

# PUR 4800 – Bateman Campaigns Class – SPRING 2026

## CONTACT INFORMATION

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**Instructor:** Christine Bucan  
**Email:** [c.bucan@ufl.edu](mailto:c.bucan@ufl.edu)  
**Office:** 1080B Weimer Hall  
**Office Hours:** Tuesdays, 2-4 p.m., and by appointment

## COURSE INFORMATION

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**Class Time:** Wednesdays, 12:50-3:50 PM  
**Course Number:** PUR4800  
**Location:** Bateman room, Weimer Hall

## COURSE DESCRIPTION

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The Bateman Case Study Competition is PRSSA's premier national case study competition for public relations students. This semester students will focus on planning, implementing and evaluating a public relations plan for Access Newswire.

## COURSE OBJECTIVES

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The Bateman Case Study Competition provides students an opportunity to apply everything learned in the classroom and through internships and work opportunities to create and implement a public relations campaign.

Upon completing this class, students will learn to:

- Work as a team to develop a fully integrated public relations campaign for a national client;
- Understand how to create an impactful plan that is actionable and on budget;

- Develop public relations materials that effectively and strategically meet your public relations objectives;
- Tailor communications – including content, style and format – based on target audiences and objectives;
- Evaluate the success of the campaign and deliver a final presentation to the client.

### **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

## **COURSE REQUIREMENTS**

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There are no required textbooks for this course. I will assign reading material over the course of the semester and will post it on Canvas. Students are expected to be regular readers of free updates from *PRWeek Daily Breakfast Briefing*. **PRWeek is accessible to UF students through the UF George A. Smathers Libraries online database system.**

# COURSE POLICIES

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## **Instructor Interaction:**

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 24 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.

## **Late or Missed Work:**

Deadlines for each assignment will be given and students are expected to meet them. Late assignments will automatically lose 10 points for each week it is late (e.g. 100 to a 90). Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as prolonged hospitalization, family death, or extended individual sickness; however, you need to notify me before the deadline is missed, not after the fact.

## **Attendance:**

The class attendance and late policy is designed to mimic the professional environment. If you miss important meetings or are consistently late, it reflects negatively on your professionalism and commitment. If you know you will be absent from class or cannot attend a meeting (i.e. due to a religious holiday or extra-curricular, school-related activity), please notify me and your teammates as early as possible.

## **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, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, etc.). 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.

## **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 honesty 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 Student Honor Code and Student Conduct 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 me.

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.

**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!

**Students Requiring Accommodations:**

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

## **GRADING POLICY**

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I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria. Because of this, no extra work or special assignments will be given. Grades are earned; they are not gifts. Grades are awarded on the basis of quality, not the amount of time expended. I will keep grades posted on Canvas - it is your responsibility to check on your progress throughout the semester.

Grade components for the class are as follows:

**In-Class Participation and Discussion (10 percent)** – You will be working as a tight-knit team and, as such, it will be important that you attend all scheduled meetings and classes. We will set up a group chat to communicate with one another regarding meeting times and I will let you know which classes and meetings are mandatory.

**Campaign Material (20 percent)** – Working as a team, you will develop campaign material including, but not limited to, press material, social media posts and PPT presentations.

**Execution (20 percent)** – Working as a team, you will implement the plan during the designated time period. This will include social media, community outreach and media relations.

**Final submission (50 percent)** – You will be graded on the final campaign submission to include everything in the client brief.

### **Submitting Assignments:**

All assignments must be “client-ready,” which means they have been proofread, reviewed and formatted.

Everything you write for this course must be coherent, logical and carefully edited. Fact errors, misspellings, and syntax and grammatical errors are unacceptable, especially in work by public relations students, and will greatly affect your grade. AP Style guidelines should be followed for all materials.

The grading scale for the course is:

A	94.0 – 100%	B	84.0 – 86.99%	C	74.0 – 76.99%	D	64.0 – 66.99%
A-	90.0 – 93.99%	B-	80.0 – 83.99%	C-	70.0 – 73.99%	D-	60.0 – 63.99%
B+	87.0 – 89.99%	C+	77.0 – 79.99%	D+	67.0 – 69.99%	E	below 60%

See the current [UF Grading Policies](#) for more information.

## **PR DEPARTMENT AI PRINCIPLES**

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1. Ultimately, you are here to learn how to be a communications professional, which means you need to learn the basics of writing and creative thinking and be able to execute those skills on your own.
2. AI can be useful to help and refine, but ultimately the work needs to be your own.
  - a. If AI wrote your assignment, that is not your own work
  - b. It’s best as a brainstorming tool
3. You need to be transparent when AI is used.
  - a. Each assignment will state if AI use is allowed or not, and if allowed how documentation needs to take place
4. When you use AI, use it creatively.

- a. Be thoughtful with your prompts
  - b. Use multiple prompts
5. FACT CHECK
- a. Do not trust anything that is created without checking anything it produces

### **AI Policy**

In this course you may 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 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.

## **UF POLICIES**

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### ***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>. 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/>.

### ***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>

### ***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**

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**U Matter, We Care:** If you or someone you know is in distress, please contact [umatter@ufl.edu](mailto:umatter@ufl.edu), 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.

**Counseling and Wellness Center:** Visit the [Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.

**Student Health Care Center:** Call 352-392-1161 for 24/7 information to help you find the care you need, or visit the [Student Health Care Center website](#).

**University Police Department:** Visit [UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).

**UF Health Shands Emergency Room / Trauma Center:** For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; Visit the [UF Health Emergency Room and Trauma Center website](#).

**GatorWell Health Promotion Services:** For prevention services focused on optimal wellbeing, including Wellness Coaching for Academic Success, visit the [GatorWell website](#) or call 352-273-4450.

## ACADEMIC RESOURCES

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**E-learning technical support:** Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu).

**Career Connections Center:** Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.

**Library Support:** Various ways to receive assistance with respect to using the libraries or finding resources.

**Teaching Center:** Broward Hall, 352-392-2010 or to make an appointment 352- 392-6420. General study skills and tutoring.

**Writing Studio:** 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.

**Student Complaints On-Campus:** Visit the [Student Honor Code and Student Conduct Code webpage](#) for more information.