

PUR 4612

Integrated Communications

Spring 2026 Syllabus

Professor: Tracey Kyles, PhD

Class Time / Location: Tues. 12:50 – 1:40 p.m., Thurs. 11:45 a.m. – 1:40 p.m. in WEIM 2050

Office Hours/Location: Mon. & Wed. 12:00 – 4:00 p.m., via Zoom at <https://ufl.zoom.us/j/8975457035>

Meeting ID: 897 545 7035

Email: traceykyles@ufl.edu

Course Website: Relevant course info will be posted on Canvas.

Materials

- Supplemental readings will be made available to you through the course website.

Course Description

Developing successful integrated communications programs is, at its core, a cross-functional process. In this course, students learn how to bring together public relations, advertising, social media, sales promotion, event marketing, and media relations to strengthen an organization's performance and build brand equity. Through readings, case studies, and practical exercises, you should gain the skills needed to design effective integrated communications strategies and plans.

This learner-centered course relies on class discussions, experiential projects, presentations, and hands-on instruction to drive the learning process. We won't spend much time repeating what's already in the readings; instead, we'll use those materials as a launch point for broader, deeper conversation. The class will emphasize interaction and collaboration, and the format will feel more like a professional seminar than a traditional lecture.

Because this is an outcomes-based course, you'll be evaluated mainly on how well you can turn the theory and concepts we cover into practical, workable solutions. Keeping up with the reading schedule is essential, and you should come to class prepared with both the ideas from the readings in mind and your notes in hand. Not everything you read will be discussed in class, so if you need clarification or a deeper explanation, make use of office hours. If an issue comes up, bring it to me sooner rather than later.

Course Objectives

- Demonstrate an understanding of the purpose of integrated communications and its strategic process.
- Critically evaluate media channels and determine strengths and weaknesses
- Write and formulate fundamental components of a strategic plan, including situation analysis, objectives, and selection of strategies and tactics.
- Develop an awareness of the connection between marketing communications tools, and how each can be used effectively; individually or in an integrated mix.
- Coordinate with multi-disciplinary teams to agree on marketing objectives and strategies.

- Define publics appropriate for specific client organizations and appreciate differences across the marketing mix that affect programming.

Assignments

Active Participation	10%
Integrated Communication Project	50%
SWOT Analysis	15%
Integrated Communication Audit	15%
Audit Presentation	15%
Peer Review	5%
Discussions	10%
Integrated Communications Topic Paper	10%

Grading

92 – 100 = A	90 – 91 = A-	80 – 81 = B-
88 – 89 = B+	82 – 87 = B	70 – 71 = C-
78 – 79 = C+	72 – 77 = C	60 – 61 = D-
68 – 69 = D+	62 – 67 = D	
60 or lower = E		

Course Components

- **Active Participation (total 50 points; 50 for attendance/participation)** – Attendance and participation are required for each scheduled class meeting. Class participation, discussion, and various presentations. Tardy arrivals are disruptive to the class process. Two tardy arrivals will result in one absence. Points are earned by:
 - Attending class,
 - Answering questions in class,
 - Contributing to and participating in discussions in class,
 - Participating in online discussion boards.
- **Integrated Communications Project – TEAM Project - (three items):**
 - **Brand SWOT Analysis – 15%** – Develop a SWOT Analysis for publicly traded brand (approval needed by professor). Produce the audit as a PowerPoint or Canva presentation. This 15-minute oral and visual presentation will summarize an approved brand and your assessment of the strengths, weaknesses, opportunities and threats the organization is facing. Students are encouraged to supplement their presentations with a variety of sources and to emphasize the use of digital communication in their selected cases. Public speaking and visual communication skills will be evaluated.
 - **Integrated Communications Audit – 15%** – Groups will be responsible for detailed audit of Paid, Earned, Shared and Owned media for the brand (client). Detail how each area is performing (based on secondary research). Paid media: Review all advertising, including any/all SEO and digital advertising you can find. Attempt to ascertain where spots/ads are running, how they are presented and what are they trying to convey (can you determine the target audience and the message? Yes, you should be able to make a very well researched assessment). Earned media: Really dig into the external public relations activities undertaken by the brand. Can you ascertain audiences, key messages, positive/negative? You can most certainly understand the brand’s perspective, as well as the earned media performance and is it the result of a proactive or reactive strategy?

What key messages were communicated? Did they resonate? Owned and Shared media: Encompasses the brand's website, social media platforms, corporate blogs, etc. Demonstrate you have reviewed these areas, how are they performing, what is working, what is not, etc. Then, based on that review, what are some areas for improvement to the existing platforms and what are new areas the brand should consider.

- **SWOT/Audit Presentation – 15%** – The presentation of the analysis and audit will last 30 minutes. This presentation includes the analysis of the organization, challenge/opportunity, and target publics, as well as examples of owned, earned, paid media undertaken by the client organization. Your presentation should include your insights based on secondary research sources and ultimately, conclusions as a group as to the success/opportunities those converged media offer to the client moving forward.
- **Peer Review – 5%:** Peer review by your team members of the Project.
- **Discussions – 10%:** Over a ten-week timeframe this semester you will participate via CANVAS in a discussion in the form of a question (from the lectures, readings, presentations) from the course up to that discussion. You will be given 24 hours to participate and post your answer.
- **Integrated Communications Topic Paper – 10%:** During the THIRD week of class, you will receive a list of topics related to Integrated Communications. Students will pick their topic area for study and develop a final paper. Paper instructions, topics, and a rubric will be provided

Policies

- **In-Person Course:** Our course is an in-person course. Lecture, discussion, activities and exams will occur in the classroom. You are responsible for getting notes from a classmate if you are unable to attend class.
- **Attendance, Late Assignments, Make-Ups:** In an applied course, attendance is very important. It's the time where we learn, discuss, and critique work. We will follow the UF policy set out here: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>. If you miss class due to a university-approved excused absence such as jury duty or illness, then you must contact the instructor prior to missing class and turn in any missed assignments on the first day you return to campus.
- **Classroom Preparedness:** Students should attend classes and participate in class discussions. Students should complete readings before the class in which they are discussed. Finally, students should check email and Canvas frequently for the latest class information and updates.
- **Technology/Paying Attention:** I don't mind that you take notes via computer, but please, no text messaging/social media during class (unless it makes sense for an assignment). If you do this you will be asked to stop. If you continue, you will be asked to leave.
- **Grade Challenges:** Grades will not be discussed via email, the telephone or in class. If you disagree with a grade given on any assignment, you must appeal the grade during my office hours or in an appointment with me. In this appeal, you must clearly state the problem and give a clear, concise explanation as to why you feel the grade is inaccurate. You must appeal assigned grades within two weeks of your receiving that particular grade. After two weeks, all grades are final.
- **Hours of Work:** Per UF policy, for each hour you are in class, you should plan to spend at least two hours on preparing for the next class and completing homework and assignments.

Because this course is worth three credit hours, you should expect to spend nine hours per week on the course.

- **Honor Code:** Please review the UF Student Honor Code and Student Conduct Code, which can be found at: <https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>. Any violation of the codes will be reported to the proper University administrators and may result in other sanctions.
- **Plagiarism:** Original writing is essential to ethical advertising. It is also essential for this class. Cheating is any action that violates University norms or an instructor's guidelines for the preparation and submission of assignments. Such actions may include using or providing unauthorized assistance or materials on course assignments or possessing unauthorized materials during an exam.

Plagiarism involves the representation of another's work as your own, for example: (a) Submitting as one's own any material that is copied from published or unpublished sources such as the Internet, print sources, or video programs without proper acknowledgement that it is someone else's (b) Paraphrasing another's views, opinions or insights without proper acknowledgement or copying of any source in whole or in part with only minor changes in wording or syntax even with acknowledgement (c) Submitting as one's own work a report, examination, paper, computer file, lab report or other assignment which has been prepared by someone else (d) Presenting work created for another course as original work in this class.

UF requires faculty who find evidence of plagiarism to submit a report to Student Conduct and Conflict Resolution. Please read the UF Student Honor Code for more information.

- **E-mail Policy:** As e-mail has become a favored way to communicate in academia and industry, you must learn to use it appropriately. Thus, when e-mailing me, address me formally. I will generally return it within 24 hours of receiving it on weekdays or by Monday evening if I receive it on the weekend. If you need to discuss something in length, visit my digital office hours or email me to set up a time to meet virtually.
- **Students with Disabilities:** Students with disabilities can receive accommodations. The first step is to contact the Disability Resource Center (352-329-8565; www.dso.ufl.edu/drc/). Once you receive your accommodation letter, provide a copy to the professor as early as possible in the semester.
- **Counseling and Wellness Center:** Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.
- **Course Evaluations:** Students are expected to provide professional and constructive feedback on the quality of instruction via the online course evaluation system, GatorEvals. You will be notified when the evaluation period begins, and you can find GatorEvals through your Canvas course menu.

- Recording the Professor:** 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 Honor Code and Student Conduct Code.

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Tentative Course Schedule

	Date	Topic / Lecture	Read / Listen	Assignments Due
1	Jan 13	Intro to PUR 4612		
	Jan 15	Intro to Focus Groups	Chapter 1, 2, and 5	
2	Jan 20	Marketing in the digital world	Essential Guide to Marketing in the digital world Chapter 1 & 2	
	Jan 22			
3	Jan 27	Essential Guides for Integrated Communication	Chapter 3 – 4	
	Jan 29			Discussion 1
4	Feb 3	PESO Model	Read PESO Model and provided links	
	Feb 5			Discussion 2
5	Feb 10	SWOT Analysis	Readings assigned	
	Feb 12			Discussion 3
6	Feb 17	Case Study	Readings assigned	
	Feb 19			Discussion 4
7	Feb 24	Team Presentations	Readings assigned	
	Feb 26	Team Presentations		Discussion 5

8	Mar 3	Team Presentations	Readings Assigned	
	Mar 5	Team Presentations		Discussion 6
9	Mar 10	Social Media Marketing, Direct marketing, email, and mobile	Chapters 17 – 18	
	Mar 12			Discussion 7
11	Mar 24	Essential Guide	Chapter 21	
	Mar 26			Discussion 8
12	Mar 31	No Class	Prepare Integrated Comms	
	April 2			Integrated Comms Paper
13	April 7	Project meeting	PR WEEK paper	
	April 9	Current trends		Discussion 9
14	April 14	Current trends	AdWEEK Paper assigned	
	April 16	Case study		Discussion 10
15	April 21	Presentations conclude		Peer reviews

**This syllabus is subject to change as the instructor deems appropriate and necessary.*

**When only chapters are listed, that refers to Advertising Concept Book*

**Other readings will be posted on Canvas*