

## PUR3000 Principles of Public Relations – Fall 2022

**Professor: Dr. Marcia DiStaso, APR, Associate Dean, College of Journalism and Communications**

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Office: 2010 Weimer Hall

Office Hours: Wednesdays 9-11 and/or by appointment

### Course Description

In Principles of Public Relations, you will learn about the theory and practice of public relations, how public relations operates in organizations, its impact on publics, and its functions in society. You will study the professional development of the field; concepts, issues, and principles in the practice; and models and theories guiding the practice. You will apply course materials to public relations program planning and management by working in a group on a strategic planning project.

For those planning public relations careers, this course provides a foundation for the public relations major. The course also meets the needs of those planning other professional and managerial careers that can benefit from an understanding of public relations concepts and management practices. You must earn no lower than a "C" in the course to successfully complete the course and move on to other upper-level public relations courses.

*Prerequisite: Sophomore standing*

### Course Format

This course will include in-person and Zoom synchronous components. Each week you will have readings, lectures, discussions, and assignments. All of this comes together in your three exams and two projects. You must keep up with the readings to fully understand issues and intelligently complete your assignments and exams. The readings listed are to be completed before that class. It is in your best interest to fully engage yourself because what you learn will help you make important decisions in the future.

*\* This syllabus is subject to change as appropriate and necessary. Updates will be posted on Canvas.*

## Required Book

Tom Kelleher, *Public Relations*, 2nd ed. (Oxford University Press, 2020)

**Important note!** You can find the book for purchase or rent. I really like the enhanced eBook.

Please note that this course will be participating in the UF All Access program. Login here <https://www.bsd.ufl.edu/AllAccess> and Opt-In to gain access to your UF All Access course materials. UF All Access will provide you with your required materials digitally at a reduced price and the charge will be posted to your student account. This option will be available starting 1 week prior to the start of the semester and ending 3 weeks after the first day of class.

## Additional Readings as Assigned

Students are expected to regularly read industry news, examples include: [PRWeek](#), [PRovoke](#), [IPR Research Letter](#), and [PRNEWS](#).

Additional readings may be assigned over the semester.

## Attendance

Each class meeting, but we will not have an attendance requirement. Staying on top of the weekly materials and assignments is essential, and trust me, this class is much easier to understand and keep up with if you attend class! Note that we will have in-class assignments, and if you are not in class to complete them you will receive a zero. Requirements for class attendance, make-up exams, assignments and other work in this course follow UF policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

## Availability

Please feel free to reach out to me any time during the semester. I'm available by email and will try to get back to you within 24 hours. If you would like to set an appointment, you can see the times I have available here: <https://calendly.com/drdistaso/15min>

## Course Objectives & Learning Outcomes

By the end of the course, students should:

- have gained a historical perspective of the public relations discipline and profession;
- understand the basic theories, principles, concepts, and practices relevant to public relations;
- understand key processes involved in public relations, including goal, research, planning, strategy, implementation, and evaluation;
- gained an international perspective of public relations;
- gained insights into the different types of public relations industries and careers; and
- demonstrated proficiency in written and oral communications.

## **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:

- 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.

### **Diversity Statement**

Your experience in this class is important to me. I embrace a notion of an intellectual community enriched and enhanced by diversity along several dimensions, including race, ethnicity and national origins, gender and gender identity, sexuality, socio-economic class, disability, age, and religion. It is my intent that students from all diverse backgrounds and perspectives be well-served by this course and that the diversity that students bring to this class be viewed as a resource, strength, and benefit. Please let me know ways to improve the effectiveness of the course for you personally or for others.

### **Course Professionalism**

Students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity but think ahead about how it will reflect on you. Use your best professional judgment. Projects should not contain nudity, profanity, illegal activities, or situations that would put you or others in danger.

## Student 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 to share an accommodation letter with me and discuss your access needs, as early as possible in the semester.

## Evaluation of Coursework

The evaluation of coursework will be based on the student's performance in three major areas, each of which constitutes a proportion of the final grade:

### Assignments: 20%

Public Relations is not something you can simply read about or attend a class and know. It takes a lot of work. This course includes weekly assignments – some will be completed in-class and some for homework. This work will not only count toward your grade, but also help give you experience applying what you are studying. In public relations, deadlines are extremely important, so I do not accept late work. Every assignment marked late in Canvas will be considered late. Don't put off your assignments! **Note – the lowest assignment will be dropped.**

### Three Exams:

The exams will be over the weeks listed. Each exam will have 50 multiple-choice questions. Exams will be given in-person during our class time. You can only take it once (no repeats). A makeup exam will be provided for students who miss an exam due to extreme, documented circumstances. Failure to take the exam on the day it is scheduled (without extreme, documented circumstances) will result in a 20-point deduction for each 24-hour period it is late – contact me to schedule it. **All three exams are closed book, closed notes, closed electronics, and closed everything. You just need your brain, a pencil, and your ID.**

### Exam 1: 20% - September 20

Exam one will cover Weeks 1, 2, 3 & 4 (Chapters 1, 2, 3 & 4)

### Exam 2: 20% - October 25

Exam two will cover Weeks 6, 7, 8 & 9 (Chapters 5, 6, 7 & 8)

### Exam 3: 20% - December 6

Exam three will cover Weeks 11, 12, 13, 14 & 15 (Chapters 9, 10, 11, 12 & 13)

### Projects:

#### Project 1: 10% - DUE October 20

Details will follow, but this is a four-person project. You will be able to pick your team and class time will be provided to assist in completing it (see schedule). Additional time will need to be coordinated.

#### Project 2: 10% - DUE December 13

Details will follow, but this is a two-person project. You will be able to pick your team and class time will be provided to assist in completing it (see schedule). Additional time will need to be coordinated.

The grading scale for the course is:

A 94.0-100%	C 74.0-76.99%
A- 90.0-93.99%	C- 70.0-73.99%
B+ 87.0-89.99%	D+ 67.0-69.99%
B 84.0-86.99%	D 64.0-66.99%
B- 80.0-83.99%	D- 61.0-63.99%
C+ 77.0-79.99%	E below 61.0%

Follows current UF policies (<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>).

NOTE: To continue taking public relations courses (PUR) you must pass this class with a C or better.

### Recording of Class

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.

### University Honesty Policy

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 Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. [Click here](#) to read the Conduct Code. If you have any questions or concerns, please consult with the instructor.

## 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 at <https://gatorevals.aa.ufl.edu/students/>.

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/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

## Campus Resources

**U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto: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](#).

**GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

## Academic Resources

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

## Course Schedule and Readings

WEEK 1 8/25	<b>Introduction to Public Relations</b>
WEEK 2 8/30 & 9/1	<b>Continue Intro &amp; PR Models</b> READ: Chapters 1 & 2
WEEK 3 9/6 & 9/8	<b>Convergence &amp; Integrated Communication</b> READ: Chapter 3
WEEK 4 9/13 & 9/15	<b>Relationship Management</b> READ: Chapter 4
WEEK 5 9/20 & 9/22	EXAM 1 on 9/20
WEEK 6 9/27 & 9/29	<b>Research</b> READ: Chapter 5
WEEK 7 10/4 & 10/6	<b>Planning</b> READ: Chapter 6
WEEK 8 10/11 & 10/13	<b>Implementation</b> READ: Chapter 7
WEEK 9 10/18 & 10/20	<b>Evaluation</b> READ: Chapter 8 Project 1 – DUE 10/20
WEEK 10 10/25 & 10/27	EXAM 2 on 10/25
WEEK 11 11/1 & 11/3	<b>Writing</b> READ: Chapter 9
WEEK 12 11/8 & 11/10	<b>Social Media &amp; Mobile</b> READ: Chapter 10
WEEK 13 11/15 & 11/17	<b>Legal</b> READ: Chapter 11
WEEK 14 11/22	<b>Global</b> READ: Chapter 13
WEEK 15 11/29 & 12/1	<b>Issues &amp; Crises</b> READ: Chapter 12
WEEK 16 12/6	EXAM 3 on 12/6
WEEK 17 12/13	Project 2 – DUE 12/13

NOTE: Days in GREEN are scheduled days to work on projects with team members.