SYLLABUS – PUR 4932: Competitive Reports
Credits: 1

Instructor:	Ian Bailey
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Telephone:	917-544-9921
Class Schedule:	Wednesdays 11:45am-12:35pmET
Virtual office hours:	Outside class by appointment (via email)
Class Link:	https://ufl.zoom.us/j/92017621451
	Meeting ID: 920 1762 1451

Course Description

In Competitive Reports, we will cover the core elements of a PR campaign. The main focus of the course is to complete the competitive submission for the PRWeek Outstanding Student of the Year Award

Prerequisite: PUR3000

Course Format and Content

During the first few weeks of the course, we will meet to review and discuss the core elements of a PR campaign. Once PRWeek launches their Call for Nominations for the Outstanding Student Competition (early-mid-September), I will update the syllabus to include specific deadlines so students will have a roadmap to complete their submission.

We will work together during class hours to cover general campaign principles, and I will be available outside of class hours to advise each student on their submission. Leading agency or in-house communications professionals may join us as guest lecturers during the semester to share their learnings on PR campaigns.

Required Texts

There are no required textbooks for this class. Any reading assignments will be provided through Canvas.

Course Objectives & Learning Outcomes

By the end of the course, students should:

(1) have a strong familiarity of current topics and events related to public relations
(2) demonstrated an understanding of the process of creating and evaluating an effective campaign
(3) Developed and submitted a high-quality submission for the competition

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

Key Course Policies

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 day 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:

This course focuses on class participation and group discussion. Your attendance is an important aspect of this course. Excessive absences will harm your grade. You are responsible for notifying me in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please go here.

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 honor 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 Honor 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.

Students Requiring Accommodations:
Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the disability Resource Center. Click here to get started with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester.

Course Grading
The evaluation of coursework will be based on the student's performance in two areas, each of which constitutes a proportion of the final grade.

Attendance & Class Participation – 20%
You are expected to be an active member of the class. It is important to remember that it is not enough to simply attend the class. You need to critically think about the concepts we discuss in class and be prepared to ask questions and share your views in class.

Entry Quality for the PRWeek Outstanding Student Competition - 80%
20% - Initial draft outline for submission; 60% - Final submission for competition
This includes meeting course due dates for research and draft submissions, and creative use of multimedia and reference to leveraging AI in the submission.

The grading scale for the course is:

A 92-100%	C 72-77%
A- 90-91%	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%

Follows current UF policies
https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/

Availability
Please feel free to speak with me during the semester about any questions or concerns you have by appointment and/or over email.

Course Professionalism
Students are expected to conduct themselves in a professional manner at all times. Carefully consider how you participate and the assignments you submit. You can use humor and demonstrate creativity but think ahead to how it will reflect on you. Use your best professional judgment.

Projects should not contain nudity, profanity, illegal activities or situations that would put you or others in danger. Students are expected to arrive on time via Zoom, not leave early, and wait for the class to end before signing off. Cell phones and other electronic devices may not be used during class. In the event of an emergency, notify me at the start of class. Laptops may be used for assignments or as a note-taking device. Surfing the Internet, checking or sending email or texts, playing games, and other online activities not related to class are strictly prohibited.

Online Course Administration — e-Learning in Canvas

http://elearning.ufl.edu/ will be used to administer the course communication, materials, and grades

Course Feedback
Students are expected to 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/

Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their 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/.

Standard UF Policy Information and Links

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.

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 Honor Code and Student Conduct Code.

Campus Resources

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.