising, social media, sales promotion, event marketing, and media relations) to advance an organization's success while building brand equity. Readings, current and historical case studies and exercises help students learn how to develop effective integrated communications approaches and plans.

Prerequisite: PUR 3000 Principles of Public Relations or ADV 3008 Principles of Advertising with a minimum grade of C.

Method of Instruction

This learner-centered course will primarily use class discussions, experiential learning projects, presentations, and hands-on instructions to engage in the learning process. We will rarely simply recount what is stated in the readings, but rather use them as a springboard for expanded discussion. 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 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 the professor sooner, not later.

College of Journalism and Communications Objectives

As a result of the course, students should be able to:

- Demonstrate an understanding of the purpose of public relations and its strategic process.
- Identify and explain the concepts and theories on which strategic public relations is based.
- Apply the knowledge and experience gained in this course as well as that from course prerequisites to the development of a service-learning project for a client organization, which should become part of students' professional portfolios.
- Write and formulate fundamental components of a public relations strategic plan, including situation analysis, objectives, and selection of strategies and tactics.
- Define publics appropriate for specific client organizations and appreciate differences that affect programming.
- Recognize the importance of primary and secondary research in public relations practice.
- Demonstrate understanding of conceptual foundation and professional skills competency related to strategic management process of the public relations function.
- Demonstrate proficiency in written and oral communications.

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;

- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;
- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work”

Mandatory Assigned Readings to include readings in branding and promotion; advertising and public relations strategy; ethical and regulatory issues; message formulation and strategies; sales and trade promotions and measurement issues. Please see course schedule for details.

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 professor.

Course Evaluation

The evaluation of coursework will be based on the student’s performance in four major areas, each of which constitutes a proportion of the final grade. These include weekly attendance and active participation, three quizzes, one individual SWOT analysis case presentation, and one group experiential learning project. The area and allocations for each are as follows:

Active participation: 15% [75 points]

Individual presentations (SWOT analysis): 20% [100 points]

Experiential learning project: % [225 points]

- Integrated Communications Audit – Paid/Owned/Earned: 10% [50 points]
- Situation analysis: 15% [75 points]
- Presentation to the client (provide insights & recommendations): 15% [75 points]
- Peer Review [25 points]

Discussions [100 points] – weekly discussions - 10 discussions from readings @10 points each.

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

A 92-100% A- 90-91%

B+ 88-89%

B 82-87%

B- 80-81%

C+ 78-79%

C 72-77%

C- 70-71%

D+ 68-69%

D 62-67%

D- 60-61%

E below 60%

Letter grades for this course will be based on the total points earned over the term. For further information about grades and grading policy, please consult: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

(*) The three quizzes of the term will be held during the regularly scheduled class periods. Quizzes 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 quizzes will be multiple-choice and **non-cumulative**.

There Are No Make-Up Discussions

If you miss a **discussion** you will receive a grade of zero on that discussion. Documented exceptions for extreme circumstances will be considered and should be discussed with the instructor prior to any missed discussion. 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>.

Assignments

Individual SWOT presentation – 15% [75 points]

This 15-minute oral and visual presentation will summarize an assigned case and your assessment of the strengths, weaknesses, opportunities and threats the organization is facing. Students are encouraged to supplement their presentations with a variety of sources and to emphasize the use of digital communication in their selected cases. Public speaking and visual communication skills will be evaluated.

Experiential Learning Project – % [225 points]

Integrated Communications Audit: (50 points)

Groups will be responsible for detailed audit of Paid, Earned, Shared and Owned media for the brand (client). Detail how each area is performing (based on secondary research).

Paid media: Review all advertising, including any/all SEO and digital advertising you can find. Attempt to ascertain where spots/ads are running, how they are presented and what are they trying to convey (can you determine the target audience and the message? Yes, you should be able to make a very well researched assessment).

Earned media: Really dig into the external public relations activities undertaken by the brand. Can you ascertain audiences, key messages, positive/negative? You can most certainly understand the brand's perspective, as well as, the earned media performance and is it the result of a proactive or reactive strategy? What key messages were communicated? Did they resonate?

Owned and Shared media: Encompasses the brand's website, social media platforms, corporate blogs, etc. Demonstrate you have reviewed these areas, how are they performing, what is working, what is not, etc. Then, based on that review, what are some areas for improvement to the existing platforms and what are new areas the brand should consider.

Situational Analysis: (75 points)

Minimum five (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. 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, advertising, public relations and social media activities), and the description of targeted publics.

Final presentation: (75 points)

The presentation of the analysis and audit will last 30 minutes. This presentation includes the analysis of the organization, challenge/opportunity, and target publics, as well as examples of owned, earned, paid media undertaken by the client organization. Your presentation should include your insights based on secondary research sources and ultimately, conclusions as a group as to the success/opportunities those converged media offer to the client moving forward.

Peer Review (25 points)

At the end of the project you will evaluate your individual team members.

Discussions: (10 @ 10 points each, 100 points total)

Over a ten-week timeframe this semester you will participate via CANVAS in a discussion in the form of a question (from the lectures, readings, presentations) from the course up to that discussion. You will be given 24 hours to participate and post your answer.

Course Professionalism

The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, the students, and the professor, 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, and the professor. Eating, drinking, and privately chatting in class do not demonstrate professional behavior. Chatting while the instructor, 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.

Mobile 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 in this class.

Students with Challenges

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.

Campus Resources: Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or (352) 392- 1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS) Student Health Care Center, 392-1161.

University Police Department, 392-1111 (or **9-1-1** for emergencies).
<http://www.police.ufl.edu/>

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml>.

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling.
<http://www.crc.ufl.edu/>

Library Support, <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

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 you.
- Students are not to consume food or beverages in the classroom or to use laptop computers for other than to take class notes or follow PowerPoint presentations. Mobile telephones or other electronic devices are not allowed to use 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 immediately. Please feel free to approach the instructor about any concerns or comments you might have about this class. I will be happy to meet 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 in class in a timely manner.
- **Attendance policy: Attendance is mandatory.** Absences count from the first class meeting. After due warning, I may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences; more than one absence during the summer semester will be considered “excessive absences.” You are responsible for signing the attendance sheet every class period as well as notifying me of the cause of your absence for a class meeting (for further information on attendance policy, please consult: <http://www.registrar.ufl.edu/catalog/policies/regulationattendance.html>).
- 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 this time, for this purpose.
- Spelling counts. So, does grammar, punctuation and professional presentation techniques.
- Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.
- A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.
- Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part,

any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

- 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.

Important dates for Fall 2021.

- Fall 2021 Holidays:
 - Monday, Sept. 6, 2021 (Labor Day)
 - Friday/Saturday, October 8-9, Homecoming
 - Thursday, November 11, 2020, Veterans Day
 - Wed – Friday, November 24-27, 2021, Thanksgiving Break
 - Reading days: December 9-10, 2021
 - Finals week:
WEEK 17: December 11-17
 - Commencement Services, Dec. 17-18

Tentative Course Schedule and Reading

Date	Class Discussion	Readings	Assignment Due/Notes
August 25	Course Introduction; Overview of projects	Syllabus and other course materials	Approach to integrated communications
September 1	Essential Guide to Marketing in a Digital World. Edition Six, Rob Stokes, et.al. (see links at end of this chart)	Chapters 1 – 2 (Strategy and Content; Understanding Customer Behavior)	Chapters 1 – 2
September 8	Essential Guide... Guidelines for individual presentations	Chapters 3 – 4 (Data Driven decision making; Market Research)	Chapters 3 – 4 Discussion 1 via CANVAS Assign individual presentations

September 15	<p>The PESO Model: Dietrich.</p> <p>Join: SpinSucks.com</p> <p>Guidelines for the experiential learning group project</p>	<p>Go to/read/review:</p> <p>* The PESO model: https://goo.gl/fjU1xb</p> <p>* PR metrics to track and measure: https://goo.gl/KgGWjt</p> <p>* The hybrid communicator: https://goo.gl/DnS6N8</p>	<p>https://spinsucks.com/</p> <p>Discussion 2 via CANVAS</p> <p>Assign groups – identify group liaison and group judge for final presentations</p>
September 22	<p>SWOT Analysis</p> <p>Individual presentations assigned</p>	<p>Readings to be assigned via CANVAS announcement</p>	<p>Presentation by graduate students on integrated comms brand analysis case study – SWOT format</p> <p>Discussion 3 via CANVAS</p>
September 29	<p>Case Study Approach</p> <p>Individual presentations</p>	<p>Readings as assigned via CANVAS announcement; advertising and marketing communications</p>	<p>Discussion 4 via CANVAS</p> <p>Individual presentations begin (presentations 1 – 4)</p>
October 6	<p>Individual Presentations continue</p> <p>Groups meet & work after class presentations</p>	<p>Readings as assigned via CANVAS announcement, social and shared media</p> <p>Meet at your group's preferred location</p>	<p>Presentations 5 – 9</p> <p>Discussion 5 via CANVAS</p>
October 13	<p>Individual presentations continue</p> <p>Groups meet after today's presentations</p>	<p>Readings as assigned via CANVAS announcement, owned media</p>	<p>Individual presentations 10-14</p> <p>Discussion 6 via CANVAS</p>
October 20	<p>Essential Guide to Marketing in a Digital World,</p>	<p>Chapters 17 – 18</p> <p>(Social media strategy; Direct</p>	<p>Individual presentations conclude (15 – 19)</p>

	Edition Six, Rob Stokes, et.al. Audit due next week	marketing email and mobile)	Discussion 7 via CANVAS
October 27	Essential Guide...	Chapter 21 (Data Analytics)	ELP Integrated AUDIT DUE
November 3	Project meeting – discussions of audits; situational analysis Current Trends – Case Study to be distributed	PR WEEK	DRAFT SITUATIONAL ANALYSIS DUE (not graded) Discussion 8 via CANVAS
November 10	Current Trends Case Study	AdWEEK	FINAL SITUATIONAL ANALYSIS DUE
November 17			Discussion 9 via CANVAS Discussion of presentations and groups meet
November 24	NO Class – Thanksgiving Holiday		Holiday, No Class
December 1	Group Presentations		Discussion 10 via CANVAS Groups 1 - 2 present
December 8	Group Presentations		Groups 3 – 5 present

The following links contain resources and where our readings will come from this semester. Note you must utilize the UF VPN in order to reach these documents/materials when off-campus. The links are:

Off-Campus Access: <https://uflib.ufl.edu/using-the-libraries/off-campus-access/>

**Thought you could pass this on to your students who may not be familiar with the VPN per CJC Librarian April Hines.

WARC (case studies, practitioner articles, research reports etc.)

<https://www.warc.com/>

PR Week:

Every person with a ufl.edu email address will be able to register on the PRWeek website and have unlimited access to the following: 24-7 exclusive content, PRWeek's Daily Breakfast Briefing, the Weekly Online Edition, online resources like e-books and podcasts, and virtual and live events. To take full advantage make sure you activate your online subscription here: <https://www.prweek.com/register>

AdWeek:

You just need to be connected to the VPN before going to <https://www.adweek.com/>

OER from the Open Textbook Library

eMarketing: The Essential Guide to Marketing in a Digital World

<https://open.umn.edu/opentextbooks/textbooks/emarketing-the-essential-guide-to-marketing-in-a-digital-world>

Library E-books:

You can try searching our library catalog and [e-book platforms](#) to locate related e-book content such as:

Chapter 7: Content Creation in Public

Relations <https://ebookcentral.proquest.com/lib/ufl/reader.action?docID=5716894&ppg=104>

Chapter 22: Media

Relations <https://ebookcentral.proquest.com/lib/ufl/reader.action?docID=5716894&ppg=318>

Understanding the Media section that mentions PESO in "Influencer Marketing Strategy: How to Create Successful Influencer Marketing"

<https://ufl.skillport.com/skillportfe/assetNonSSOLaunch.action?courseName= ss chapter:1542 58-138320110&courseType=7>

Inbound PR: The PR Agency's Manual to Transforming Your Business with Inbound

<https://ufl.skillport.com/skillportfe/main.action?path=summary/BOOKS/142460>

Media Management Framework section (that dives into PESO) in Public Health Communication: Critical Tools and Strategies

<https://ebookcentral.proquest.com/lib/ufl/reader.action?docID=4441453&ppg=742>

Two video case studies that mention paid, earned, shared, and owned media.

<https://ufl.adforum.com/creative-work/ad/player/34521598/malibu-best-summer-ever/malibu>

<https://ufl.adforum.com/creative-work/ad/player/34558660/kitchenaid-pith-by-mini/kitchenaid>