

## PUR 4932 – Bateman Case Study – Fall 2024

### Contact Information

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**Instructor:** Christine Bucan  
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**Office:** 1080B Weimer Hall  
**Office Hours:** Tuesdays, 2-4 PM, Wednesdays 11:30-12:30 PM and by appointment

### Course Information

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**Course Number:** PUR 4932 – Bateman Case Study Competition  
**Time:** Wednesdays from 12:50-3:50 PM

### Course Description

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The Bateman Case Study Competition is PRSSA's premier national case study competition for public relations students and gives you an opportunity to apply your classroom education and internship experiences to create and implement a full public relations campaign. This fall, we will focus on conducting research and developing the public relations plan for the designated client, EveryLibrary Institute.

### Course Objectives

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In this class, students will learn to:

- Conduct primary and secondary research
- Identify and segment target audiences
- Create a campaign theme
- Develop a comprehensive PR plan (goals, objectives, strategies and tactics)

### 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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### **Suggested Textbook**

Randy Bobbitt and Ruth Sullivan, *Developing the Public Relations Campaign - A Team-Based Approach*, 3<sup>rd</sup> ed.

### **Additional Readings as Assigned**

Students are expected to regularly read industry news, examples include: [PRWeek](#), [PRovoke](#), [IPR Research Letter](#), and [PRNEWS](#).

## **Prerequisites**

To enroll in this course, you must have completed and received a grade of C or better in PUR3000 (Principles of Public Relations) and JOU3101 (Reporting).

## **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.

### **COURSE PROFESSIONALISM**

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. Students will conduct themselves in an honest, ethical and courteous manner with other students and the instructor, abiding by the UF Student Conduct & Honor Codes.

You are expected to:

- Arrive on time and remain in class for its duration unless the instructor allows for early departure.
- Not speak when another student or the instructor are speaking.
- Not use cell phones, laptops, tablets or other electronic devices, except as part of in-class assignments. All cell phones and electronic devices must be set on silent during class time.
- Welcome and respect the diverse opinions of their peers and instructor.

### **ACADEMIC HONESTY**

The work you submit for this course must be your own. You must never use direct or paraphrased material from any source, including websites, without citation.

Citation means providing attribution within the text for any ideas, insights or facts that are not your own. To clarify, you may not copy anything word for word from any source without putting quotes around it and attributing the source. This includes organizations' or companies' websites, internal documents and materials.

For this class, we will use the MLA in-text citation method. You must also list your sources in a bibliography.

All work submitted must 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. You may not submit anything that was written for any purpose other than the given assignment. Plagiarizing another student's work or having another student complete the assignment for you is considered academic dishonesty.

I will handle any incident of academic dishonesty in accordance with the UF Honor Code that provides examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in a failing grade for this course. I will follow university guidelines for any offense.

You may review the Student Conduct & Honor Codes [here](#).

## **CLASS ATTENDANCE & PARTICIPATION**

Generally, meetings will be dedicated to discussion and clarification of the status of the Bateman project. However, this approach may vary. Attending every meeting is mandatory and will enable you to meet your responsibilities as a member of the team and to contribute to ALL portions of the project. The team may meet more often than the dates outlined below. The following dates and discussion topics are a good faith attempt at providing you with a tentative schedule but note that they are subject to review, discussion, and modification.

The class attendance and late policy is designed to mimic the professional environment. If you miss important meetings or are consistently late, it reflects negatively on your professionalism and commitment. The same will be applied to the classroom.

If you know you will be absent (i.e. due to a religious holiday or extra-curricular, school-related activity), please notify me, as well as your teammates, as early as possible to coordinate assignments.

Requirements for class attendance, make-up assignments and other work in this course are consistent with university policies that can be found at [here](#).

## **SUBMITTING ASSIGNMENTS**

All assignments must be "client-ready," which means they have been proofread, reviewed and formatted so that they are ready to submit to your client – or in this case, to your instructor.

Everything you write for this course must be coherent, logical and carefully edited. Fact errors, misspellings, and syntax and grammatical errors are unacceptable, especially in work by public relations students, and will greatly affect your grade. AP Style guidelines should be followed for all materials.

Public relations professionals are often bound by tight, important deadlines and missing these can damage their and their clients' credibility.

Lost files are not an acceptable excuse for late or missing work. Remember Murphy's Law. Please back up all your files; you may choose to do so on a USB flash drive, Google Drive, iCloud, Dropbox, etc.

### **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.

### **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](#) 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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I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria. Grades are earned; they are not gifts. Grades are awarded on the basis of quality, not the amount of time expended. I will keep grades posted on Canvas - it is your responsibility to check on your progress throughout the semester.

### GRADE COMPONENTS

This semester you will be graded on the research and planning sections of the RPIE process for the campaign.

**Research Plan (25 percent)** – This will involve developing, conducting and presenting a research plan that includes primary and secondary research.

**Campaign Theme (25 percent)** – This will be informed by your research. It will include key messaging and a visual identity for the campaign. You will develop taglines, a campaign URL and social media handles.

**PR Plan (25 percent)** – This will include your approach to segmenting and identifying your target audience, as well as defining goals, objectives, strategies and tactics for traditional PR outreach as well as social media.

**Participation and Attendance (25 percent)** - You are part of an elite team and as such, your participation at all meetings is imperative.

### Grading Scale

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.

# 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.