



University of Florida
Department of Public Relations
College of Journalism and Communications
Public Relations Campaigns
Spring 2026
PUR 4800, Section 26 HG
Class 16346
Jan. 12 to April 22
Monday, Period 04 (10:40 a.m. – 11:30 a.m.)
Wednesday, Period 03 - 04 (9:35 a.m. – 11:30 a.m.)
Fully online synchronous
Instructor: Lawrence M. Clark, MBA
Office hours: After class or by appointment
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305-450-1744

Course Description

This is an advanced course emphasizing all aspects of creating and implementing a fully integrated marketing communications campaign that focused on public relations, including planning, strategy and tactic development, research and evaluation and, yes, advertising. This class is a capstone course designed to integrate and apply everything you have learned about integrated marketing communications and public relations. The course will provide you with an opportunity to be part of a team serving an actual client yet will also allow you to showcase your individual creative talents and knowledge of communications methods.

Emphasis in the course is on the development of various campaign components. The major assignment is preparation of a professional-style communications campaign, plan book, presentation deck and video presentation. Other important aspects of the course include team participation and development of presentation skills.

This course will add another notch to your undergraduate portfolio. Done well, your campaign will be an accomplishment to show prospective employers — and will be used by your client.

Course Learning Outcomes

By the end of this course, students will be able to:

1. **Conduct formative and evaluative research** using both primary and secondary methods to identify target audiences, assess client needs, and measure campaign effectiveness.
2. **Develop strategic communication plans** that include clearly defined goals, SMART objectives, key messages, and measurable outcomes aligned with client and organizational goals.
3. **Design and produce professional-quality campaign materials and tactics** across earned, owned, shared, and paid media platforms that demonstrate creativity, accuracy, and adherence to AP Style and PR industry standards.
4. **Present and defend campaign recommendations** effectively in both written and oral formats to professional audiences, applying evidence-based reasoning and persuasive storytelling techniques.
5. **Collaborate ethically and professionally** within a team environment, demonstrating leadership, time management, respect for confidentiality, and adherence to the PRSA Code of Ethics.

College of Journalism and Mass 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 Textbook

There is no required textbook.

Course Structure and Participation

How does it work? — Class members will be assigned to a team that will develop a public relations (integrated marketing communications) campaign plan as the major portion of the course. Clients are assigned to student teams, and the instructor will hold several individual team meetings throughout the semester to ensure proper guidance and direction in the campaign development process. Clients may be present at our final class for campaign presentations and evaluations.

Online Attendance and Canvas Expectations

Because this course is conducted **fully online and synchronous**, you are expected to attend class meetings in real time and participate as you would in a professional client meeting.

- **Technology Requirements:**

Students must have access to a reliable internet connection, a functioning webcam, and audio capability (microphone or headset). Ensure your equipment is tested before each class session. If technical difficulties arise, notify the instructor immediately through Canvas or email.

- **Professional Conduct During Zoom Sessions:**

Treat every online class as a professional engagement. Students are expected to:

- Keep cameras on during class unless otherwise approved.
- Participate from a quiet, distraction-free location when possible.
- Dress appropriately for client or peer-facing sessions.
- Refrain from multitasking or using mobile devices for unrelated purposes.
- Use professional backgrounds when on video, especially during client meetings and presentations.

- **Canvas Course Site:**

Canvas will serve as the primary platform for announcements, assignment submissions, resources, and grades. Students are responsible for checking Canvas regularly and meeting posted deadlines. All campaign materials, research logs, and final deliverables must be submitted through Canvas in the required format (PDF, PowerPoint, or as otherwise specified).

- **Attendance in Online Format:**

Attendance is taken during each synchronous class session. Repeated tardiness, leaving early, or failing to engage in discussion may result in a lower participation grade. Students who experience a verified technical or emergency issue should contact the instructor within 24 hours to arrange make-up participation or submission accommodations.

Attendance — There are a number of variables in dealing with clients, and it is imperative that you attend class. **Class attendance is MANDATORY, must be on camera and will be taken each class.** Class participation, discussion, various presentations and peer evaluation will all be crucial portions of your grade. There may be an occasion or two when class meets at a different

time than the regularly scheduled time. It is the responsibility of the team -- **not the professor or the client** -- to confirm dates and times well in advance to avoid schedule conflicts. If a time other than regular class is necessary, it is the responsibility of the team to gain the approval of the instructor before finalizing.

Academic Honesty -- All students are expected to be honest in all their academic work. Failure to uphold the standards of honesty will result in the appropriate disciplinary action by the University of Florida. As a result of completing the registration form at the University of Florida, every student has signed the following statement:

“I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the university.”

It is your responsibility to be familiar with the academic student code. You can review the honor code and sanctions for violations to the code in the following link:

<http://www.dso.ufl.edu/judicial/procedures/studenthonorcode.php>

Plagiarism will not be tolerated! If you use information from a publication, you must attribute a source to it.

Confidentiality -- Because we are dealing with real world clients who will provide proprietary information to you, many of the discussions in class and materials provided relate directly to client issues and challenges. As such, all that is discussed as part of the class as well as with your teams shall be kept confidential.

Individual Performance -- While the major campaign will be conducted as a group project, many individual components will be judged by the instructor as well as your teammates. For example, with unanimous team consensus and instructor approval, you may “fire” a teammate who is simply not participating and/or has become detrimental to effective group productivity, and you’ll be expected to grade teammates through a peer evaluation process. You are also expected to keep an informal log of your activities, both as a backup to your contribution to the team and the campaign, and to assist the instructor in judging your level of participation. (NOTE: These logs may be requested for audit at any time, although they won’t be officially due until the day of your final presentation; obviously, it would be wise to keep them up-to-date.) Your overall work on the campaign, your team’s final presentation to your clients and the class, and the final Campaign Book will form the majority of your semester grade (see “Grading” section).

Team Meetings & Structure -- Because a major part of this course involves working on an actual campaign, team participation and attitudes toward team members will be evaluated. A professional attitude means doing your share of the assignments on time, dressing and deporting yourself in class and in team meetings **in an appropriate professional manner**, attending all scheduled meetings (or working out attendance problems with teammates and the instructor in advance), working out disagreements in a professional manner, and expressing collegiality. You should treat this class as a professional working experience: a job, in other words.

Some team members may have difficulty meeting outside of class due to work schedules, school or other obligations. Therefore, portions of most classes will be set aside for such meetings; however, there should be no excuse for all team members not to be able to meet at least once a week. To excel in this class, you must require regular team meetings and cooperation among team members.

Writing Policy: Campaigns

Good writing is vital to a career in integrated communications, regardless of your specializing in public relations or any communications specialty. Thus, all papers, reports, and tests written outside of the classroom – regardless of length – will first be graded for content. Following that, the paper will be reviewed for writing. We will use AP style (Associated Press), which is the standard style of professional communicators. While the first two “errors” will not impact the grade, any paper containing 3-5 errors will automatically lose 10 points (based on 100), any paper containing 6-8 errors will automatically lose 20 points (based on 100), any paper containing 9-11 errors will automatically lose 30 points (based on 100), etc.

What is an Error? An error is a mistake in punctuation, spelling, word choice, or any standard grammar construction. Your clients (and your professor) are experts in the use of language and will fault you for every grammatical mistake. Careless errors cost jobs!

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.

The Final Presentation

On the day designated by the instructor or the client, the campaign team will make a formal presentation to the client, the instructor and the class. The presentation must not exceed 30 minutes. **You are required to attend ALL presentations.** Because it is critical to maintain a rigid schedule, you are urged to prepare in advance, including thinking of back-up needs should technical difficulties occur. Your presentation grade is dependent on your performance that day. The group is expected to be professionally dressed and prepared for any technical difficulties that might happen. Late arrivals will result in a reduction of your presentation grade.

Excused absences include:

Religious holidays (only the holiday).

Documented, dated, necessary medical excuse or official documented legal excuse (a dated doctor’s note or prescription). The Student Health Center will provide you a specific kind of note that indicates they think you should’ve missed class or will need to miss additional days.

University competitive events (that means athletes).

Grading

Plan/campaign book (30%); final campaign presentation (30%); Exam (15%); peer evaluation (25%); Peer contributions and overall teamwork are ESSENTIAL to your final grade. **The instructor will use peer evaluations as a guide to adjust individual grades for those students who visibly have done less work than the rest of the team.**

The exam will be case based and open book.

Final letter grades will be assigned based on your final point total at the end of the semester.

Letter Grade

A	94.0 - 100
A-	90 - 93.99
B+	87- 89.99
B	84 – 86.99
B-	80 - 83.99
C+	77 – 79.99
C	74 – 76.99
C-	70.0 – 73.9
D+	67.0 – 69.99
D	64 – 66.99
D-	60.0 – 63.99
E	Below 60

Students Requiring Accommodations

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

Religious Holy Days

By UF policy, a student who misses classes or other required activities, including examinations, for the observance of a religious holy day must notify me of his or her pending absence prior to the date of a religious holy day, so that arrangements can be made to complete an assignment or activity within a reasonable time after the absence.

The Campaign

Depending upon the number of students enrolled, the class will be divided into teams of four to six people, each group simulating a full-service agency responsible for developing a complete integrated advertising/public relations campaign for an actual organization. Generally, each agency will encompass all the positions discussed below (it's possible that some people in

smaller groups may need to assume more than one responsibility, depending on client needs and the particular campaign). Team make-up, position assignments, campaign choices and other details will be discussed as the course progresses.

“Traditional” team functions and general responsibilities:

1. Account Executive

Responsible for overall performance of the group. Must be aware of all aspects of the campaign and assure all members of the team are fulfilling their responsibilities. Responsible for organizing and writing the executive summary and situation analysis. The account executive is the primary contact between team members and the client, and he/she decides who makes interim reports and oversees the final campaign presentation. (Note: Account executives will be required to meet with the instructor outside of class on scheduled times during the semester and/or to maintain ongoing communications with the professor. Expect to spend extra time managing your team).

2. Public Relations Director

Directs public communications strategies; works with account executive to plan programs of mutual understanding between client and various publics. Also directs and/or performs media relations duties, oversees and/or directs written communications, such as news releases, public service announcements, newsletters, speeches, etc. Works with the Copy Director in the review of all written work, specifically the final written book.

3. Research Director

Responsible for secondary and primary research, using focus groups, interviews, surveys or other techniques necessary to determine target markets, attitudes and opinions: Integral to proper direction of the campaign. Also responsible for evaluation section of the campaign book, including copy testing and other research methods. Research director also elicits assistance from other team members in fielding research.

4. Copy Director

Responsible for all promotional copy including style, content, grammar, etc. Works with public relations director on written communications; works with research director, art director and the account executive on formulating creative strategy. Responsible, along with the Public Relations Director, for the review of all written work, specifically the final written book.

5. Art Director

Responsible for all art, including visuals for all presentations, specifically the final presentation, and the design and layout of campaign book. Works with copy director on creation of ads and/or story boards for media selected. Also responsible for selecting layout and type style for audio-visuals, ad headlines, body copy and the campaign book.

6. Media Director

Develops the media strategy, including selecting major media for the campaign and determining reach, frequency and continuity. Close liaison with art director and sales promotion director in creating “media flow chart” to correlate with strategic dates for sales and other promotional aspects of the campaign. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

7. Promotional Director

Responsible for writing promotion objectives, selecting forms of promotion to be used and determines strategic and tactical executive details. Works closely with account executive on marketing strategies. Makes decision on forms of consumer and/or trade promotions. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

8. Social Media Director

Develops social media strategy, including selecting major social media for the campaign, determining research, frequency, tracking, continuity and content. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

9. Advertising director

Develops advertising strategy, including appropriate distribution, creative, etc. [NOTE: This position may be combined with one of the other positions previously mentioned, depending upon team size and campaign requirements.]

Submission of Final Campaign Book and Presentation

The final campaign book and presentation are due in .pdf and presentation formats on the day designated by the instructor for client presentations, along with logs and peer evaluations.

Submissions must contain:

1. The campaign book with appendices (research)
2. Any creative samples, such as press kit materials, ads, artwork, etc. and
3. The client presentation.

Suggestions for Structuring the Campaigns Book

There is no “right” way to organize and assemble your plan book. However, it is critical to make sure that all of the information you gathered, the analysis you did, and the conclusions & recommendations you are making are presented in a logical manner.

Your campaign book both tells a story and makes a case. You might know something, but if it isn’t down on paper or presented in a logical manner, your client won’t know it. In other words, you won’t make your case. Likewise, all assertions in your book MUST be attributed – if they are not, your book will read like the opinion page of a newspaper, instead of the factual analysis

and decision-making tool it should be.

Of utmost importance is to give credit and attribution whenever you borrow ideas or material from others. Please remember that committing plagiarism will have serious implications. Review the section on academic honesty.

With that in mind, below are all of the sections and subsections a typical book includes. The major “sections” of the book are in bold. You may or may not utilize all of the components noted, depending on your unique campaign.

Cover/Title Page

Team Page

Table of Contents

Executive Summary – This is a short abstract of the entire plan, describing the process undertaken to conduct the study and brief reference to select recommendations; usually the last item to be prepared, but the first item in the book.

Research Section

*A note about the research: The team must use secondary and primary research. Include research objectives, methodologies, and key findings in chart or graph form with narrative explanations of implications. Footnote all data, listing sources at the end of the campaign book. (Relevant data/information from secondary research and full data from primary research can be included in the appendix.)

Problem Statement — Describes, as succinctly as possible, the problem facing the client, not necessarily what the client wants you to accomplish.

Solution Statement — Describes concisely the campaign desired outcome and method of achieving that goal.

SWOT Typically emphasizes external matters. summarizes internal strengths and weaknesses of the company, product or service, and external opportunities and threats facing the organization, the industry, and/or the environment.)

Secondary Research:

- **Objectives** (what did we want to find out?) and **Methodology** (how, where, when, and who did we consult to find it out)
- **Company analysis** (history, mission, vision, values, organization, IMC resources)
- **Product, brand, and/or service analysis** (history, description, growth, historical sales, volumes)
- **Analysis of existing markets/buyer behavior/current consumer evaluation** (demographics, geodemographics, psychographics, seasonality)
- **Competitive analysis** (competitive sales, competitive media)
- **Pricing analysis**
- **Analysis of past marketing and communications efforts**
- **Market and environmental analysis**

- **Other information gathered in secondary research**

Primary Research:

- **Objectives** (what did we want to find out?) and **Methodology** (how, where, when, and who did we consult to find it out)
- **Research findings, observations, and implications**
- **Other primary research findings and implications**

Strategy Section

Target Market Profile — Demographic and geographic, listed and described in detail.

Marketing Goal — Listed and explained (these may already exist within the company; if not, establish with your client early in the semester). What is the desired outcome the company hopes to achieve?

Integrated Marketing Communications Objectives — Listed and explained and must directly relate to marketing goal (s). What must the communications campaign achieve with each target market to accomplish the program goal? What can IMC really do to achieve the marketing goals?

IMC Strategies - What specifically must be delivered or achieved and using what means? Include narrative on what message content must be communicated in order to achieve the outcomes stated in the objectives

- Unique sales proposition
- Image and reputation messages
- Creative brief must be presented and described (include message strategies such as product or service messages)

Tactics Section

Advertising/Public Relations/Sales Promotion, Merchandising and Point of Sale/Direct Marketing/Event Marketing Recommendations - Include objectives, creative strategy, all advertising media to be used, all public relations tactics to be deployed, all sales promotion tactics to be carried out including but not limited to special events, exhibitions, and trade shows.

Include one or more fully executed samples, as applicable, for each discipline used, including but not limited to, direct mail cards and collateral.

For example:

Strategy #1

Tactics

- Advertising
- PR/social media
- Sales promotion, merchandising and point-of-purchase
- Direct marketing

- Event marketing
- Other tactical recommendations – sponsorships, partnerships, personal selling, viral marketing, packaging, word-of-mouth, etc.

Implementation Section

Budget — All projected campaign costs to be included here, including agency fees.

Execution Schedule — Include a week-by-week timeline of ALL advertising, public relations and sales promotion strategies for the length of the campaign.

Evaluation Section —

Preparation, implementation, impact evaluations

Methods, pre/post testing, concept testing, costs.

Consider the Barcelona Principles V4.0 for best measurement practices.

Appendix Section

Appendices, footnotes, research, survey questionnaire, summary of responses/data collection, and all other relevant supporting material.

Tentative Course Schedule

Week 1	Introduction to course, each other and syllabus review.
Week 2	Getting organized: team roles, SWOT, MBO, SMART; client introductions
Week 3	Research plans, campaign outline
Week 4	Completing plans, instructor approval, peer and self evals
Week 5	How to manage client meetings
Week 6	Interim report. Development of secondary research and company analysis
Week 7	Market and competitive analysis, including pricing and environment.
Week 8	Primary research
Week 9	Strategy: target market profile, marketing goals IMC objectives revised
Week 10	Spring Break
Week 11	Finalizing research and campaign planning, peer evals
Week 12	Draft campaign book due
Week 13	Start presentation deck
Week 14	Exam. Presentation preparation
Week 15	Client presentations
Week 16	<u>Final submission: All campaign materials, including final peer review, due at start of class.</u>

UF POLICIES

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>

Recording of Lectures

“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.”

Academic Resources

E-learning technical support: Contact the [UF Computing Help Desk](#) at 352-392-4357 or via email at 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.](#)

On-Line Students Complaints: [View the Distance Learning Student Complaint Process.](#)

Campus Health and Wellness Resources

U Matter, We Care: If you or someone you know is in distress, please contact 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.](#)

