

PUR 4243

PR Across Industries

Spring 2026

Thursday Period 6 (12:50-1:40)

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Office hours: Monday noon - 1 and 5 - 6, or by appointment

Phone: 352-273-1220 (email is generally the fastest way to get a hold of me)

Required Texts

There are no required textbooks for this course. All materials (readings, videos, blog posts, etc.) will be made available to you via Canvas, organized by week. All readings need to be completed PRIOR to the class they are assigned in order to get the most out of our class time.

Course Goals

The purpose of Industry Perspectives courses is to give students insight into a particular industry topic area or focus within public relations. This section deviates from that goal and instead introduces you to the breadth of the industry.

Course Learning Objectives

- This course introduces students to the broad landscape of public relations, with particular focus on some of the areas recent students have begun working in
- Students will familiarize themselves with what makes working in different industries unique and the skills that may be especially useful in particular fields
- Students will reflect on how insights from guests inform their own career aspirations

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 US
- demonstrate an understanding of the history and role of professionals and institutions in shaping 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 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.

KEY COURSE POLICIES

Standard UF Academic policies can be found here: <https://go.ufl.edu/syllabuspolices>

Instructor Interaction

Please feel free to stop by my office during office hours or make an appointment to see me. The best way to reach me is by e-mail. I check my e-mail account regularly, but please do not expect a response by e-mail after normal business hours/over the weekend. If I have not written back within 48 hours, please send your email again. As my email is considered a state public record, I do not discuss grades or any student records issues via e-mail. Please schedule a meeting with me to discuss these issues. The classroom is typically not an appropriate place for these discussions.

Late or Missed Work

All written assignments must be turned into Canvas by 11:59pm the day the assignment is due. Canvas will automatically mark assignments as late if they are uploaded even one second after 11:59pm. You have 24 hours after the due date to turn in your assignment for a 25% grade reduction; no work is accepted after the 24-hour grace period. There are no make-ups/late exceptions in-class activities beyond university or religious excused absences.

Attendance

Our class is scheduled as a fully face-to-face course this spring, and we will meet in our classroom during class time. **Engagement with guests is a key component of this course.** I expect and require that you will attend class. After more than two unexcused absences, your grade is reduced by a full letter grade (i.e., an A becomes a B) for each additional absence.

Email Policy

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, federal privacy laws prevent me from discussing grades or other personal matters via email, and you must visit me in my office to discuss these matters. 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. Also, please be aware that email is considered formal communication, and it is important to practice professionalism. Make sure that you do not treat email as text (i.e., don't use text abbreviations) and never email something that you would not say to your boss' face.

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, 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.

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 to others via your cell phone or computer usage, talking with others during lecture, or arriving or leaving late – practice your professionalism now!

How You Get Points

Point Distribution

Attendance & participation	20%
In-class and take-home assignments	40%
Guest reflections	40%

Letter grades will be calculated using this formula:

Letter	Percentage	Grade Points
A	100-93	4.0
A-	92.9-90	3.7
B+	89.9-87	3.3
B	86.9-83	3
B-	82.9-80	2.7
C+	79.9-77	2.3
C	76.9-73	2
C-	72.9-70	1.7
D+	69.9-67	1.3
D	66.9-60	1
F	59.9-0	0

I don't round up. I will keep grades posted on Canvas - it is your responsibility to check it and make sure you know where you are at.

Overview of Course Components

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same basis. Because of this, no extra work or special assignments will be given. Normally, by the time I return your graded assignment, I have looked at each person's work at least several times and feel comfortable with the grade assigned to it. Grades are earned; they are not gifts, nor are they negotiated. Grades are awarded on the basis on the quality of the work performed, not the amount of time expended.

If you have questions or are struggling, please see me during office hours or make an appointment if you can't come during office hours. I will do all I can to help you before a deadline. After a deadline has passed, there is nothing I can do to help you.

Attendance and Participation

Active participation through commenting or asking questions is required to gain full points -- your physical presence is not enough. Present but no participation will receive no points, present but non-meaningful participation (i.e. simply saying "I agree") will result in partial credit, and participation that adds to the discussion via meaningful comments or questions will receive full credit. Credit is assessed weekly.

In-class/Online Assignments

I believe, and research has shown, that active participation in learning is crucial for long-term learning. Each week we will complete some sort of activity designed to help you understand the course material and engage with our guests. Sometimes these will be quick assignments completed in class; other times, they may be slightly more involved and due the following week. There will be twelve different activities, and only the top ten scores will count (i.e., you get to drop two). These cannot be made up for ANY reason, unless your excused absences exceed two in the semester.

Guest Reflections

Students will complete **four individual write-ups** during the semester, each focused on the speakers and themes covered in class sessions.

For each write-up, students will be asked to:

- Summarize key takeaways from the guest speakers they heard from during that portion of the course
- Reflect on how the insights shared connect to real-world practices in PR
- Explain how the conversations may influence or inspire their own career interests and professional goals

Each write-up should demonstrate thoughtful engagement with the speakers' experiences and perspectives, as well as a clear connection to the student's personal career aspirations.

Assignments are intended to help students synthesize what they've learned and explore potential paths within the industry.

Course Schedule

Week	Topic
1) 1/15	Intro & Agency Life
2) 1/22	In-house Life
3) 1/29	Healthcare
4) 2/5	Fashion & Beauty
5) 2/12	Tech
6) 2/19	Travel & Tourism
7) 2/26	Social Causes
8) 3/5	Advisory board – no class, but you’ll have an AC related weekly assignment
9) 3/12	Finance (PR Week – we’ll be virtual only)
10) 3/19	Spring Break – no class, no assignment
11) 3/26	Sports
12) 4/2	Entertainment
13) 4/9	NGO/Government
14) 4/16	Wrap Up

*Please note this schedule is tentative. Any changes will be discussed in class and posted to Canvas

<https://ufl.simplesyllabus.com/api2/doc-pdf/dmgsh5xtg/Spring-2026-PUR-4243-20430-Industry-Perspectives.pdf?locale=en-US>