

PUR 4800: Public Relations Campaigns • Summer B 2022

Instructor
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Office Hours: virtual, by appointment
Zoom Meeting Room ID: 8457757219

Class Time
M: Period 4-5 (12:30 pm to 3:15 pm)
W: Period 4-6 (12:30 pm to 4:45 pm)
Section: 01H4
Class #: 12952

Required Texts

- **For purchase:**
 - Scott, M. E. (2020). *The PR campaigns worktext* (1st ed.). SAGE Publications.
 - ISBN: 978-1544397573
- **Available digitally at UF Library:**
 - Lehmann, W. (2019). *The public relations writer's handbook* (1st ed.). Routledge.
 - ISBN: 978-0815365280
 - *Do not purchase this book. It is available digitally through the library. Be sure to use the UF VPN for full access at home: <https://it.ufl.edu/ict/documentation/network-infrastructure/vpn/>

Additional Readings

- Two additional readings are publicly available and linked in the course schedule (see "Course Schedule" in syllabus).

Course Description

- PUR4800 is the capstone course for the public relations undergraduate program at the College of Journalism and Communications. Therefore, it draws heavily on students' previous training in principles, techniques, writing, and research methods to develop a public relations campaign for a real-world client.
- Students will use public relations principles and techniques to analyze case studies, track current public relations issues, create various communication campaigns, and present new opportunities to their client. The additional advanced learning will come not solely from the instructor and the course materials but in the application – the creation of a comprehensive public relations campaign for Horizon Family Medical Group. This course will add another accomplishment for your undergraduate portfolio. You will be able to show prospective employers a rigorous, creative, and thorough campaign book. In fact, Horizon Family Medical Group said there is high potential for students to obtain an internship and eventual employment with the organization, based on your performance on this course. This is an exciting opportunity to bring together everything you've learned during your time at UF.

Client Information

- Horizon Family Medical Group is a family and specialty medicine medical practice operating in Orange County, New York. With 38+ offices, they offer everything from

primary care to surgical preparation. The Horizon liaison will be Donna Shaughnessy, reachable at donna.shaughnessy@hfmfg.net.

Course Format

- Students will join class via Zoom every Monday and Wednesday promptly at 12:30 pm EDT. Class time will primarily consist of lectures on relevant material, update presentations, and team work sessions. This may not take the entire class period. Therefore, students are expected to spend the remaining time reading the textbook, completing reading quizzes, and meeting with their teams.
- For the campaign, the course will employ the counseling-firm format wherein class members form account teams, each representing Horizon Family Medical Group. *Students are expected to dress and act professionally in all dealings associated with the client. We will treat our client with the utmost respect.*

Course Goals

PUR4800 is an applied undergraduate course designed to provide students in public relations with a real-world capstone experience. By the end of this course, you will:

- Plan and develop a successful strategic communication campaign.
- Work effectively with a liaison for the client.
- Practice thinking strategically and courageously on behalf of a client or cause.
- Learn to represent yourself as a knowledgeable, competent, and confident professional.
- Understand the role of importance of research in responding to potential or emerging public relations problems or potential opportunities.
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials.

Other Course Policies

- The University of Florida Honor Code applies to all activities associated with this class.
- Per the Summer B format, this class is expedited. Therefore, students must be checking course materials and email for daily updates.
- Students are expected to read the assigned readings and take accompanying reading quizzes.
- Active student participation is crucial in ensuring a successful relationship with the client and success in this course.
- All work will be judged by professional standards. I will grade written assignments with care and expect that you will write with the same responsibility and precision you applied to your previous writing courses.
- All work must be typed and visually appealing with no spelling, grammar, or APA style grammatical errors. Points will be deducted for such errors.
 - More information on APA style [can be found here](#).
 - I *strongly* suggest reading your work multiple times prior to submission.

Grading

Grades are *earned* via eight modes: (1) class attendance and participation, (2) reading quizzes, (3) case study response, (4) weekly group presentations, (5) weekly client communication, (6) final client presentation, (7) final campaign plan, and (8) peer evaluations.

Mode	Percentage of Grade
Class attendance and participation	10%
Weekly reading quizzes	15%
Case study response	10%
Weekly group presentations	10%
Weekly client communication	5%
Final client presentation	10%
Campaign milestones & final book	35%
Peer evaluations	5%
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	

Class attendance and participation (10%)

- Attendance is *required* for each scheduled class meeting. You must be fully present during class, contribute to discussions, and demonstrate through your comments that you have understood assigned readings and lecture recordings. Given that this is a short course, your attendance grade will be negatively impacted by ANY unexcused absence, especially because class time will be partially devoted to teamwork in working towards the milestones and final project/presentation. An excused absence is one supported by documentation (e.g., from UF or a doctor's note) or specifically approved by the instructor prior to the absence. Regardless of the reason for your 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 instructor) or multitasking during class will count as an unexcused absence.

Weekly reading quizzes (15%)

- The intent behind the weekly reading quizzes is to assess your understanding of key concepts relayed to you during textbook readings and recorded lectures throughout the semesters. The goal is to ensure you leave each week informed and ready to assist your team in developing a strategic, research-based public relations campaign. Weekly reading quizzes will be due every Sunday night before beginning the week. They will be 7 questions.

Case study response (10%)

- Mid-semester, students will be presented with a case study on a public relations campaign. They will write up a 500-word response/reflection on the case study. This assignment is meant to help inform their final campaign plan. Specific instructions are on Canvas.

Weekly group presentations (10%)

- Every Monday, each group will prepare ~5 slides to present their progress on the final campaign report and presentation, where other groups/ the instructor will ask questions and provide feedback as necessary. This is meant to mimic updates that you would give in a real-world scenario. Slides should be submitted via Canvas before Monday's class time.

Weekly client communication (5%)

- Every Wednesday, each group will take careful consideration of the class/instructor feedback on their weekly group update. Then, they will provide a short-form email to the Horizon Family Medical Group liaison at donna.shaughnessy@hfmng.net, copying their group and the instructor to receive credit. This communication is crucial on keeping the client informed between the kickoff call and final presentation.

Campaign milestones & final book (35%)

- As the main project for this course, students will work in teams to conduct research and propose a public relations campaign for Horizon Family Medical Group. Students are required to provide a written campaign book (~80 pages). Specific directions and an example campaign book are provided on Canvas.
- *15% of this grade will consist of the campaign material milestones/drafts due throughout the semester (5% each).* For each draft, the instructor will provide feedback for you to consider for the final draft. Each of the drafts will culminate into the final campaign book.
- *The remaining 20% are entirely dependent on your group's submission of the final campaign book.*

Final client presentation (10%)

- The class will conclude with a final, live, Zoom presentation with the client that covers the final campaign plan in great detail. For each group, this presentation will be ~20 minutes with an additional 10 minutes for Q&A. Presentations will be during class time (1 pm) on **August 1, 2022**. Public speaking resources will be posted to Canvas before presentation day. If your group would like practice time with the instructor, email bshaughnessy1@ufl.edu to schedule a private Zoom meeting.

Peer Evaluations (5%)

- Your team members will each evaluate your contribution to the campaign. Their evaluation of your work will affect your final campaign book score. Specific details about peer evaluation are provided on Canvas.

Deadlines

- "Student" deadlines (reading quizzes, case study response, campaign plan drafts/milestones) are due at 11:59 pm EDT. Given that we are working with a real client, client communication and the final campaign book must be completed by the end-of-business day, 5:00 pm EDT.

Late work policy

- Due to the expedited nature of this course, dealing with a real-world client, and my goal of preparing you for a job in public relations, any work turned in late will receive a zero (0).

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 U.S.;
- demonstrate an understanding of the history and role of professionals and institutions in sharing 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 and 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.

Notes

- **Course recording by instructor:** Our class sessions may be audio and visually recorded for students in the class to refer back or 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 image recorded. If you are unwilling to consent to have your profile image or video image recorded, be sure to keep your camera off and do not use a profile image. Relatedly, students who unmute 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 communication exclusively using the “chat” feature, which allows students to type

questions and comments live. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited. *The final client presentation will not be recorded, so it is expected all students will turn on their camera, unmute, and dress professionally.*

- **Client confidentiality:** Because we are working for a real client that may provide proprietary information to you, our class discussions and materials may be related to client issues and challenges. As such, all client-related discussions or materials for this course must be kept confidential.
- **Academic honesty:** Students must abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a failing grade on the assignment or assessment. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/
- **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 the instructor and discuss their access needs as early as possible in the semester.
- **Counseling center:** University counseling and mental health services are available to you at <https://counseling.ufl.edu/> or at 352.392.1575.
- **Religious observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify the instructor at the beginning of the semester and should discuss with them in advance acceptable ways of making up any missed work.
- **Excused absences for University Extracurricular Activities:** Students participating in officially sanctioned, scheduled university extracurricular activities will 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.
- **Course evaluation:** Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. [Guidance on how to give feedback in a professional and respectful manner is available here.](#) 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 <https://ufl.bluera.com/ufl/>

Course Schedule

As Summer B progresses, this schedule may change to reflect the progress and needs of the class. Students are responsible for checking Canvas announcements and email notifications.

Week	Topic	Required Readings	Reading Quiz Deadline	Client Communication Deadline	Campaign Milestones	Relevant Events & Deadlines
1 June 27 – July 2	Introduction, kickoff meeting	Scott Ch. 1 & 2, Purdue APA Overview and Workshop	Friday, July 1 11:59 pm EDT	N/A	Groups will be assigned their topic. Groups will meet to assign roles.	Kickoff meeting during class time Wednesday, June 29 th .
2 July 3 – July 9	Defining the project & secondary research	Scott Ch. 3, 4, & 6	Sunday, July 3 11:59 pm EDT	Wednesday, July 6 5:00 pm EDT	Issue, goal, objective statements due Friday, July 8 at 5:00 pm EDT. Secondary research roles due Friday, July 8 at 5:00 pm EDT.	Watch secondary research recorded lecture by class time Wednesday, July 6.
3 July 10 – July 16	Secondary research	Building theory in PR: Interorganizational relationships as a public relations paradigm	Sunday, July 10 11:59 pm EDT	Wednesday, July 13 5:00 pm EDT	Complete secondary research draft due Friday, July 15 at 5:00 pm EDT. Primary research roles due Friday, July 15 at 5:00 pm EDT.	N/A
4 July 17 – July 23	Primary research	Scott Ch. 7 & 8 Lehmann Ch. 13, 14	Sunday, July 17 11:59 pm EDT	Wednesday, July 20 5:00 pm EDT	Complete primary research draft due Friday, July 22 at 5:00 pm EDT.	Case study response due at 11:59 pm Wednesday, July 20.
5 July 24 – July 30	Planning, implementation, evaluation	Scott Ch. 9, 10, & 11	Sunday, July 24 11:59 pm EDT	Wednesday, July 27 5:00 pm EDT	Complete planning, implementation, & evaluation drafts due Friday, July 28 at 5:00 pm EDT.	N/A

6 July 31 - August 5	Final campaign plan & presentation	Scott Ch. 12 & 13	Sunday, July 31 11:59 pm EDT	N/A	Final campaign book due by Friday, August 5 at 11:59 pm.	Final campaign presentations Monday, August 1 during class.
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