



**PUR4800: Public Relations Campaigns
(Section 18AD)
Fall 2025**

Instructor: Gregory Davis

Location: Weimer 1078

Class Times: Mondays, 5:10 – 6 p.m., and Wednesdays, 4:05 – 6 p.m.

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Office Hours: Weimer 3028, Mondays from 8:10 – 9:10 p.m.

(Please schedule an appointment ahead of time)

Prerequisites:

Enrollment in this course is limited to seniors who have earned a grade of C or higher in PUR3000 (Principles of Public Relations), PUR3500 (Public Relations Research), PUR4100 (Public Relations Writing), VIC3001 (Sight, Sound and Motion), MMC3203 (Ethics and Problems in Mass Communications) and MMC3420 (Consumer and Audience Analytics).

Course Overview:

This course is the capstone course for the undergraduate public relations program. In this course, students apply the knowledge and skills gained from previous classes to plan and execute a public relations campaign for a real-world client.

Students will work in teams to conduct research, analyze the client's needs, develop a strategic plan, and create professional-quality campaign materials. The course emphasizes problem-solving, creativity, and the integration of multiple communication channels to achieve measurable results.

The primary deliverable is a comprehensive, professional campaign plan book, accompanied by a client presentation. Successful completion of this project will not only demonstrate mastery of public relations strategy and tactics but also provide students with a portfolio piece to share with potential employers.

Course Objectives:

1. Apply public relations principles and strategies to design and execute a comprehensive campaign for a real-world client.
2. Conduct and analyze research to inform campaign planning, including audience insights, message development, and evaluation metrics.
3. Develop a professional campaign plan book that integrates research findings, strategy, tactics, budget, and evaluation methods.
4. Create effective communication materials across multiple media channels that align with campaign objectives.
5. Collaborate effectively in a team environment, demonstrating project management, leadership, and problem-solving skills.
6. Present campaign strategies and recommendations to a client and professional audience with clarity, confidence, and professionalism.
7. Evaluate the success of a public relations campaign using measurable outcomes and industry-standard evaluation tools.
8. Build an online presence and compile a professional portfolio of diverse public relations

writing samples.

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.

AP Style and Formatting:

As public relations practitioners, you will be expected to understand and follow the Associated Press writing style. As such, all your work for this course will be held to AP style guidelines. While an AP Style book is not required in the course, it is highly recommended. There are resources online that can also be used to reference AP Style.

Your writing will also be free of grammatical and factual errors. Points will be deducted accordingly on every assignment in this class for grammatical, punctuation, capitalization, formatting, AP Style, and factual errors.

Course Professionalism:

The College of Journalism and Communications is a professional school, and professional etiquette is always expected. I expect you to adhere to workplace norms of collegial and respectful interactions. I will adhere to the same.

Students will conduct themselves in an honest, ethical, and courteous manner with other students and the instructor, abiding by the UF Student Conduct and Honor Codes.

Students are expected to:

- Arrive on time and remain in class for its entire duration unless the instructor allows for early departure, or the student's individual departure or absence was discussed ahead of time with the instructor.
- Not speak when another student or the instructor is speaking.
- Not use cell phones, laptops, tablets, or other electronic devices except for in-class assignments.

- Welcome and respect the diverse opinions of your peers, instructors, and guests.

Violations of these expectations may result in students being asked to leave the classroom and/or lowering their grade

Attendance and Participation:

This course is meant to mimic the standards of the professional world; thus, being late or missing class can reflect negatively on your overall job performance. Reliability is HUGE in this career field.

Due to this, attendance will be graded. Starting at 100, students will lose 10 points toward their overall attendance grade for every unexcused absence. If a situation occurs where you will not be able to attend class, please let me know ahead of time. Letting me know after the event (unless there are extreme situations) will result in your grade still being lowered. Showing up to class late on multiple occasions can also drop your attendance grade.

If you have an unexcused absence, please do not ask me to review the material I covered in class while you were out. Speak with your peers in the class and coordinate appropriately.

Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>

Academic Honesty:

The work you submit for this course must be your own. It must be original for this course. Without attribution, you must never use direct or paraphrased material from any source, including websites. Attribution means citing the source of your facts within the text. Ideas that come from others must be credited.

You may not submit anything you wrote for a prior class, organization, or institution. You may not submit anything that was written for any purpose other than the given assignment.

I will handle any incident of academic dishonesty in accordance with the University of Florida policies that address cheating and unethical academic behavior, specifically the UF Honor Code and the Academic Honesty Guidelines.

Any time you complete an assignment for this course, you will clearly attribute the source of your information. You cannot copy anything word for word, regardless of the source, without putting quotes around it and citing the source.

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

AI Policy for Student Work:

AI is commonly used in the profession, so familiarity with generative AI tools is important. However, do not let your creative thinking and editing skills lapse! When AI is allowed or encouraged in assignments, you will need to document how AI was used. This could include 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.

University Policies:

For a complete list of University of Florida academic and resource policies, visit <https://go.ufl.edu/syllabuspolicies>

Late Assignments:

In this profession, it is crucial to meet your deadlines. While I understand the stress of being a student, it is your responsibility to turn your assignments in on time. If you have a conflict, please contact me 24 hours or more before the deadline. If you have an emergency, be prepared to provide documentation.

If you ultimately forget or miss an assignment, 10 points will be deducted per day. That means if an assignment is due on Monday at 11:59 p.m. and you turn it in at midnight Tuesday morning, the highest grade you can receive on that assignment is a 90. You will receive a zero once an assignment reaches day five without being turned in (your Final Campaign Project and Presentation **must** be turned in by deadline or you will receive a zero for that assignment).

Grading Scale:

Grades will be assigned based on the following scale:

A	90 – 100 percent
B	80 – 89 percent
C	70 – 79 percent
D	60 – 69 percent
F	0 – 59 percent

Attendance

5%

Attendance will be graded and counts toward five percent of your final grade. As mentioned above, you will start with 100 points in this category and lose 10 points for every unexcused absence. For more information, read the above “Attendance and Participation” section.

Class Participation

10%

Class participation counts toward 10 percent of your final grade. A student looking to maximize this category will be engaged and present while in lecture. Class participation can count as participating in classroom discussions, providing constructive feedback to your peers, and in- class assignments.

Personal Branding

10%

Social media is a crucial part of public relations and communications in general. More specifically, personal branding will set you apart from your peers and create networking and job opportunities for yourself in the real world. While announced in the first week, you will be required to have a completed and professional LinkedIn account beginning in week four.

For your LinkedIn, you will be required to:

- Have an up-to-date, completely filled-out profile.
- A professional profile photo and cover photo.
- Connect with your professor and your classmates.
- Post from week four and forward one post a week about a professional activity you have completed that week in terms of communications, complete with hashtags and photo(s).
 - These posts should be free of grammatical, punctuation, and factual errors.
- Attempt to connect with communication professionals throughout the semester.

Based on these requirements and your social activity at the end of the semester, your profile will count toward 10 points of your final grade.

Crisis Response Drills **10%**

In public relations, each day can bring unexpected challenges that require you to think quickly, respond strategically and perform under pressure. To help you build these skills, you will complete three crisis response drills during the semester. Together, these drills will count for 10 percent of your final grade.

Course Exam **25%**

As the capstone course for the public relations track, you will be required to complete a comprehensive exam covering material discussed throughout the semester. The exam will account for 25 percent of your final grade.

Final Campaign Project and Presentation **40%**

At the start of the semester, you will be paired with a real-world client and tasked with developing a comprehensive public relations campaign. Working in teams, you will collaborate to create a full campaign book designed to address your client's goals, challenges and opportunities.

By the end of the semester, you will submit your completed campaign book and deliver a presentation to both your peers and the client. Your grade for this project will be based on three components: peer evaluations, client feedback and my evaluation. This assignment will account for 40 percent of your final grade.

Guidelines for Grading

I will grade all your assignments on a 100-point scale. I will award points based on your demonstrated understanding of the assignment, creativity level, peer reviews and evaluations, and ability to write compelling, accurate, and precise copy.

Students looking to receive an "A" on their assignments will produce work that is well-formatted, consistent with messaging, and utilize knowledge provided in the lecture. The assignments you turn in should always be free of factual errors, be written in AP Style, and have appropriate citations.

I will automatically deduct two points per error on your assignments for the following:

- Grammatical, spelling, punctuation, and capitalization errors

- AP Style errors
- Bad formatting

I will automatically deduct 10 points per error on your assignments for the following:

- Missing citations

I will automatically deduct 50 points per error on your assignments for the following:

- Fact errors

Assignments will receive a zero if:

- They are more than five days late (your Final Campaign Project and Presentation is the exception, it must be turned in on the due date, or you will receive a zero for the assignment)
- They are plagiarized (reused materials from previous courses/jobs, utilize artificial intelligence, do not include appropriate citation)