

PUR4800 Public Relations Campaigns

Instructor: Professor Wenlin Liu, Ph.D.

Class:	Tue 9:35am-12:35 pm Weimer 2056
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Office Hours:	Tu & Th 3:00-4:00 pm, or by appointment
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Course Description

PUR 4800 serves as the capstone course for the undergraduate public relations program. This course builds upon students' foundational knowledge in public relations principles, techniques, writing, and research methods, guiding them in the development and partial implementation of a public relations campaign for a real-world organizational client.

Students will apply public relations strategies to analyze case studies, monitor current industry issues, design communication campaigns, and address practical challenges. The course emphasizes experiential learning, where the primary growth stems not from lectures or materials but from hands-on practice. Through the creation of comprehensive and impactful communication campaigns, students will refine their ability to deliver meaningful and effective messages.

Course Format

Class time will be allocated to lectures, discussions, and dedicated sessions for team meetings and work. Students should anticipate committing significant time outside of class to successfully complete their campaign projects.

For the campaign-planning component, the course will adopt a counseling-firm format, where class members collaborate in account teams to represent a shared organizational client. The expectations and demands of the Team Project will mirror the rigor and challenges students are likely to encounter in their first professional role in public relations.

Course Learning Objectives

By the end of this course, you should be able to:

- Discuss the basic principles of public relations campaign management, including applied research, planning, communication, evaluation, and stakeholder relationship management
- Develop a standard of excellence by analyzing “real life,” award-winning campaigns
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials Determine, analyze, and develop communication programs to solve real-world problems
- Consult and advise an actual client on strategic public relations campaign development

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.

Required Texts:

- Luttrell, R. M., & Capizzo, L. W. (2020). *Public relations campaigns: An integrated approach*. SAGE Publications
- *Supplemental readings will be made available to you through the course website.*

Course Policies

Attendance: I will take attendance. You must arrive on time and stay through the whole class sessions in order to get full credit for in-class points that day. If you notify me about coming late or having to leave early you will still get credit for any in-class points you were present for on two occasions. After these two instances, you will only receive ½ credit for any in-class points. If you fail to notify me about coming late or leaving early, you will not get credit for any in-class points that day and get marked as missing class. This late arrival/leaving early will count toward your two for the semester. Attendance will also be tied to whether you can accrue bonus/extra credit points. If you miss more than two classes, you won't be eligible for bonus/extra credit points. I will post slides, activities, etc. on the course website. If you have questions regarding the content, please send me an email. Lastly, I do take attendance every class. If you miss more than three classes, you will lose 10% from your grade for each additional class you miss during the course of the semester.

Email Policy: As a state employee, my email is considered a public record. Therefore, it can be requested via an open-records request. Because emails are considered public records, federal privacy laws prevent me from discussing grades or other personal matters via email. As a result, you will need to visit me in my office to discuss grades. 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. In addition, please be aware that email is considered formal communication, which means you should practice professionalism. In other words, try to avoid treating emails like text messages (i.e., don't use text abbreviations). Moreover, only send things via email that you would say to another person in a face-to-face setting.

Honor Code: Please note that all of your work in this class should conform to the university's honor code, 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 Student 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.” For more information please see <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

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.

Accommodations: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Late Work/Make-up Work: You will submit various assignments to the course Canvas site. It is your responsibility to turn in the assignments before the due date. You must submit assignments before midnight of the due date. Therefore, if a paper is due Tuesday, it must be submitted electronically to Canvas by 11:59 p.m. **To help me grade and provide feedback, please submit all assignments in a .doc or .rtf file instead of .pdf.** Fifteen percent will be deducted from your grade **each day** your paper is late (this means a total of 30% if it is handed in two-days late). I will NOT accept assignments after the second day (48-hours past the due date). Late assignments will not be given grading priority. They will be handed back by the end of the semester. Late assignments will also receive few, if any, comments.

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 others with your cell phone or computer. If you are using your computer to take notes, only have your notes page open. If technology becomes a distraction for others in class, I reserve the right to ban computer use in the classroom.

How You Get Points**Point Distribution**

1. Exam	100 pts
2. Assignments	60 pt
3. Case Study	50 pts
4. Campaign Project	250 pts
5. In-class activities and participation	40 pts

TOTAL **500 pts**

Letter grades will be calculated using this formula:

Letter	Course Points	Percentage	Grade Points
A	500-465	100-93	4.0
A-	464-450	92.9-90	3.7
B+	449-435	89.9-87	3.3
B	434-415	86.9-83	3
B-	414-400	82.9-80	2.7
C+	399-385	79.9-77	2.3
C	384-365	76.9-73	2
C-	364-350	72.9-700	1.7
D+	349-335	69.9-67	1.3
D	334-300	66.9-60	1
F	299-0	59.9-0	0

Overview of Course Components**Exam**

There will be **one** exam given during the semester. The exams will cover the material in the readings and lectures – this includes the textbook chapters and any supplemental material posted on the course website. I will provide study guide for the exam. The tests will be multiple choice/true-false/matching.

Assignments

There will be various assignments include individual writing assignments and/or multiple in-class assignments that will require you to apply the principles, techniques, and skills you've learnt to real-world scenarios and solve various problems. Some writing assignments may be related to your team project.

Case Presentations

For case presentations, each **team of three students** will select and sign up for one case study selected from the PRSA Silver Anvil website (available at <http://www.prsa.org/Awards/SilverAnvil/Search>). Each team will be required to read through all the cases of the year and select the best one for analysis and present to the class. Alternatively, you may find a casebook of public relations campaign (approved by the professor). Read through all the cases of the book and select the best one for analysis and presentation.

Campaign Project

The final campaign project requires students to work **in teams** to research and propose a public relations campaign for an actual client selected by the instructor. A written campaign proposal will be turned in and

students will present their campaign design to the client, who will provide feedback. Detailed instructions on the team campaign project will be posted on Canvas.

The Team Project grade is comprised of a Team Grade (75%) and an Individual Grade (25%). Individual grade will be based on peer evaluations. Utilizing confidential forms, team members will evaluate each other's contributions. Team Grade will be based on the quality of the campaign plan book (75%) as well as the final oral presentation (25%).

In-class Activities & Participation

I believe, and research has shown, that active participation in learning is crucial for long term learning. Most weeks we will complete at least one (or more) activity in class. These are designed to get you to apply the knowledge you've learned to a real-world type situation. You will get full credit for these as long as you put forth a reasonable amount of effort. In addition to the in-class activities, there will be a couple of brief assignments/activities you will finish outside of class. For the in-class activities, I typically offer one or two more than the minimum number needed to get full credit for this component of your grade. Therefore, if you miss a class there won't be make up assignments. Instead, you should be able to get full credit if you keep attending class throughout the semester.

University Policies & Resources

UF Grading Policy

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

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> (Links to an external site.). 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/> (Links to an external site.).

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 (<https://www.dso.ufl.edu/sccr/process/student-conduct-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 the instructor or TAs in this class.

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> (Links to an external site.)

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

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc> (Links to an external site.), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> (Links to an external site.).

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> (Links to an external site.).

Library Support, <http://cms.uflib.ufl.edu/ask> (Links to an external site.). Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> (Links to an external site.).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> (Links to an external site.).

Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> (Links to an external site.).

Class Schedule (Tentative)

<u>W</u>	<u>Date</u>	<u>Topics</u>	<u>Readings and Preps</u> <u>BEFORE class</u>	<u>Deliverables (due 11:59 p.m.)</u>
1	8/26	Course Overview Review of Fundamentals of PR	Ch. 1 Intro to Integrated Campaigns	<ul style="list-style-type: none"> • Team Formation • Case Study Group Assigned • Assignment #1
2	9/2	Overview of PR Campaign Management Process	Ch. 2 Strategic Comm Campaign Fundamentals	<ul style="list-style-type: none"> • Assignment #2
3	9/9	Research	Ch. 4 Research Part 1 Ch. 5 Research Part 2	<ul style="list-style-type: none"> • Team Leader Selection. • R: Research plan • Case Study Presentation #1
4	9/16	Strategic Planning Goals and Objectives	Ch. 6: Objectives Ch. 7: Identifying Key Publics, Key Messages	<ul style="list-style-type: none"> • Client Meeting • Case Study Presentation #2
5	9/23	Strategic Planning: Target Audiences		<ul style="list-style-type: none"> • Case Study Presentation #3
6	9/30	Implementation: Messages and Strategies Creative Thinking Techniques	Ch. 8 Tactics	<ul style="list-style-type: none"> • Case Study Presentation #4
7	10/7	Implementation: Media Channels	Ch. 3 Understanding PESO	<ul style="list-style-type: none"> • Case Study Presentation #5
8	10/14	Field Research, Campaign Team Meetings, and Progress Report	Check in with instructor to review Implementation Plan, Evaluation Criteria/tools	<ul style="list-style-type: none"> • Case Study Presentation #6

9	10/21	Field Research Week		
10	10/28	Logistics, Evaluation, and Measurement	Ch. 10 Reporting and Evaluation	<ul style="list-style-type: none"> • Individual: Team evaluation for Research and Planning • Case Study Presentation #7
12	11/4	Exam		
13	11/11	Veterans Day No Class		
13	11/18	Campaign Plan Production		
14	11/25	Thanksgiving Break No Class		
15	12/2	Campaign Plan Review, Revision, and Completion		<ul style="list-style-type: none"> • Individual: Team evaluation for Implementation and Evaluation • Case Study Presentation #8
16	12/9	Final Presentations (note: date may vary)		<ul style="list-style-type: none"> • Campaign Report; • Campaign Presentation; • Individual: Team Evaluation for Report and Presentation Prep