

# 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 18 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

In-person class will be held once a month – dates noted below, but students will be notified of any changes during class. Midterm and final will be held in person.

Remainder of classes will be conducted via Zoom.

Tuesday, Period 9 – 10; 4:05 – 6:00PM ET

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

In-Person: Weimer Hall 2050

## Course Goals

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

- Thoroughly understand 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, as well as building / managing budgets.
- Understand how to manage and lead team members, while effectively serving clients and building your own business.
- Learn ways to balance business financial / team 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 0 – Aug. 23: Independent Syllabus Review
- Module 1 – Aug. 30: **(In Person)**: Intros / Course Review / Career Goal Setting
- Module 2 – Sept. 6: Strength ID / Defining & Marketing Your Personal Brand
- Module 3 – Sept. 13: Business Plan Development Part 1
- Module 4 – Sept. 20: Business Plan Development Part 2
- Module 5 – Sept. 27: **(In Person)** Client Budget Development & Management
- Module 6 – Oct. 4: The DNA of a PR Proposal
- Module 7 – Oct. 11: Building First New Business Proposal – Solo Practitioner
- Module 8 – Oct. 18: **(In Person)** MIDTERM: Present New Business Proposal (Solo)
- Module 9 – Oct. 25: Client Service, Account Management & Reporting
- Module 10 – Nov. 1: Adding & Managing Employees – FT & Freelancers
- Module 11 – Nov. 8: Presentation Training – How to Pitch as a Team
- Module 12 – Nov. 15: **(In Person)** Final Team Assignments & Proposal Outline
- Module 13 – Nov. 22: Final Team Outline Proposal Review
- Module 14 – Nov. 29: Workshop: Building Agency Proposal
- Module 15 – Dec. 6: **(In Person)** FINAL: Teams Present New Business Proposal

## 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 client prospect they have independently identified. Each student will present their proposal to the professor and the entire class in person. The proposal should follow the format and content shared during Modules 6 and should detail the solo practitioner's background, capability and recommended services. Additional direction to be provided via class and Canvas.

## Final Project

For the final, students will be paired into groups during Module 12 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, tactics and budget for the prospective client to consider. Each team member will need to present a portion of the proposal including reporting and budget estimates in person.

## Grading

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

- 20% participation through weekly module assignments and discussions
- 30% from midterm project / presentation (content & presentation)
- 50% from final project / presentation (content, presentation, team contribution)
- No additional rubric will be provided for these criteria

## 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:

- 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.

## 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.bluer.com/ufl/](https://ufl.bluer.com/ufl/). [Summaries of course evaluation results are available to students here](#).

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.

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.

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.