

## **COURSE SYLLABUS**

### **PUR 4800: Public Relations Campaigns**

Spring 2024

**Instructor:** Luna P. Gonzalez, Department of Public Relations

**Course Time & Location:** Tuesdays, 9:35 to 12:35 in Weimer 1078

**Contact:** lpittetgonzalez@ufl.edu or via text at +1.352.359.5935

**Office Hours:** Office hours are held via Zoom by scheduled appointment.

### **Course Description:**

PUR4800 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 conduct a thorough secondary and primary analysis of the client's brand and products.

Emphasis in the course is on the development of various campaign components. The major assignment is preparation of a professional-style communications campaign and plan book. Other important aspects of the course include team participation and development of presentation skills. This course will add another notch to your undergraduate portfolio. Done well, your campaign will be an accomplishment to show prospective employers — and will be used by your client.

### **Course Format:**

Class time will be dedicated to lectures and discussions, with some time reserved for team meetings and work sessions. Students should prepare to dedicate ample time outside of classroom hours to complete their campaign projects. Setting up regular weekly team meetings outside of class as soon as the teams are formed is recommended. For the campaign-planning portion, class members will form account teams. Students are expected to

be professional in all dealings associated with this class, including treating their colleagues and our client with the utmost respect.

**How does it work?** – Class members will be assigned to a team that will develop a public relations campaign plan as the major portion of the course. Students will have the option to complete the brand print section of their book collaboratively with the rest of the class, or separately with their team. Each team will work on a campaign for the same client and the instructor will dedicate time for each team throughout the semester to ensure proper guidance and direction in the campaign development process. The client will not be physically present for the presentations at the end of the semester. However, they will watch these presentations either in real-time on Zoom or at a later time. Note: These presentations may be recorded.

## **Required Materials:**

### **Required readings:**

Students are asked to have the following book in their possession at the first class meeting at the latest. Students will have weekly reading assignments and will not be able to complete them without the book.

Bobbit, R., & Sullivan, R. (2013). *Developing the public relations campaign: A team-based approach* (3rd ed.). Pearson.

### **Required technology:**

You will need reliable Internet access and a reliable computer with Microsoft Word (or other word processing software that can generate a .doc or .docx file), Adobe flash (for viewing video content) and Adobe PDF reader.

### **Suggested readings:**

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* ([prjournal.instituteforpr.org](http://prjournal.instituteforpr.org)) and *PRism* ([prismjournal.org](http://prismjournal.org)). Other helpful practitioner-based

resources include the Institute for Public Relations ([instituteforpr.com](http://instituteforpr.com)), Public Relations Society of America ([prsa.org](http://prsa.org)), PRWeek ([prweek.com/us](http://prweek.com/us)) and PRNEWS ([prnewsonline.com](http://prnewsonline.com)).

## **Course Objectives:**

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

- Discuss the basic principles of public relations campaign management, including applied research, planning, communication, evaluation, and stakeholder relationship management.
- Plan and develop a successful strategic communication campaign to solve real-world problems.
- Work effectively with an account management team on behalf of a 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 and 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.

## **College of Journalism & 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.

### Course Grades:

Final grades will be based on the following scale:

- 90 – 100 percent A
- 87 – 89 percent B+
- 80 – 86 percent B
- 77 – 79 percent C+
- 70 – 76 percent C
- 60 – 69 percent D
- 0 – 59 percent E

For any questions regarding a given grade, please contact me within 48 hours after the grade is received.

### *Components of the final grade*

**Assignments (5 percent)** – These assignments will be sections of your campaign books due before the full book is due. These assignments should reflect professionalism in presentation and content. As noted earlier, factual and grammatical errors will not be tolerated and will

count against your grade for the given assignment. These include mathematical errors, misspellings or misuse of terms.

**Discussions (5 percent)** – Over a ten-week timeframe this semester you will participate via CANVAS in a weekly discussion in the form of questions based on the lectures and readings from the course up to that week.

**Peer Reviews (15 percent)** – You will be asked to complete three peer reviews of your campaign team throughout the semester. 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.

**Attendance & Participation (10 percent)** – Attendance is *required* for each scheduled class meeting and will be taken each class. Your final grade may be lowered by one letter grade (e.g., B- to C-) for each unexcused absence beyond one. An excused absence is one supported by documentation (e.g., from UF or a doctor's office) or specially approved by the professor 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 professor) will count as unexcused absences. A lack of participation and contribution to our class meetings may also result in a reduced grade.

**Exam (25 percent)**- There will be one closed-book, comprehensive semester exam that will consist of content from class readings, lectures and discussions. Honorlock will proctor this exam.

**Campaign Presentation (10 percent)** – You and your team will present your campaign plan at the end of the semester. This presentation should be around 15 minutes long and will be recorded and shared with the client. You will be graded based on the quality of the content and on your presentation skills.

**Campaign Book (30 percent)** – 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. Specific directions regarding the campaign book and presentation are provided in Canvas.

### **Course Professionalism:**

The College of Journalism and Communications is a professional institution that requires students to maintain a high level of professional behavior at all times. This includes being honest, ethical, and respectful towards fellow students and instructors while adhering to the UF Student Conduct & Honor Codes. Additionally, all class members must observe basic etiquette when communicating via email, threaded discussions, and chats. All students should review the The Netiquette Guide for Online Courses by [clicking here](#).

### **Attendance & Assignment Submissions:**

Students are required to attend every class meeting and a portion of their final grade will be based on attendance. The deadlines for exams and assignments are definitive, as they usually are in the professional world. Late submissions can be accepted up to 48 hours after the due date. Without acceptable justification for a late submission, assignments submitted after the designated deadline but within 12 hours will incur a reduction of one letter grade (e.g., an A becomes a B). Assignments submitted more than 12 hours late will result in a deduction of two letter grades (e.g., an A becomes a C). I recommend you to contact me as soon as you realize you might not reach the deadline so we can work on a solution together.

To ensure consistency with university policies, the requirements for make-up assignments and other work in this course can be found by [clicking here](#). If you experience technical issues and need to request a make-up, you must provide the ticket number received from LSS when reporting the problem. This ticket number will document the date and time of the issue. To request a make-up, you must email me within 24 hours of the technical difficulty. The UF Help Desk is available 24/7 to assist with any technical issues and can be contacted at:

- <http://helpdesk.ufl.edu/>
- (352) 392-HELP (4357)
- [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

### **Religious Observance:**

Religiously observant students wishing to be absent on holidays that require missing class should notify the professor in writing at the beginning of the semester and should discuss with them in advance acceptable ways of making up any work missed because of the absence.

**Excused Absences for University Extracurricular Activities:**

Students participating in an officially sanctioned, scheduled university extracurricular activity 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.

**Writing & Citations**

Good writing is another requirement for every submitted work in this course. Good writing is vital to a career in communications and can cost you your job, and the company you work for their contract with a client. While your submissions in this class will first be graded on the quality of their content, they will then be graded on the quality of their writing. A minimum of 1 point will be deducted from your grade for every writing error. An error is a mistake in punctuation, spelling, word choice, or any standard grammar construction.

Every information included in your submissions that is not your own thought must be cited using AP style (Associated Press), which is the standard style of professional communicators. Points will also be deducted for every missing citation.

**Class Behavior**

Students are required to keep a professional and respectful attitude towards their classmates, their instructor and the campaign's client. Because a major part of this course involves working on an actual campaign, team participation and attitudes toward team members will be evaluated. A professional attitude means doing your share of the assignments on time, dressing and deporting yourself in class and in team meetings in an appropriate professional manner, attending all scheduled meetings (or working out attendance problems with teammates and the instructor in advance), working out disagreements in a professional manner, and expressing collegiality. You should treat this class as a professional working experience: a job, in other words.

Some team members may have difficulty meeting outside of class due to work schedules, school or other obligations. Therefore, portions of most classes will be set aside for such meetings; however, there should be no excuse for all team members not to be able to meet at least once a week. To excel in this class, you must require regular team meetings and cooperation among team members.

**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 class must be kept confidential.

### **Academic Honesty:**

Submitted work must be original. You may not submit anything that was previously made and used for any other purpose than this class, unless we have first discussed it and I have given you permission to do so. In addition, while I encourage you to use any tools available, including technology, to improve your work, I must insist that any submitted work must be your own. Tools such as AI-generated texts can be useful as a start or to perfect what you have already done yourself, but should not be used to complete the assignment in its entirety. Spotting copy-pasted AI generated assignments is easier than you expect and such submissions will be reported. In compliance with the UF Honor Code, instances of academic misconduct, which include cheating, plagiarism, misrepresentation, and fabrication will result in a failing grade for the course, and additional punishment might occur based on university policies.

You may record this course's lectures for personal educational use, in connection with a complaint to the university, or as evidence in, or in preparation for, a criminal or civil proceeding. You may not use the recordings of the lectures for any other purpose and you may not publish or share the lectures without my written consent. I strongly encourage you to review the UF Honor Code regularly and contact me if you have any other questions regarding the application of the code in this course. [Click here to review the UF Honor Code.](#)

### **Inclusivity:**

The practice of communication requires us to be open to diverse backgrounds, opinions and experiences. Exposing ourselves to diversity enriches our understanding of the world and enhances our ability to engage with diverse audiences. Therefore, it is crucial for us to be able to have open and respectful dialogues that allow for diverse perspectives to be shared and heard. I aim to make this class a safe and inclusive space for all and welcome and celebrate diversity in our classroom as it is essential to the practice of effective communication.

My goal as an instructor is to help you learn. As we are all different individuals, our needs when it comes to learning can differ. For this reason, I am happy to meet with every student to discuss these needs and set up a strategy to support your success in this class. I would be glad to work on classroom accommodations as well if you are registered with the DRC, as

long as you can provide documentation to help me set up these accommodations. You can visit the [Disability Resource Center's Website](#) if you have any questions on accommodations or documentation. Make sure to contact me as early as possible to make sure these accommodations can be set up in time.

### Course Evaluation Policy:

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations. You can find the online evaluations portal [by clicking here](#). These evaluations help us improve the courses and our teaching methods, and are therefore extremely important. 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. You can [click here](#) to see summary results of these assessments.

### Course Schedule:

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

Date	Topic	Readings & Assignments Due
<b>WEEK 1</b> January 9	Course & Syllabus Overview Overview of Strategic Communications & Persuasive Campaigns	<b>Read:</b> Chapter 1 <b>To Do:</b> Prepare resume and cover letter
<b>WEEK 2</b> January 16	Overview of the Public Relations Campaign Management Process	<b>Read:</b> Chapter 2 <b>Due:</b> Resume and cover letter
<b>WEEK 3</b> January 23	PR Campaign Research	<b>Read:</b> Chapter 3 & 4 <b>To Do:</b> Prepare Brand Platform & Media Analysis
<b>WEEK 4</b> January 30	Goals & Objectives	<b>Read:</b> Chapter 5 <b>To Do:</b> Competitive Analysis & Brand Differentiation <b>Due:</b> Brand Platform & Media Analysis

<b>WEEK 5</b> February 6	Target Audiences	<b>To Do:</b> Situational Analysis & Generational Analysis <b>Due:</b> Competitive Analysis & Brand Differentiation
<b>WEEK 6</b> February 13	Implementation: Messages and Strategies	<b>To Do:</b> Research Plan <b>Due:</b> Situation Analysis & Generational Analysis
<b>WEEK 7</b> February 20	Implementation: Media Channels	<b>Read:</b> Chapter 6 & 8 <b>To Do:</b> Research Results <b>Due:</b> Research Plan
<b>WEEK 8</b> February 27	Field Research	No Class. Get survey results.
<b>WEEK 9</b> March 5	Research Results	<b>To Do:</b> Objectives & Tactics <b>Due:</b> Research Results
<b>WEEK 10</b> March 12	Spring Break	No Class. Have fun!
<b>WEEK 11</b> March 19	Logistics, Evaluation and Measurement	<b>Read:</b> Chapter 10 <b>To Do:</b> Implementations, Timeline & Budget <b>Due:</b> Objectives & Tactics
<b>WEEK 12</b> March 26	Exam Prep	<b>To Do:</b> Evaluation & Executive Summary <b>Due:</b> Implementations, Timeline & Budget
<b>WEEK 13</b> April 2	Exam	No Class. Good luck!
<b>WEEK 14</b> April 9	Campaign Reviews and Revisions	<b>To Do:</b> Presentation <b>Due:</b> Evaluation & Executive Summary
<b>WEEK 15</b> April 16	Presentations	<b>Due:</b> Presentations
<b>WEEK 16</b> April 23	Campaign Book	No Class. <b>Due:</b> Campaign Book

## **Campus Resources:**

### **Health & Wellness:**

*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.

*On-Line Students Complaints:* View the Distance Learning Student Complaint Process.

