COURSE SYLLABUS
PUR4243: Driving PR Insights
Fall 2024

INSTRUCTOR   Sunita Menon
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CLASS TIME   **Tuesdays, 5:10 – 6.00 p.m.** | Synchronous
- See Canvas for Zoom link

OFFICE HOURS   Email to set an appointment: sunita.menon@ufl.edu

COURSE OVERVIEW
At its core, Public Relations (PR) is about cultivating, influencing, engaging, and maintaining a relationship with key stakeholders to contribute to the way an organization is perceived. Traditionally, PR/Communications built the common playground for the whole organization to operate and thrive. In recent years and months, PR/Communications professionals and leaders are being increasingly invited to a seat at the business table to influence and shape business decisions. PR Industry recognizes now that there is no future of PR/Communications without a data-driven culture.

In this one-credit course, you will learn about data-driven ways to achieve PR excellence – the value of a data-driven approach and mindset for PR; intro to PR data and tech landscape; simple steps for analyzing reputation/earned media data and deriving actionable PR insights; and developing a data-driven PR strategy and presenting insights and recommendations in an impactful way. In essence, you will learn how to use data to build a bridge to the business for PR/Communications.

This course leans towards the business and strategic needs for data-driven PR rather than a deep dive into tools and technology. Tools will be used in the class (as needed) to aid the data-driven approaches and processes discussed in the class.

COURSE OBJECTIVES
This course will help students gain an understanding and appreciation of data-driven strategies for PR and the ability to design and direct data-driven ways of solving problems.

- Understanding the value of data-driven approaches and methods for strategic thinking and problem-solving
- Understanding how data-driven approaches apply to PR and its outcomes
- Gain awareness of PR data and technology landscape - current & trends
- Process steps and techniques to use data and derive insights for the organization
- With the aid of live data! from an earned media monitoring tool, understand PR

outcomes, actions and their impacts – from a data lens.

- Run sample analysis to test the process and defined objectives (using the live tool)
- Understand the business impact and use data storytelling practices & techniques
- Develop and apply strategic thinking and problem-solving skills through assignments that mimic industry work with clients and peers.

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:

- Understand and apply the principles and laws of freedom of speech and press for the U.S.;
- 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.

PREREQUISITE
You must have completed PUR3000 Principles of Public Relations with a grade of a C or better.

COURSE FORMAT AND CONTENT
This course will be a combination of both asynchronous and synchronous sessions. All course material can be accessed online through e-Learning on Canvas (https://elearning.ufl.edu/).

- **Tuesdays, 5:00 – 6.15 p.m. | Synchronous**
  We will meet synchronously every Monday for live lectures and interactive discussions. Zoom links are posted on Canvas.

Privacy Notice
Our class sessions may be audio visually recorded and posted on Canvas. If you participate with your camera on or use a profile image, you agree to have your video or image recorded. If you do not consent, please keep your camera off and do not use a profile image. Likewise, if you un- mute during class to participate verbally, you agree to having your voice recorded. If you would not like to have your voice recorded, please stay on mute and communicate in the chat. As in all courses, unauthorized recording and unauthorized sharing of recorded materials

is prohibited.

COURSE MATERIALS

Reading material for each week will be shared in advance. Related white papers, case studies, and talks will be shared for each topic as appropriate. You will have access to an earned media monitoring tool TBD (with your individual ID and password) to aid the course content.

ATTENDANCE & PARTICIPATION

Attendance in the Live Zoom sessions is important for live interaction (dialog and engagement) and mandatory – with live video activated at all times. We will be meeting 15 times throughout the semester, so it is especially important that you attend and actively participate to make the most of the course. Please note that there are others waitlisted for this course so please be mindful of the opportunity you have and ensure you take full advantage of it. I will take attendance every class.

If you know you will be absent or late, please notify me as early as possible. Course materials and assignments will be available on Canvas, and you may ask your peers for class notes. Please also let me know if you have any technical issues connecting to the session or to the tool we will be using for this course.

Requirements for class attendance, make-up assignments and other work in this course are consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

SUBMITTING ASSIGNMENTS

Strategic thinking and problem-solving skills take time and practice. It is important to understand the big picture while you dive into details and develop solutions to make a significant impact. Data-driven excellence is also a mindset!

Manage your time wisely. Please do not wait until the last minute to start working on your assignments. Quality time is needed to think strategically and plan diligently.

Everything you write for this course must be coherent, logical and carefully edited. All assignments must be "client-ready," which means they have been proofread, reviewed and formatted so they are ready to submit to your client (or in this case, to me).

Assignments will be completed either individually or as a group. Groups for your project will be assigned for the semester, as required.

All assignments are due on Canvas by 11:59 p.m. on the due date unless otherwise noted. Late work will not be accepted.

Requirements for make-up assignments and other work in this course are consistent with university policies found at: https://catalog.ufl.edu/UGRD/academic-regulations/attendance- policies/.

GRADING POLICY

Final grades will be based on the following scale:

- A   92-100%
- A-   90-91%
- B+   88-89%
- B   82-87%
- B-   80-81%
- C+   78-79%

- C   72-77%
- C-   70-71%
- D+   68-69%
- D   62-67%
- D-   60-61%
- E   below 60%

Components of Your Final Grade

- **Class Participation (25%)** – Attendance and active participation is mandatory. You must be fully present and contribute to discussions, activities and peer reviews to show your understanding of the subject and demonstrate your strategic thinking skills throughout the semester. This grade will take into consideration both synchronous and asynchronous participation.

- **Assignments and Live Case Study (20%) –** You will have sample analysis assignments. In addition, you will monitor your chosen company for the rest of the semester, using live data from an earned media monitoring tool that you will be provided to you for this course. This tracker and analysis assignment can be in spreadsheet/presentation format. More details to come.

- **Two Quizzes through the semester (20%) –** There will be two quizzes during the semester which will be graded and contribute to your final grade. More details to come.

- **Final presentation (35%)** – You will develop a data-driven PR playbook specific for your client that demonstrates strategic thinking, problem definition, solution identification and actionable insights with storytelling. The final project will require you to create a PPT and present as a team via Zoom. Evaluation details to come.

CONTACTING ME

Please feel free to email me at sunita.menon@ufl.edu any time during the semester about any questions or concerns you have. I'm happy to provide feedback or guidance on any assignments. You may also email me to schedule an appointment for a Zoom conference call or phone call. I will always do my best to make myself available, but please allow up to 48 hours for a response.

STUDENTS WITH DISABILITIES
Students requesting classroom accommodations 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. If you have an accommodation letter, please let me know as early as possible in the semester.

To contact the Disability Resource Center, visit https://disability.ufl.edu/ or call 352-392-8565.

COURSE PROFESSIONALISM
The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes.

Because this course will be entirely online, please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here: http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf.

ACADEMIC HONESTY
The work you submit for this course must be your own. It must also be original work for this course. You may not submit anything that you wrote for another class, an internship, as a volunteer or in another academic or professional setting.

Use APA format to cite all sources, including websites and social media pages. Anything copied word for word must have quotations around it and clear attribution. This must be done for all discussions, assignments and projects. You must also list your sources in a references page.

As a UF student, you are bound the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication.
Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty.

To view the UF Student Conduct and Honor Codes, visit:
https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

ONLINE COURSE EVALUATION POLICY
At the end of the semester, please 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 in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. You will be notified when the evaluation period opens and

can complete evaluations through the email you receive from GatorEvals, in your 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/.

CAMPUS RESOURCES

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact 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.

Academic Resources

- *E-learning technical support*: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at 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.

Course Schedule : Driving PR Insights

Week	Date	Topic	Due
1	Aug 27	Introduction – Lecturer, Students Course Objectives & Syllabus	
2	Sep 3	Value of data-driven approaches and methods	
3	Sep 10	Why data-driven PR?	
4	Sep 17	Intro to PR data and tech landscape	
5	Sep 24	Methods to deliver value from data for the organization.	
6	Oct 1	Review content covered so far & *Quiz 1 given*	
7	Oct 8	Intro to the analytics tool, onboard, test and play!	**Quiz 1**
8	Oct 15	Sample analysis and insights; *Assignment given*	
9	Oct 22	Scenarios and Case studies	**Assignment**
10	Oct 29	Intro to Data Storytelling (the WHY and the WHAT)	
11	Nov 5	Data Storytelling (the HOW)	
12	Nov 12	Review content covered so far & *Quiz 2 given*	
13	Nov 19	Wrap Up & Review; Presentation Prep/Guidelines/Criteria (no class on Nov 26 due to Thanksgiving Break)	**Quiz 2**
14	Dec 3	**Final Presentations** (Dec 16 – grades due)	**Presentation**

*Please note this schedule is tentative. Any changes will be discussed in class and posted to Canvas