



PUBLIC RELATIONS STRATEGY *
SYLLABUS – PUR3801 (class 12922, Section 0014)
Summer A 2022
Tuesdays: 11:00 a.m. – 3:15 p.m.
Classroom: WEIM 1078

1. Instructor Info & Course Description

1.1 Instructor **Hadeel Alhaddadeh, M.A. & M.S. (Syracuse University & CIFE)**

Email: halhaddadeh@ufl.edu or contact me via Canvas Messages.

Normally, I respond to emails within 24 hours during workdays.

Please, begin your email subject with “**PUR3801**”.

Office: Weimer – 2nd floor

Office Hours: By appointment, please email for an appt.

Class Hours: **Tuesdays: 11:00 a.m. –3:15 p.m.**

1.2 Prerequisites

PUR 3000 Principles and PUR 3500 Research with minimum grades of C. If you do not have these prerequisites, you are advised to drop this class. Failure to do so or to obtain the instructor’s permission to remain in the course may mean the departmental office will drop you.

1.3 Course Description

This course serves two goals. One is to provide you with a critical framework for the development of skills in strategic public relations management based on an analysis of current and historical case studies.

Prerequisites: PUR 3000 Principles and PUR 3500 Research with minimum grades of C. If you do not have these prerequisites, you are advised to drop this class.

Failure to do so or to obtain the instructor's permission to remain in the course may mean the departmental office will drop you.

* This syllabus is subject to change as the instructor deems appropriate and necessary.

2. Course

2.1 Course Learning Objectives

Upon successful completion of this course, students should accomplish the following:

- 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.

2.2 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

3. Course Materials

3.1 Required readings

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

Chapters from the text are assigned in the Weekly Course Plan section of this syllabus. All readings must be read in advance of the class dates for which they are assigned.

4. Academic Requirements & Grading

4.1 Overview of Course Components

I will be as fair and impartial as is humanly possible in the grading process. Each group will be graded on the same basis. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have looked at each group's work at least several times and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts, nor are they negotiated. Grades are awarded on the basis on the quality of the work performed, not the amount of time expended. I will work my hardest to make this course enjoyable and interesting. However, some students struggle with the material. Please see me if you are having problems understanding the concepts covered in class. I am your resource for this class, see me in office hours or make an appointment if you can't come to office hours. I will do all I can to help you before a deadline. After a deadline has past, or an exam has been given, there is nothing I can do to help you.

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 discussions and active participation (via CANVAS), two exams, and one team presentation. The area and allocations for each are as follows:

- **Weekly discussions and work progress beginning Week 2 (in CANVAS) – 5 points each discussion [90 points]; NOTE: These will be due each week they are assigned. See Course Schedule.**
- **Personal Presentation [10 points]**
- **Service-learning project [200 points]**
 - Strategic plan [150 points]
 - Presentation to the "client" [50 points]
- **Examinations [200 points]**
 - First exam [100 points]
 - Second exam [100 points]

Exams (200 Points)

Two-unit exams will be given. The two exams of the term will be held 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.

All exams will be worth 200 points and will be administered online via Honorlock. Honorlock requires that you have a working webcam, and you must download the Chrome extension prior to the exam. There will be a practice exam posted to make sure you are comfortable with the program and requirements. You must be on time for exams. **As soon as one person has completed their exam, no more exams can begin.**

No make-up exams are given regardless of the reason.

If you miss an exam you will receive a grade of zero for that test. Documented exceptions for extreme circumstances will be considered and must be discussed with the instructor. Material turned in late will be penalized by one letter grade per day. 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>

Assignments (100 Points)

Discussion, group progress and personal presentation

Situation Analysis and Strategic Plan - 150 points

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, including reviewing paid, earned, shared, and owned media. The analysis should include a variety of reliable sources and corporate information. 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. A SWOT analysis is encouraged. The situation analysis should be the base for this strategic plan. It must include a central theme, goals and objectives, the formulation of action and response strategies, messaging, and the selection of tactics. *Smith (2017)* should guide these parts of the assignment.

Final presentation – recorded – 50 points (50 Points)

The presentation of the strategic plan to the “client” will last 20 minutes. This presentation includes the analysis of the organization, challenge/opportunity, and target publics, as well as the planned objectives, strategic messaging, and tactics.

APA Style

All references must follow the *Publication Manual of the American Psychological Association (APA Style)*. For those not familiar with APA, the following webpages might be helpful:

- <http://flash1r.apa.org/apastyle/basics/>
- <https://www.library.cornell.edu/research/citation/apa>

4.2 Grading scheme

Point Distribution

Exams (20% each)	200 pts
Situation Analysis and Strategic Plan	150 pts
Presentation to the “client”	50 pts
Personal Presentation	10 pts
Weekly Discussion, Group Progress	90 pts
TOTAL	500 pts

Letter grades will be calculated using this formula:

Letter	Course Points	Percentage	Grade Points
A	1000-930	100-93	4.0
A-	92.9-90.0	92.9-90	3.7
B+	89.9-87.0	89.9-87	3.3
B	86.9-83.0	86.9-83	3.0
B-	82.9-80.0	82.9-80	2.7
C+	79.9-77.0	79.9-77	2.3
C	76.9-73.0	76.9-73	2.0
C-	72.9-70.0	72.9-700	1.7
D+	69.9-67.0	69.9-67	1.3
D	66.9-60.0	66.9-60	1.0
F	59.9-0	59.9-0	0.0

4.3 Extra Credit Opportunities

If there are be any other extra credit opportunities, students will be notified via Canvas.

5. Course Policy

5.1 Attendance

This is a in-person class, I do expect that you are there and ready to participate, although formal attendance will not be taken.

5.2 Email Policy

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, federal privacy laws prevent me from discussing grades or other personal matters via email, and you must schedule a time to speak with me to discuss these matters. In general, face-to-face (or Zoom-to-Zoom) meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

5.3 Late Work/Make-up Work

All written assignments must be turned in to Canvas by 11:59pm the day the assignment is due. Canvas will automatically mark assignments as late if they are uploaded even one second after 11:59pm. You have 24 hours after the due date to turn in your assignment for a 10% grade reduction. It is your responsibility to make sure you properly uploaded your paper, blaming a group member doesn't work as it is the group's joint responsibility. There are no make-ups/late exceptions for exams or in-class activities, for any reason beyond university or religious excused absences.

5.4 Professionalism

As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others via your cell phone or computer usage, talking with others during lecture, or arriving or leaving late. Treat our Zoom meetings as if they were interviews – practice your professionalism now!

5.5 Course evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You will be notified by email when the evaluations are open, near the end of the semester. Summary results are available to you and the general public.

6. Standard UF Policy Information and Links

6.1 Students Requiring Accommodations

Students requesting accommodation for disabilities must first register with the **Dean of Students Office** (www.dso.ufl.edu/drc/). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

6.2 Honor Code

Students are expected to act in accordance with the University of Florida policy on academic integrity. As a student at the University of Florida, you have committed yourself to uphold the Honor Code, which includes the following pledge:

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

You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit 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. “

It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code.

Violations of the Honor Code at the University of Florida will not be tolerated.

Violations will be reported to the Dean of Students Office for consideration of disciplinary action. For additional information regarding Academic Integrity, please see Student Conduct and Honor Code or the Graduate Student Website for additional details: <https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> <http://gradschool.ufl.edu/students/introduction.html>

Please remember cheating, lying, misrepresentation, or plagiarism in any form is unacceptable and inexcusable behavior.

6.3 Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

6.4 Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html> (Links to an external site.)

7. Campus Resources

7.1 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> (Links to an external site.), and 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 at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> (Links to an external site.).

7.2 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> (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> (Links to an external site.).

Library Support, <http://cms.uflib.ufl.edu/ask> (Links to an external site.).

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

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> (Links to an external site.).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> (Links to an external site.).

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> (Links to an external site.).

8. Miscellaneous

The instructor reserves the right to make changes, if necessary, to the syllabus, grading system, schedule, or other matters pertaining to the class.

Please be aware that the instructor 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.

If you notice yourself having trouble in the course, it is crucial that you see me immediately. Please feel free to approach me 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.

9. Course Schedule and Due Dates

9.1 Weekly Schedule*

WEEK	TOPICS	READINGS
Week 1 May 10	Course Introduction; overview of the project, Groups	Syllabus & other course materials Smith, Introduction
Week 2 May 17	Phase #1 - Formative Research Step #1, 2, and 3	Smith, Step #1, 2, and 3
Week 3 May 24	Phase #2 - Strategy Step #4, 5, and 6 (Via Zoom -Date to be determine)	Smith, Step #4, 5, and 6
Week 4 May 31	Exam #1 + Work on Strategic Plan	
Week 5 June 7	Phase #3 - Tactics Step #7 and 8	Smith, Step #7, and 8
Week 6 June 14	Phase #4 - Evaluation Step #9, Review and Wrap up	Smith, step #9

**This schedule is tentative and subject to change. Changes to the schedule will be discussed in class.*

9.2 Deadlines and Due Dates

Date	Assignment/Notes Due Date	Grade
May 10	Information sheet	0 point
May 17	Discussion #1, 2, and 3	15 points
May 19	Consent Form Work Progress Assignment	15 points
May 24	Discussion #4, 5, and 6	15 points
May 26	Work Progress Assignment	15 points
May 31	Exam #1	100 points
June 7	Discussion #7 and 8	10 points
June 9	Work Progress Assignment	10 points
June 14	Discussion #9	5 points
June 16	Work Progress Assignment	5 points
June 17	Exam #2	100 points
June 18	All final items due 11:59 PM	200 points
Various Dates	Personal 10 Minutes Presentation	10 points
Total		500 points

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