



## PUR 4243 – Industry Perspectives: AI in Public Relations and Communications

**Academic Term:** Fall 2025

**Class Day/Time:** Weimer 2050; Period 5 (11:45 A.M. – 12:35 P.M.)

**Credit Hour(s):** 1

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### Instructor

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Office Phone Number and Times: **+1 (352) 246-5246**. You can text or call me at this number. If I am not available when you call, leave your name and phone number and I will return your call as soon as possible.

**Virtual Office Hours:** I am flexible in accommodating to student availability. Contact me to schedule an appointment.

**NOTE:** There may be classes where in-person presence is required and online attendance will not be possible. Students will receive advanced notice for sessions requiring in-person class attendance.

### Course Description and Prerequisites

**Course Description:** In this course, you will learn about current practices, opportunities, and challenges in applying Artificial Intelligence (AI) – including generative AI – technology to the public relations practice and to facilitate communication and engagement. This course may also address the impact of AI across disciplines, such as business, engineering, and health. Through effective working knowledge and real-world applications, students will learn about ethics in AI, various AI platforms, precision prompt engineering for large language models (LLMs) and the power of natural language processing (NLP). Students will learn and be able to help guide clients in decision making in the application of AI capabilities in key public relations planning and implementation scenarios.

**Course Prerequisites –** [N/A](#)

### Course Expectations

Some of the classes during the semester will be in person, but many weekly meetings will be conducted via Zoom. Using an online collaboration platform will allow students to work in AI tools and discuss/participate the impact and output of prompts, which is key to mastering AI techniques.

#### Attendance Policy

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies. Students are expected to attend and actively participate in class. [Click here to read the university attendance policies](#) for information on absences, religious holidays, illness, and the twelve-day rule.

#### Late Assignment Policy

Late assignments will not be accepted unless it is a [University excused absence](#), as stated in the attendance policies. **No late work will be accepted in the final week of class due to the university grading deadlines.**



## College of Journalism & Communication and Course-Level Objectives

### 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.**

Upon successful completion of this course, students will be able to:

1. Understand ethical AI concerns and use cases and the PRSA statement on professional ethics on AI use. (CO: 1)
2. AI, including key concepts of natural language processing (NLP, large language models (LLMs) and machine learning, and their application to public relations and communications practices. (CO: 2)
3. Recognize and determine how to create prompts, which prompts to select given needed information or outcomes, how to engage and converse with LLMs, and how to retain and hone critical thinking in an AI world. (CO: 3)
4. Analyze a real life public relations event, situation, or clients need to identify which what information source will be most reliable and/how to critically assess AI output. (CO: 4)
5. Counsel clients/senior leadership on AI, creation, maintenance, and adaptation of LLMs, and explain practical challenges to practitioner implemented use. (CO: 5)

(CO = Course-level Objective)

## Textbooks and Materials

**Required Course Textbook(s):** There are no required textbooks.

**Required Software:** Students must have a ChatGPT license and be able to access and use it throughout the semester. Other platforms, such as Claude by Anthropic and video/graphic generating platforms, will be included in this course. Software that students are required to use will offer options for no cost access.

## Course Grading

### Grading Criterion

Your grade will be calculated based on the following:

Assignments/Assessments	Weight or Percent of Grade
<b>Course Orientation:</b> These assignments are required; however, they do not count toward the final grade. <ul style="list-style-type: none"> <li>Student Introduction</li> <li>Course Evaluation</li> </ul>	0%
Seven written assignments or output from class sessions/work; maximum points possible per assignment is 10	70%
Class attendance and participation; maximum points possible is 30.	30%
<b>TOTAL</b>	<b>100%</b>

### Written Assignments or Output from Class Work: 70%

We will actively use AI platforms throughout the semester in and out of class. Students will need to complete seven assignments. Throughout the semester there will be opportunities to submit more than seven assignments. Students may select which assignments they complete. Many of them will involve you interacting with large language models.

### Attendance and Active Participation: 30%

Students are expected to attend and participate in class discussion and interactive exercises. You are expected to be fully engaged at all times unless cleared in advance. Note that we will have in-class assignments, and if you are not in class to complete them you will not be able to submit and receive credit for that work. 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>

Grade	Percentage
A	92.5-100%
A-	89.5-92.4%
B+	86.5-89.4%
B	82.5-86.4%
B-	79.5-82.4%
C+	76.5-79.4%
C	72.5-76.4%
C-	69.5-72.4%
D+	66.5-69.4%
D	62.5-66.4%
D-	59.5-62.4%
E	0 – 59.4%



The only passing grades for graduate students are A, A-, B+, B, B-, C+, and C. Letter grades of C-, D+, D, D- or E are not considered passing at the graduate level. However, the grade points associated with these letter grades are included in grade point average calculations. See the [Graduate Catalog](#) and [UF graduate school grading policy](#) for more information.

### Student Privacy

Federal laws protect your privacy regarding grades earned in courses and on individual assignments. For more information, please see the [Notification to Students of FERPA Rights](#).

## Technology Requirements

### Software Use

All faculty, staff, and students at 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.

### Software

- [Microsoft Office 365](#).
- [UF Apps](#) – access UF software applications from any device from any location at any time.
- [Adobe Reader](#)
- [Zoom](#)
- Chat GPT

## Communication Policies

### Announcements

You are responsible for reading all announcements posted in the course each time you log in.

### Email

You are responsible for reading all your course emails and responding promptly (within 24 hours).

### AI Policy for Student Work

In this course you will 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, it is essential for you – as a student of the profession – to develop the skills and have the ability to think critically through your future work. Building these skills occur during your academic career. While you will continue to build on those as you develop through the years, establishing a solid foundation is essential. Bypassing spending the time developing those skills will impact the quality of your future work.

Use your creative thinking and editing skills. Do not let them lapse! When AI is allowed or encouraged in assignments, you will need to document how AI was used. This will be done by providing your original 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.

## Academic Policies and Resources

Consult the following link for [Academic Policies and Resources](#)

## Course Schedule

Week	Date	Topic and Assignments	Assignments
1	8/26/2025	Introduction to the Course and AI	
2	9/2/2025	Machine Learning and Natural Language Processing; Ethics and Bias in AI	Assn 1 available
3	9/9/2025	Discuss Perspective API Results	Assn 1 Due
4	9/16/2025	AI Use Cases in PR; Prompts, Queries, and Output: Instructing Large Language Models	Assn 2 Available
5	9/23/2025	Prompts, Queries, and Output: Conversing with Large Language Models	Assn 2 Due Assn 3 Available
6	9/30/2025	Stakeholder/Audience Analysis & Segmentation; Influencer Identification and Chat Analysis	Assn 3 Due
7	10/7/2025	AI Regulations and Transparency (Regulatory Sandbox)	Assn 4 Available
8	10/14/2025	Sentiment Analysis, CRM, and Media Monitoring	Assn 4 Due Assn 5 Available
9	11/4/2025	AI Driven Personalization in Campaigns; Chatbots in Business and Collaborating with IT; Advising and Counseling Clients Related to AI Application and LLM Development	Assn 5 Due Assn 6 Available
10	11/11/2025	No class (Veterans Day)	
11	11/18/2025	Crisis Management and Response: AI vs Traditional Methods	Assn 6 Due Assn 7 Available
12	11/25/2025	No classes (Thanksgiving holiday week)	
13	12/2/2025	AI Metrics and ROI (Advanced Analytics and Attribution Models, Benchmarking, and Continuous Improvement)	Assn 7 Due

**The instructor reserves the right to adjust this syllabus as necessary.**