

University of Florida
Department of Public Relations



Public Relations Campaigns

Summer A - 2023

Tuesdays 12:30pm to 4:45pm & Thursdays 12:30pm to 3:15pm

Professor: Alexandra Matthews

Office: Virtual

Email: amatthews@ufl.edu

LinkedIn: <https://www.linkedin.com/in/alexandreamatthews/>

Office Hours: via Zoom by appointment

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

COURSE DESCRIPTION

PUR 4800 is the capstone course for the undergraduate program in public relations. As such, it draws heavily on students' previous training in principles, techniques, writing, and research methods to develop and partially implement a public relations campaign for an actual organizational client. Students will use the principles and techniques of public relations to analyze case studies, track current public relations issues, create various communication campaigns, and solve real-world problems. The additional advanced learning will come not so much from the instructor or the materials but in the application—the creation of comprehensive communication campaigns that truly communicate.

COURSE FORMAT

This is a comprehensive six-week online class delivered via Canvas and Zoom each week. Class time on Zoom will be dedicated to lectures, discussions, and time reserved for team meetings and work sessions. Students should prepare to dedicate ample time outside of the weekly meetings to complete their campaign projects. For the campaign-planning portion, this course will employ the counseling-firm format in which class members form account teams, representing the same organization client. The requirements and expectations of the team project will be similar to students' first job in public relations.

LEARNING OUTCOMES

By the end of this course, you should be able to:

- Discuss the basic principles of public relations campaign management, including applied research, planning, communication, evaluation, and stakeholder relationship management.
- Develop a standard of excellence by analyzing “real life,” award-winning campaigns.
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials.
- Determine, analyze, and develop communication programs to solve real-world problems.
- Consult and advise an actual client on strategic public relations campaign development.

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.

REQUIRED READING

Bobbit, R., & Sullivan, R. (2013). *Developing the Public Relations Campaigns: A Team-Based Approach* 3rd ed. Upper Saddle River: Pearson.

ADDITIONAL READING

(an excellent reference book for Campaigns from your PUR3801 course):

Smith R. D. (2017). *Strategic Planning for Public Relations* (5th ed.). New York, NY: Routledge

CONTINUED READING

Students are expected to read news periodicals (local, national, and international) and communication-related professional and academic journals regularly. Higher levels of professional competence and authority demand not only awareness of current news events but also an applied understanding of how economic, political, and social trends affect the communication profession. Suggested resources include, but are not limited to, *Journal of Public Relations Research*, *Public Relations Review*, *Public Relations Journal* (<http://www.prsa.org/prjournal/>), and *PRism* (<http://www.prismjournal.org>). Other helpful practitioner-based resources include The Institute for Public Relations (www.instituteforpr.com) and PRSA (www.prsa.org).

COURSE POLICIES

INSTRUCTOR INTERACTION

I am happy to meet with students by appointment on Zoom. The best way to reach me is by e-mail. I will try to send a response as soon as possible but it may take up to 48 hours to get a reply. If I haven't responded within that timeframe, please re-send your email.

ASSIGNMENT PROFESSIONALISM

Everything submitted for this course, including emails with the professor, should be written with a level of professionalism that would be expected by an employer. If you need assistance with professional writing skills, grammar, APA formatting, or other writing needs please visit the campus writing center for help. If assignments are submitted with writing mistakes it will harm your grade and I may direct you to the writing center. The center can be reached at Writing Studio, 302 Tigert Hall, 352-846-1138.

CLASS ETTIQUETTE

Please be considerate of the ideas of others, and treat everyone in class with kindness, tolerance, and respect, regardless of your own personal views. While drinks and light snacks are permitted while on Zoom, please be respectful and mindful not to be distracting. Cell phones should not be used during class and will result in a loss of participation points for the day.

LATE OR MISSED WORK

Students are expected to meet deadlines just as professionals in the workplace are. Late assignments for this course **will not be accepted**. Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness.

ATTENDANCE

Attendance will be automatically recorded during each Zoom session. It will also note the time you join the class and leave. As this is a six-week intensive course, your attendance is expected during each class time. Missing one class is the equivalent of missing an entire week from a 16-week course. Absences and regularly arriving late or leaving early will harm your participation grade. Please be courteous and arrive to class on time and do not leave until you are instructed the class is over. If you will need to arrive late or leave early, please let the instructor know ahead of time.

EMAIL POLICY

As a state employee, my email is considered a public record. Therefore, it can be requested via an open-records request. Because emails are considered public records, federal privacy laws prevent me from discussing grades or other personal matters via email. As a result, you will need to set up a meeting with me to discuss grades. While you are welcome to email me, I may indicate that you need a Zoom meeting depending on the complexity of the issue. In addition, please be aware that email is considered formal communication, which means you should practice professionalism. Only send things via email that you would say to another person in a face-to-face setting.

UNIVERSITY POLICIES

ACADEMIC HONESTY

All work submitted for this course must adhere to the university's honor code as follows: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student 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."

All work submitted for this course must be original and not previously submitted for any other course. Plagiarism or having another student complete an assignment for you will not be tolerated and will be considered academic dishonesty. All cases relating to such behavior will result in a failing grade or more severe measures may need to be taken in compliance with university guidelines.

You may review the Student Conduct & Honor Codes here:
<http://www.dso.ufl.edu/sccr/process/student-conduct-honorcode/>.

ACCOMODATIONS

Students requesting classroom accommodation should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. Students should follow this procedure as early as possible in the semester. To contact the Disability Resource Center, visit www.dso.ufl.edu/drc/ or call 352-392-8565. Students with disabilities should follow this procedure as early as possible in the semester.

COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

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.

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>

COURSE RECORDING POLICY

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.

STUDENT RESOURCES

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> and 352 392-1575; and the University Police Department: 352-392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department

352-392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>

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>

Career Resource Center

Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/>

Library Support

<http://cms.uflib.ufl.edu/ask> 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/>

Writing Studio

302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf

On-Line Students Complaints

<http://www.distance.ufl.edu/student-complaint-process>

ASSIGNMENTS

Grading Policy

The grading scale for the course is as follows:

A 93-100%	C 72-77%
A- 90-92%	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%

Each part of the course will be based on a total of 500 points which will count toward the final letter grade for the course as follows:

Class attendance & participation: 15% of the grade (75 points)
Discussion assignments: 10% of the grade (50 points)
Case study presentation: 20% of the grade (100 points)
Campaign project: 35% of the grade (175 points)
Campaign presentation: 20% of the grade (100 points)

Class Attendance & Participation: 15% of your grade

Attendance is required for each scheduled course meeting and will be taken each class. Class participation, discussion, and peer evaluation will all be crucial portions of your grade. Late arrivals and/or early departures from class (without prior approval from the professor) or multitasking during class (including turning off your camera for an extended period of time) will count as unexcused absences.

Participation points are earned by:

- Attending class.
- Answering questions in class.
- Contributing to and participating in discussions in class.

Part of the final participation grade will be based on peer evaluations. Using confidential forms, team members will evaluate each other's contributions to the campaign project. Your level of engagement and participation in class discussions and work attitude throughout the semester are part of this review. Details about peer evaluations scores are provided in Canvas.

Discussion Assignments: 10% of your grade

Discussion responses will begin WEEK 1 and conclude in WEEK 5. The intent behind these assignments is largely to assess how engaged you have been in the readings/lectures thus far and get you thinking about the lesson's application to your ultimate campaign. These assignments are checkpoints. The goal is to ensure you stay informed and ready to participate on your team at a high level in the context of an integrated public relations campaign. You are required to submit these twice a week. No late work will be accepted.

Case Study Presentation: 20% of the grade

Each assigned group of students will select, analyze, and present on a case study from the PRSA Silver Anvil website (available at <https://www.prsa.org/conferences-and-awards/awards/silver-anvil-awards>). Detailed guidelines on case presentation expectations are provided in Canvas. Please submit a copy of your PowerPoint on Canvas the day that you present. One team member can submit the presentation for the group.

Campaign Project: 55% of the grade (Campaign Book: 35% & Campaign Presentation: 20%)

As the main project for this class, students will work in teams to conduct research and propose a public relations campaign for an actual client selected by the instructor. Students are required to provide an electronic written campaign book and an accompanying recorded PowerPoint presentation. Specific directions regarding the campaign book and presentation are provided in Canvas. One team member can submit the campaign book and presentation for the group. See Team Roles in the Appendix.

COURSE SCHEDULE

Week 1

Dates: 5/16 & 5/18

Lecture Topic: Ch. 1-3

Class Activity: Introductions, Syllabus review, Team assignments made, Teams should determine who will take each role, Individual team meetings with instructor.

Campaign Progress: Teams should begin discussing responsibilities and due dates and schedule regular meetings (via Zoom). Research Directors from all 5 teams meet and discuss plan for completing research report. All five groups utilize this one research report in their plans/books.

Assignments Due:

- AEs submit list of names/roles for your team due Tue. 5/16 11:59 p.m.
- Discussion 1 due Tue. 5/16 11:59 p.m.
- Discussion 2 due Thu. 5/18 11:59 p.m.
- Read Ch. 1-3

Week 2

Dates: 5/23 & 5/25

Lecture Topic: Ch. 4-6

Class Activity: Case Study Presentation Group 1 (THU), Review sample campaign book, Introduction to client, Review primary research, Individual team meetings with instructor.

Campaign Progress: Research Directors from the five teams meet and finalize plan methodology; data findings, implications, and full research report. Creative Directors can individualize look of the report (graphics, tables, charts, etc.), but all five teams use one set of written data; one final written copy for the report due in Week 3.

Assignments Due:

- Discussion 3 due Tue. 5/23 11:59 p.m.
- Discussion 4 due Thu. 5/25 11:59 p.m.
- Read Ch. 4-6

Week 3

Dates: 5/30 & 6/1

Lecture Topic: Ch. 7 & 8

Class Activity: Case Study Presentation Group 2 (TUE), Individual team meetings with instructor.

Campaign Progress: Teams should complete draft campaign book 'look' and outlines; complete Research Report. Your campaign book should be designed, cover, account team bios, table of contents, executive summary (placeholder), brand print, research report, should be complete by Sunday of this week. Now you will move into the programming, timelines, budget, and evaluation sections. Creative Directors should design and prepare the PowerPoint template.

Assignments Due:

- Research Report due **by email** Tue. 5/30 11:59 p.m., instructor will return with feedback by Wed. night, FINAL research report due. Fri. 6/2 11:59 p.m.
- Discussion 5 due Tue. 5/30 11:59 p.m.
- Discussion 6 due Thu. 6/1 11:59 p.m.
- Campaign book draft up through research report due Sun. 6/4 11:59 p.m.
- Read Ch. 7, 8, & 10

Week 4

Dates: 6/6 & 6/8

Lecture Topic: Ch. 10

Class Activity: Case Study Presentation Group 3 (TUE), Individual team meetings with instructor.

Campaign Progress: Teams continue to meet and work on campaign book to begin finalizing programming, timelines/budgets and evaluation sections. All sections should be in draft format by Week 5.

Assignments Due:

- Discussion 7 due Tue. 6/6 11:59 p.m.
- Discussion 8 due Thu. 6/8 11:59 p.m.
- Peer Review #1 due Fri. 6/9 11:59 p.m.

Week 5

Dates: 6/13 & 6/15

Lecture Topic: Final campaign book/presentations

Class Activity: Case Study Presentation Groups 4 & 5 (TUE), Individual team meetings with instructor. On THU, each group will show their campaign book design and discuss their project.

Campaign Process: Complete final draft of campaign book and draft PowerPoint presentations.

Assignments Due:

- Discussion 9 due Tue. 6/13 11:59 p.m.
- Draft final campaign book due Wed. 6/14 by 11:59 p.m. for feedback by Friday.
- Discussion 10 due Thu. 6/15 11:59 p.m.

Week 6

Dates: 6/20 & 6/22

Lecture Topic: Final campaign book/presentations

Class Activity: Individual team meetings with instructor. Course wrap-up.

Campaign Process: Teams meet to finalize book, finalize PowerPoint, rehearse presentation, and record final presentation.

Assignments Due:

- Final campaign book due Wed. 6/21 5:00 p.m.
- Final taped presentation of team PowerPoint presentation due Fri. 6/23 5:00 p.m.

- Peer Review #2 due Fri. 6/23 5:00 p.m.

APPENDIX

JOB DESCRIPTIONS FOR TEAM PROJECT:

Account Executive (AE):

Team leader. Has overall and ultimate responsibility for successful coordination, completion, presentation, and delivery of the team's campaign plan. Additional responsibilities include management of team's work schedule, deadlines, budget, and proper alignment of campaign plan with agreed upon brand platform. The AE will also write the Executive Summary and coordinate team headshots and biographies. Primary point of contact for CEO and client. Reports to CEO.

Director of Research:

Lead responsibility for strategy, implementation, and compilation of research on client organization and applicable publics and ensures this research is taken into consideration throughout the campaign process. Reports to AE.

Copywriting Director:

Lead responsibility for writing copy for all campaign materials, assuring grammatical and spelling accuracy, consistency, clarity, and effectiveness in key messages communicated to target audience(s). Reports to AE.

Director of Creative Services:

Lead responsibility for "look and feel" of all campaign materials, including design of at least three campaign prototypes/mockups recommended by team and design of the book. Creates the design for the final PowerPoint presentation. Reports to AE.

***Media Director:**

Lead responsibility for investigation, cost assessment, and recommendation of appropriate media channels (including social media) through which campaign plan programming can be implemented. Reports to AE.

**Only in groups of 5.*