

# PUR 3000 – PR PRINCIPLES – FALL 2024

## CONTACT INFORMATION

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**Office Hours:** Tuesdays, 2-4 p.m., and by appointment  
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## COURSE INFORMATION

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**Class Time:** Tuesday, 11:45 AM-1:40 p.m. and Thursday, 12:50-1:40 p.m.  
**Course Number:** PUR3000  
**Location:** TURL 007

## COURSE DESCRIPTION

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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 OBJECTIVES

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By the end of the course, students should:

- gain 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;
- gain an international perspective of public relations;
- gain insights into the different types of public relations industries and careers;
- demonstrate 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

# COURSE REQUIREMENTS

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## ***REQUIRED TEXTBOOK***

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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 one week prior to the start of the semester and ending three 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.

## ***PREREQUISITES***

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*Prerequisite: Sophomore standing*

# COURSE POLICIES

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## **Instructor Interaction:**

The best way to reach me is by e-mail. I check my e-mail account regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. If I have not written back within 24 hours, please send your email again. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. Please schedule a meeting with me to discuss these issues.

## **Late or Missed Work:**

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose a full letter grade for each week it is late (e.g. B to a C). 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; however, you need to notify me before the deadline is missed, not after the fact.

## **Attendance:**

I expect you to attend 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 may 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>

## **Email Policy:**

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, etc.). In general, face-to-face meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

## **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 honesty 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 Student Honor Code and Student Conduct Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam but may be higher depending on the severity of the violation.

### **Professionalism:**

As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others via your cell phone or computer usage, talking with others during lecture, or arriving or leaving late – practice your professionalism now!

### **Students Requiring Accommodations:**

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## **GRADING POLICY**

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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 several assignments. 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. Every assignment marked late in Canvas will be considered late and will be penalized. Don't put off your assignments!

## Exams: 60%

There will be three exams and one final cumulative exam. The exams will be on the dates listed below. **Exams will be given in-person during our class time. You can only take it once (no repeats) and there are NO make-up exams.** You need to take three out of the four exams given. If you participate in all four exams, your lowest exam score will be dropped. If you miss one of the first three exams for any reason, you will be required to take the final exam. Each exam will have 50 multiple-choice questions. All exams are closed book, closed notes, closed electronics, and closed everything. You just need your brain, a pencil, and your ID.

### Exam 1: 20% - Sept. 17

Exam one will cover chapters 1, 2, 3 & 4

### Exam 2: 20% - Oct. 22

Exam two will cover chapters 5, 6, 7 & 8

### Exam 3: 20% - Dec. 3

Exam three will cover chapters 9, 10, 11, 12

### Final Exam: 20% - Dec. 12 – 7.30-9.30 AM

This will be a 50 multiple-choice cumulative exam.

### Final Project: 20% - Nov. 15

Details will follow.

The grading scale for the course is:

A	94.0 – 100%	B	84.0 – 86.99%	C	74.0 – 76.99%	D	64.0 – 66.99%
A-	90.0 – 93.99%	B-	80.0 – 83.99%	C-	70.0 – 73.99%	D-	60.0 – 63.99%
B+	87.0 – 89.99%	C+	77.0 – 79.99%	D+	67.0 – 69.99%	E	below 60%

See the current [UF Grading Policies](#) for more information.

## PR DEPARTMENT AI PRINCIPLES

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1. Ultimately, you are here to learn how to be a communications professional, which means you need to learn the basics of writing and creative thinking and be able to execute those skills on your own.

2. AI can be useful to help and refine, but ultimately the work needs to be your own.
  - a. If AI wrote your assignment, that is not your own work
  - b. It's best as a brainstorming tool
3. You need to be transparent when AI is used.
  - a. Each assignment will state if AI use is allowed or not, and if allowed how documentation needs to take place
4. When you use AI, use it creatively.
  - a. Be thoughtful with your prompts
  - b. Use multiple prompts
5. FACT CHECK
  - a. Do not trust anything that is created without checking anything it produces

### AI Policy

In this course you may be asked to use generative AI for some assignments. AI is commonly used in the profession, so familiarity with generative AI tools is important. However, do not let your creative thinking and editing skills lapse! When AI is allowed or encouraged in assignments, you will need to document how AI was used. This could include providing your prompts, showing the editing that you did to the created content, or using appropriate citation of information obtained via generative AI. If you are using AI when not explicitly allowed, that is considered a violation of the honor code as you are presenting content as your own that was not fully created by you. There are various AI detection tools available (built within Canvas and externally such as ZeroGPT), and many AI platforms follow very formulaic response patterns. If I am concerned that your work is not your own, I will try to verify the originality of your work. If unable to do so, I may ask you to resubmit the assignment detailing how you arrived at your submission.

## COURSE SCHEDULE

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Week 1 – 8/22	<b>Class Intro + Syllabus</b>
WEEK 2 – 8/27 & 8/29	<b>Principled PR and PR Models</b> READ: Chapters 1 and 2
WEEK 3 – 9/3 & 9/5	<b>Convergence &amp; Integrated Communication</b> READ: Chapter 3
WEEK 4 – 9/10 & 9/12	<b>Relationship Management</b> READ: Chapter 4
WEEK 5 – 9/17 & 9/19	<b>EXAM 1</b> on 9/17

WEEK 6 – 9/24 & 9/26	<b>Research</b> READ: Chapter 5
WEEK 7– 10/1 & 10/3	<b>Planning</b> READ: Chapter 6
Week 8 – 10/8 & 10/10	<b>Implementation</b> READ: Chapter 7
WEEK 9 – 10/15 & 10/17	<b>Evaluation</b> READ: Chapter 8
WEEK 10 – 10/22 & 10/26	<b>EXAM 2</b> on 10/22
WEEK 11 – 10/29 & 10/31	<b>Writing</b> READ: Chapter 9
WEEK 12 – 11/5 & 11/7	<b>Social Media &amp; Mobile + Legal</b> READ: Chapter 10 and Chapter 11
WEEK 13– 11/12 & 11/14	<b>Issues and Crisis</b> READ: Chapter 12 <b>GROUP PROJECTS DUE 11/15</b>
WEEK 14 – 11/19 & 11/21	<b>Global + Exam 3 review</b> READ: Chapter 13
WEEK 15 – 11/26 & 11/28	<b>Thanksgiving Break</b>
WEEK 16 – 12/3	<b>EXAM 3</b> on Dec. 3
WEEK 17 – week of 12/9	<b>FINAL EXAM:</b> Dec. 12 – 7.30-9.30 AM

## UF POLICIES

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### ***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/evals>. 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>

### ***In-Class 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 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 Policy on Course Syllabi 3 UF, Academic Affairs, July 28th, 2021 Honor Code and Student Conduct Code.

## CAMPUS RESOURCES

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**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

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**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.