

MMC5648 Public Affairs Communication

Academic Term: Spring 2023
3 Credit Hours

Instructor

Name: Robert W. Grupp

Email Address: rgrupp@jou.ufl.edu

Office Phone Number: +1-484-557-8401 mobile/text. You are always welcome to send the instructor e-mail or text message. This instructor will do his best to respond within 24 hours. If the topic is urgent, send a text message or call.

Virtual Office Hours: If you would like to chat live, it is best to schedule a day and time.

Course Description and Prerequisites

Course Description: Public Affairs Communication is structured around the idea that individuals, communities, and organizations have an obligation to work together to participate responsibly in democratic processes and help solve challenging problems. This course equips students with tools and skills to do that anywhere the need arises.

Course Prerequisites: N/A

Course Expectations

This is a fully online course, and you must log in to Canvas with your Gatorlink username and password to access the materials and assignments. The course is organized into modules with due dates. Unless otherwise specified, each module begins on Monday at 12:00 AM, ET, and ends on Sunday at 11:59 PM, ET.

Time Commitment & Student Workload Expectations

Expect to spend between 10 to 20 hours per week, per course, watching or attending lectures, reading, working on assignments and projects, and engaging in discussions.

Expectations for Writing Assignments: Writing Style

To meet the academic rigor and standards of a graduate program, all students are required to use the Publication Manual of the American Psychological Association (APA) 7th Edition style in their courses when appropriate for the assignment. The APA 7th Edition Manual has a plethora of guidelines that includes scholarly writing, publishing principles, elements, and format for your papers, writing style, and grammar, bias-free language guidelines, mechanics of style, in-text citing references, etc. For additional information on notable changes, see changes between APA 6th Edition and APA 7th Edition.

Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. [Click here to read the university attendance policies](#) for information on absences, religious holidays, illness, and the twelve-day rule. Excused absences must be consistent with university policies in the [Graduate Catalog](#) and require appropriate documentation.

Late Assignment Policy

Late assignments will not be accepted unless it is a [University excused absence](#) as stated in the attendance policies. **No late work will be accepted for final projects or work due in the final week of class due to the university grading deadlines.** If potential issues arise concerning submitting the final work, students should contact their instructors before the assignment deadline.

1. Late Assignment Grade Reductions
 - a. 0-24 Hours Late: 10% reduction in grade.
 - b. Over 24 Hours (24 hours and 1 minute) to 7 Calendar Days Late: 20% reduction in grade.
 - c. After the 7th Calendar Day: Work will not be accepted.
2. Late Discussions will not be accepted.

Student Guidelines for Course Challenges

A student with questions regarding course content such as assignments, assessments, instructional materials, lectures, meetings, course objectives, course module objectives, or other areas of the course, please adhere to the following guidelines: First, *approach the faculty member who is teaching the course* to ask for clarifications regarding the course assignments, assessments, materials, lectures, meetings, etc. Use the instructor's contact information to request an appointment where you can address any concerns and/or questions. If after meeting with *the faculty member teaching the course* you are still not clear on the course assignments, assessments, materials, lectures, meetings, etc., then the next step would be to contact online advising (onlineadvising@jou.ufl.edu) for additional guidance.

Accessibility/Students with Disabilities Information

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letters with their instructors and discuss their access needs, as early as possible in the semester.

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 professionally and respectfully 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/>.

Course-Level Objectives

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

1. Discuss the contributions of the public affairs profession to organizations. (CO: 1)
2. Assess public policy problems. (CO: 2)
3. Apply communication strategies to align with desired outcomes. (CO: 3)
4. Analyze emerging markets. (CO: 4)
5. Identify public affairs networks. (CO: 5)
6. Construct opposing viewpoint. (CO: 6)
7. Create strategic public affairs plans. (CO: 7)

Textbooks and Materials

Required Course Textbook(s)

There is **one required book to purchase** for this course, *Choosing Courage, The Everyday Guide to Being Brave at Work*, by Jim Detert. This book is available for purchase online. On Amazon, the book is available for about \$8.50.

All other required learning materials will be freely available and linked in the modules in Canvas.

Detert, Jim (2021) *Choosing Courage: The Everyday Guide to Being Brave at Work*, (1st ed). Harvard University Press.

- ISBN-10: 1647820081
- ISBN-13: 978-1647820084

Harris, P., & Fleisher, C. S. (Eds.) (2017). *The SAGE handbook of international corporate and public affairs* (1st ed.). SAGE Publications Ltd.

- ISBN-10: 1446276112
- ISBN-13: 978-1446276112

Pearson, B. (2016). *Storytizing: What's next after advertising* (1st ed.). 1845 Publishing. ISBN-10: 0692598146

- ISBN-10: 0692598146
- ISBN-13: 978-0692598146

Lafley, A. G., & Martin, R. L. (2013). *Playing to win: How strategy really works* (1st ed.). Harvard Business Review Press.

- ISBN-10: 1491528796
- ISBN-13: 978-1422187395

Required Software: There is no required software to purchase for this course.

Recommended Textbook(s)

This textbook is recommended in all CJC Online classes to support student expectations for writing style.

American Psychological Association. (2020). *Publication manual of the American Psychological Association: The official guide to APA style* (7th ed.).

- ISBN-13: 978-1433832161
- ISBN-10: 143383216X

University and Course Grading Policies

University Honor Code

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 the number of behaviors that violate 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 in this class.

Plagiarism

Plagiarism is unacceptable; especially, in academic communities. All academic work must be an original work of your own thought, research, or self-expression. Plagiarism includes, but is not limited to, prohibited collaboration, consultation, and

submission of academic work that has been purchased or obtained (see the [UF Policy: Student Conduct Violation](#)). In addition, self-plagiarism is also unacceptable. Self-plagiarism is defined as recycling or reusing one’s own specific words from previously submitted assignments or published texts. Remember that plagiarism is not acceptable in any of your work including all discussion board posts, journal entries, wikis, and other written and oral presentation assignments. It’s important to always cite your sources in your assignments.

Grading Criterion

Discussion Board (Total 24%)

A **discussion post of any kind** submitted **by 11:59 pm on Thursday each week** earns up to 4 points. You earn up to 6 additional points if -- by Sunday night -- you have completed the weekly discussion assignment AND you have interacted with other students. If you have **extenuating circumstances** that prevent you from meeting these deadlines, you must contact the instructor in advance of any delays.

e-Portfolio Project (Total 15%)

You will be required to participate in and complete a semester-long individual project: A curated e-portfolio. This will be a compilation or “curation” of your insights that will serve as a record of your learning and “takeaways” from this class. You will actively drive the curation process by identifying your personal and professional goals, selecting work to include, and reflecting on how each item exhibits progress toward achieving higher-level learning, news skills and professional capabilities.

Weekly Assignments (Total 61%)

Students are expected to submit high quality, well-written, “client-ready” work, on time. All written assignments should be typed 1.5 spaces in a standard business format using a 10- or 11-point business font on standard white paper size 8.5 by 11 or A4. **Include your name, the assignment title, page numbers, and the date on all assignments.** Check spelling (at a minimum, use spell-check). Proofread for awkward sentence styles and construction. Use 1-inch top/bottom and left/right margins. Use AP Stylebook for grammar and punctuation, and for writing style, use the Publication Manual of the American Psychological Association (APA) 7th Edition.

Your grade will be calculated based on the following:

Assignments/Assessments	Weight (%)	Weight in Final Grade
Course Orientation: These assignments are required; however, they not count towards the final grade. <ul style="list-style-type: none"> • Course Introduction • Course Evaluation 	0%	0%
12 Discussions (Weeks 1-6, 8-11, 14 & 15) <ul style="list-style-type: none"> • Worth up to 10 points each. 	24%	Weekly discussion is 24% of final grade.
e-Portfolio Project: Worth up to 75 points. <ul style="list-style-type: none"> • Week 1: Wakelet bio in Canvas (10 points) • Week 7: Add portfolio artifacts (9 points) • Week 14: Write a 'personal statement' (8 points) • Week 16: Final Portfolio (48 points) 	15%	The e-Portfolio project is 15% of final grade.

2 Journal Narratives (Weeks 1 & 15) • Worth up to 15 points each.	6%	Weekly assignments total 61% of final grade.
3 Response Papers (Weeks 2, 3, 9 & 10) • Worth up to 25 points each	20%	
Political Action Memo (Week 4) • Worth up to 25 points.	5%	
Blog/Opinion Column (Week 5) • Worth up to 25 points.	5%	
Strategy Map (Week 8) • Worth up to 25 points.	5%	
Int'l Public Affairs Case (Weeks 11) • Worth up to 25 points.	5%	
Interview an Immigrant (Week 13) • Worth up to 25 points.	5%	
Leadership Lessons (Week 12) • Worth up to 25 points.	5%	
Countering Disinformation (Week 6) • Worth up to 25 points.	5%	
TOTAL	100%	

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%

The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level, although the grade points associated with these letter grades are included in grade point average calculations. See the [Graduate Catalog](#) and [UF graduate school grading policy](#) for more information.

Student Privacy

There are federal laws protecting your privacy regarding grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

Technology Requirements

Software Use

All faculty, staff, and students at 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.

Software

- [Microsoft Office 365](#).
- [UF Apps](#) – access UF software applications from any device from any location, at any time.
- [Adobe Reader](#)
- [Zoom](#)

Technical Support

If you have technical difficulties with your course, please contact the [UF Computing Help Desk](#) either by filling out an [online request form](#) or by calling 352-392-4357 (HELP).

If your technical difficulties cause you to miss a due date, you must report the problem to the Help Desk and then email your instructor. Include the ticket number that you are given from the Help Desk in an email to the instructor to explain the late assignment/quiz/test.

IT Support

For all Technical assistance questions please contact the UF Computing Help Desk.

Phone: 352-392-HELP (4357)

Email: helpdesk@ufl.edu

Communication Policies

Announcements

You are responsible for reading all announcements posted in the course each time you log in.

Email

You are responsible for reading all your course emails and responding promptly (within 24 hours).

Video Conferencing

Video conferencing meetings in this course are considered optional viewing. Every effort will be made to record video conferences with guest lecturers, but a recording is not guaranteed.

Instructor Communications

Email Policy

Except for weekends, holidays, and University breaks, the instructor will typically respond to emails within 48 hours. For course-related questions please post on the Canvas FAQ discussion board. If you have questions of a personal nature, please email me directly.

Assignment Feedback Policy

I will provide feedback/grades on submitted assignments within two weeks of the due date. Some assignments may require a longer review period, which I will communicate to you, if necessary.

Course Policies

Video Recording

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 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](#).

Privacy

If your course includes live synchronous meetings, the class sessions will all be recorded for students in the class to refer to 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 unmute during class and participate 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. Please see UF's Information Technology [policies](#) for additional information.

Challenging Topics

In this course, we may cover subjects that may be sensitive and/or challenging. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally believe is your choice. If you would like to discuss anything regarding this, please feel free to contact me directly.

Commitment to Diversity

The College of Journalism and Communications embraces diversity as a shared responsibility among faculty, staff, and students and strives for tangible expressions of this responsibility. We are committed to fostering a safe, welcoming, and

inclusive environment for individuals of all races, genders, nationalities, religions, sexual orientations, identities, and abilities to express their culture and perspectives through the art and science of journalism and communication.

Academic and Student Resources

Academic Resources

- E-learning Technical Support: Contact the UF Computing Help Desk at 352-392-4357 (HELP) or via e-mail at helpdesk@ufl.edu.
- [Career Connection Center](#): Career assistance and counseling. Reitz Union, Phone: 352-392-1601.
- [Library Support](#): Various ways to receive assistance concerning using the libraries or finding resources. [UF Library Services for Distance Students](#)
[Ask a Librarian](#) – chat with librarians online.
CJC Librarian - April Hines, Phone: 352-273-2728, Email: aprhone@uflib.ufl.edu.
- [Writing Studio](#): Provides one-on-one consultations and workshops tailored to specific classes (graduate and undergraduate). 302 Tigert Hall, Phone: 352-846-1138.

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, call 352-294-2273, or visit the 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 the [UF Police Department](#) website or call 352-392-1111 (or 9-1-1 for emergencies).
- GatorWell Health Promotion Services: For prevention services focused on optimal well-being, including wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

Course Schedule

**A complete course schedule
with explanations of weekly modules, assignments, discussions, and
deadlines is available in Canvas.**

The instructor reserves the right to adjust this syllabus, as necessary.