

## PUR 4800: Public Relations Campaigns • Summer B 2025

**Instructor**  
**Brittany Shaughnessy, PhD**  
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**Office Hours:** Virtual by Appointment  
**Zoom code:** 8457757219

**Class Time**  
**M: 9:30 am – 1:45 pm**  
**W: 9:30 am – 12:15 pm**  
**Section:** O1H4  
**Class #:** 11828

### Course Format

- **This course will be taught in an online hybrid format. On Mondays, the class will be asynchronous, with recorded lectures posted. On Wednesdays, the course will also be asynchronous, with live office hours held from 2 to 3 p.m. EST.**
- The instructor is available by appointment only any weekday from 2-3 p.m. EST (outside of class days) and for evening meetings by appointment only.
- Each team will have a team captain, editor, and client liaison – these will be decided after students take an interest survey.
- For the campaign, the course will employ the counseling-firm format wherein class members form account teams, each representing Ms. Schimmel. *Students are expected to dress and act professionally in all dealings with the client. We will treat our client with the utmost respect, as she is an industry professional.*

### Required Texts

- **For purchase:**
  - Scott, M. E. (2020). *The PR campaigns worktext* (1st ed.). SAGE Publications.
    - ISBN: 978-1544397573

### Course Description

- PUR4800 is the capstone course for the public relations undergraduate program at the College of Journalism and Communications. Therefore, it draws heavily on students' previous training in principles, techniques, writing, and research methods to develop a public relations campaign for a real-world client.
- Students will use public relations principles and techniques to analyze case studies, track current public relations issues, create various communication campaigns, and present new opportunities to their client. The additional advanced learning will come not solely from the instructor and the course materials but in the application – the creation of a comprehensive public relations campaign for Victoria Schimmel's (henceforth Ms. Schimmel) freelance public relations and marketing work. This course will add another accomplishment for your undergraduate portfolio. You will be able to show prospective employers a rigorous, creative, and thorough campaign book. This is an exciting opportunity to bring together everything you've learned during your time at UF.

### Client Introduction

## Victoria Schimmel

*Front Desk & Social Media Coordinator, Coldwell Banker Sea Coast Advantage*

Victoria Schimmel is a communication professional with a concentration in public relations, holding her degree from Coastal Carolina University (Class of 2019). She currently serves as the Front Desk & Social Media Coordinator for Coldwell Banker Sea Coast Advantage's Murrells Inlet office in South Carolina. Known for her creativity, organization, and community spirit, Victoria has spent the past several years doing freelance PR and digital content work for real estate professionals across the Southeast. Canva is her creative playground, and she's passionate about using design to elevate brand storytelling.

Now, Victoria is taking the next step: formalizing her freelance work into a full-scale business. But before launching, she's bringing together her clients – and future collaborators – for a cause close to her heart. She is organizing a fundraising campaign and event in support of the Walk to End Alzheimer's, uniting her professional network for a night of connection, creativity, and impact. She has organized other events for the organization – like playing Easter Bunny for local families this spring – but this will be her most formal yet.

This is where *you* come in. The campaign is divided into specialized teams, each playing a vital role in the event's success:

- **Messaging** – crafting all written and visual content with a strong emphasis on raising awareness for the Walk to End Alzheimer's, ensuring the mission stays front and center across all channels
- **Event Logistics** – overseeing venue selection, budgeting, food, and scheduling
- **Event Design** – curating the visual and experiential feel of the event, including décor and interactive elements. This team will have to research South Carolina.
- **Fundraising** – coordinating donation efforts, community outreach, and sponsorships
- **Guest Relations** – managing invitations, RSVPs, and day-of engagement for attendees

Together, these teams will help Victoria create a powerful campaign that not only launches her brand, but also supports a cause that matters.

## Course Goals

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

- Plan and develop a successful strategic communication campaign.
- Work effectively with a liaison for the 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 of 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.

## Other Course Policies

- The University of Florida Honor Code applies to all activities associated with this class.
- Students should regularly check Canvas for course updates and check their email daily to respond to any client concerns/questions.
- Students are expected to read the assigned readings and take accompanying reading quizzes.
- Active student participation is crucial in ensuring a successful relationship with the client and success in this course.
- All work will be judged by professional standards. I will grade written assignments with care and expect that you will write with the same responsibility and precision you applied to your previous writing courses.
- All work must be typed and visually appealing with no spelling, grammar, or APA style grammatical errors. Points will be deducted for such errors.
  - More information on APA style [can be found here](#).
  - The editor should ensure that all material adheres to APA style.

### Grading

Grades are *earned* via nine modes: (1) Participation, (2) reading quizzes, (3) PR in pop culture video/discussion, (4) midterm exam, (5) weekly client communication, (6) final client presentation, (7) campaign milestones and final campaign book, (8) peer evaluations and (9) cumulative PR exam.

Mode	Percentage of Grade
Participation	10%
Reading quizzes	10%
PR in Pop Culture Video/Discussion	10%
Midterm	15%
Weekly client communication	5%
Final client presentation	10%
Campaign milestones & final book	35%
Peer evaluations	3%
Cumulative PR Exam	2%
<b>Grading scale:</b> 100 – 93 A; 92 – 90 A-; 89 – 87 B+; 86 – 84 B; 83 – 80 B-; 79 – 77 C+; 76 – 74 C; 73 – 70 C-; 69 – 67 D+; 66 – 64 D; 63 – 60 D-; 59 and below E	

#### **Class participation (10%)**

- Seven small assignments (interest survey, initial thoughts, group contracts, kickoff meeting team questions, issue, goal, and objective statements, secondary research roles, primary research/planning roles, measurement and evaluation roles) will also contribute to this grade.

#### **Reading quizzes (10%)**

- The intent behind the reading quizzes is to assess your understanding of key concepts relayed to you during textbook readings and recorded lectures throughout the semesters. The goal is to ensure you begin class informed and ready to assist your team in developing a strategic, research-based public relations campaign. Four reading

quizzes will appear sporadically throughout the summer session and contribute to 10% of your grade.

### **PR in Pop Culture (10%)**

- During the first day of class (June 30th), students will select their PR in pop culture media on a discussion board, where there will be no repeats. After watching their program (or 3-4 episodes), they will record a PowerPoint presentation (at least 7 minutes) and post it to the discussion board. Presentations are due to the discussion board by **July 11<sup>th</sup> at 11:59 pm**.
- **For 5 bonus points**, students may reply to their classmates' presentations, providing a robust discussion of the media. These replies are due by **July 15<sup>th</sup> at 11:59 pm**.

### **Midterm exam (15%)**

- Halfway through the summer session, students will complete a midterm examination to ensure that they are comprehending the information taught in class so far. The midterm exam will focus on public relations campaigns generally, secondary research, and primary research. The midterm will consist of multiple choice, matching, and short response questions. The midterm will be open **from July 18<sup>th</sup> at 5:00 pm until July 21<sup>st</sup> at 11:59 pm**.

### **Weekly client communication (5%)**

- Every Friday, each group will take careful consideration of the class/instructor feedback on their weekly group update. Then, the client liaison will provide a short-form email to Ms. Schimmel at [vrsjuly23@gmail.com](mailto:vrsjuly23@gmail.com) copying their group and the instructor to receive credit. This communication is crucial to keep the client informed between the kickoff call and final presentation.

### **Campaign milestones & final book (35%)**

- As the main project for this course, students will work in teams to conduct research and propose a public relations campaign for Ms. Schimmel. Students are required to provide a written campaign book (~70-90 pages). Specific directions and an example campaign book are provided on Canvas. The deadline for this assignment is **August 7<sup>th</sup> at 11:59 pm**.
- *15% of this grade will consist of the campaign material milestones/drafts due throughout the semester (5% each).* For each draft, the instructor will provide feedback for you to consider for the final draft. Each of the drafts will culminate into the final campaign book.
  - Before the secondary research deadline, the teammate in charge of the theory section must meet with the CJC librarian.
- *The remaining 20% are entirely dependent on your group's submission of the final campaign book.*

### **Final client presentation (10%)**

- The class will conclude with a final, live, in-class presentation with the client that covers the final campaign plan in great detail. For each group, this presentation will be ~10 minutes with an additional 5 minutes for Q&A. Presentations will be at 7 pm EST on **August 6<sup>th</sup>**. Public speaking resources will be posted to Canvas before presentation day.

If your group would like practice time with the instructor, email [bshaughnessy1@ufl.edu](mailto:bshaughnessy1@ufl.edu) to schedule a private Zoom meeting.

### **Peer Evaluations (3%)**

- Your team members will each evaluate your contribution to the campaign. Their evaluation of your work will affect your final campaign book score. Specific details about peer evaluation are provided on Canvas.

### **MANDATORY WITH BONUS: Cumulative PR Standardized Exam (2%)**

- At the end of class, you will take an exam on Canvas that serves as a summative test of the knowledge you should have gained during your time as a PR student at UF. *This exam is different from the exam the department has you take.* This exam is worth 2% of your course grade, which is not a lot, but could be the difference between letter grades. It will take no longer than 25 minutes. Your scores on this exam are used to evaluate the PR department, so it is essential that you try your best on this exam.
  - If you score above 80% on this exam, you will receive 5 bonus points on your final campaign book individual score.
  - If you score between 60% and 80%, you will receive 2 bonus points on your final campaign book individual score.
  - If you score below 60%, you will receive 1 bonus point on your final campaign book for taking the exam.
- This exam is due by 11:59 pm Friday, August 9<sup>th</sup>.

### **Deadlines**

- “Student” deadlines (reading quizzes, campaign plan drafts/milestones) are due at 11:59 pm EST. Given that we are working with a real client, client communication and the final campaign book must be completed by the end-of-business day, 5:00 pm EST.

### **Late work policy**

- Due to the expedited nature of this course, dealing with a real-world client, and my goal of preparing you for a job in public relations, any work turned in late will receive a zero (0).

### **Public Relations Department AI Statement**

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. In this class, AI is not allowed.

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 for Student Work**

In this class I want you to produce all your own work without generative AI's assistance. It is important for me to be able to ascertain what you know and can produce unaided on your own. The use of generative AI for your assignments in this class is 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 and if evidence is found that your work is AI generated, I will submit your assignment as violating the honor code.

### **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:

- 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 sharing 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 and 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.

### **Notes**

- **Florida House Bill 7:** In this course, we may cover sensitive and/or challenging subjects. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally choose to believe is your business.
- **Course recording by instructor:** Our class sessions may be audio and visually recorded for students in the class to refer back or for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video image recorded. If you are unwilling to consent to have your profile image or video image recorded, be sure to keep your camera off and do not use a profile image. Relatedly, students who unmute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the “chat” feature, which allows students to type questions and comments live. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited. *The final client presentation will not be recorded, so it is expected all students will turn on their camera, unmute, and dress professionally.*
- **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 course must be kept confidential.
- **Academic honesty:** Students must abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a failing grade on the assignment or assessment. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at [sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/](https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/)
- **Disability 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 the instructor and discuss their access needs as early as possible in the semester.
- **Counseling center:** University counseling and mental health services are available to you at <https://counseling.ufl.edu/> or at 352.392.1575.
- **Religious observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify the instructor at the beginning of the semester and should discuss with them in advance acceptable ways of making up any missed work.



- **Excused absences for University Extracurricular Activities:** Students participating in officially sanctioned, scheduled university extracurricular activities 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.
- **Course evaluation:** 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 here](#). 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.bluer.com/ufl/>



## Course Schedule

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

Week	Topic	Required Readings	Client Communication Deadline	Campaign Milestones	Relevant Events & Deadlines
<b>1</b>  June 30 <sup>th</sup> to July 5 <sup>th</sup>	Introduction, kickoff meeting, defining the project  <b>By Wednesday, July 2<sup>nd</sup>, students will know their group assignment</b>	Scott Ch. 1 & 2, <a href="#">Purdue APA Overview and Workshop</a>	N/A	Students will complete the interest survey by 11:59 pm Monday, June 30 <sup>th</sup> .  Submit kickoff client questions by Thursday, July 3 <sup>rd</sup> at 11:59 pm	PR in Pop Culture media selection due by June 30 <sup>th</sup> at 11:59 pm  Reading quiz 1 due Thursday, July 3 <sup>rd</sup> 11:59 pm  Group contracts due Thursday, July 3 <sup>rd</sup> 11:59 pm.
<b>2</b>  July 6 <sup>th</sup> – July 12 <sup>th</sup>	Secondary research	Scott Ch. 3, 4, & 6	Friday, July 11 <sup>th</sup> 5:00 pm EDT	Issue, goal, objective statements due Sunday, July 6 <sup>th</sup> 11:59 pm EDT.  Secondary research roles due Monday, July 7 <sup>th</sup> at 11:59 pm EDT.	Reading quiz 2 due Sunday, July 6 <sup>th</sup> 11:59 pm.  Secondary research draft due by Sunday, July 13 <sup>th</sup> at 11:59 pm.  PR in pop culture due July 11 <sup>th</sup> 11:59 pm
<b>3</b>  July 13 <sup>th</sup> -- July 19 <sup>th</sup>	Primary Research	Scott Ch. 7 & 8	Friday, July 18 <sup>th</sup> 5:00 pm EDT	Secondary research draft due by Sunday, July 13 <sup>th</sup> at 11:59 pm.  Primary research roles due by Monday, July 14 <sup>th</sup> at 11:59 pm.	Reading quiz 3 due by Sunday, July 13 <sup>th</sup> at 11:59 pm.  Midterm open from July 18 <sup>th</sup> at 5:00 pm until July 21 <sup>st</sup> at 11:59 pm.

<b>4</b> July 21 <sup>st</sup> – July 26 <sup>th</sup>	<b>Primary Research Work Week and Secondary Research Edits Week</b>	Scott Ch. 11 & 12	Friday, July 25 <sup>th</sup> 5:00 pm EDT	Primary research draft due by Sunday, July 27 <sup>th</sup> 11:59 pm.	Primary research draft due by Sunday, July 27 <sup>th</sup> 11:59 pm
<b>5</b> July 27 <sup>th</sup> – August 2 <sup>nd</sup>	Implementation and Evaluation		Friday, August 1 <sup>st</sup> 5:00 pm EDT	Implementation, evaluation, and appendices roles due by Monday, July 28 <sup>th</sup> at 11:59 pm.  Implementation, evaluation, and appendices draft due by Sunday, August 3 <sup>rd</sup> 11:59 pm.	Implementation, evaluation, and appendices roles due by Monday, July 28 <sup>th</sup> at 11:59 pm.  Implementation, evaluation, and appendices draft due by Sunday, August 3 <sup>rd</sup> 11:59 pm.
<b>6</b> August 3 <sup>rd</sup> to August 8 <sup>th</sup>	Final Presentation and Final Campaign Book		N/A	<b>Final presentation 7 pm EDT Wednesday, August 6<sup>th</sup></b>  Final campaign book due by Thursday, August 7 <sup>th</sup> at 11:59 pm.	Group peer evaluations due by Thursday, August 7 <sup>th</sup> at 11:59 pm.