PUR4800: Public Relations Campaigns

3 Credit Hours

Instructor

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Office hours: email me anytime, and I will respond within 24 hours.

Course Description

Simply put, the purpose of this course is to prepare you to create a PR campaign in the future. Familiarity with how to execute a PR campaign and its elements benefits not only the PR practitioner but the business community. After all, well done PR campaigns have the ability to elect presidents, drive fundraising dollars for lesser-known nonprofits, propel YouTubers into stars, and take startups into the mainstream. PR campaigns, when executed well, add business value.

That said, executing a campaign today is far different than ten, five, even a couple of years ago. As the lines of traditional and digital media continue to blend and evolve, modern PR practitioners must learn to adapt quickly and play in both spaces. This class uncovers the fundamentals of enacting a modern PR campaign with a focus on how to team cross-functionally, such as with marketing and internal communications.

Taught by a real-life practitioner, you will learn best-in-class and real-world approaches along with marketing principles that will allow you to use PR to help drive demand. We will explore how data, customer insights, digital, media buying, writing, ethics, disclosure law, traditional media relations, paid media, internal communications, multicultural marketing, opportunistic engagement, sponsorship, and more fit into the campaign equation. Ultimately, you will put your learnings into action via your case analysis and campaign. Teaming is a huge part of this course. At the onset of the course, you will be placed into teams. This will require you to quickly mobilize and establish rapport.

Course Objectives

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

- Discuss the basic principles of public relations campaign planning, including research, objectives setting, strategic planning, traditional and social media tactics, crisis management, evaluation, and more.
- Analyze "real world" campaigns to develop best practice standards.

- Apply high-performance teaming experience to a future client or brand.
- Develop a real-life strategic public relations campaign to solve a real business opportunity.

Required Textbooks

- ***Public Relations Cases***, Darrell C. Hayes, Jerry A. Hendrix, Pallavi D. Jumar, 9th Edition
- ***The PR Campaigns Worktext***, Maria Elles Scott
- ***Contagious, Why things Catch on***, Jonah Berger

Prerequisite Knowledge and Skills

As a culminating course, PUR4800 will build on the foundational concepts that you have learned in prior courses. These themes include but are not limited to teaming, media outreach, social media content creation, and journalistic writing. You will apply these principles as well as new learnings from our lectures, guest speakers, readings, and other materials to create a holistic and "real world" PR campaign that adds business value to a real client in a team environment.

It is assumed at this point that you know the basic components of teaming. That is, establishing a meeting cadence, being present at these meetings, communicating with teammates in a timely fashion, etc. If you have any issues with your team, please reach out to me before it becomes a problem, so we can resolve the situation together as if I were your boss.

Minimum Technology Requirements

The University of Florida expects students entering an online program to acquire computer hardware and software appropriate to their degree program. A student's computer configuration should include webcam, microphone, broadband access, and Microsoft office suite.

Individual colleges may have additional requirements or recommendations, which students should review before starting their program.

More information on technical requirements is available at the UF Online

website. *Minimum Technical Skills*

To complete your tasks in this course, you will need a basic understanding of operating a computer and using word processing software.

Grading Breakdown

PlayPosit Quizzes 10%
Weekly Assignments 30%
Team Case Study 20%
Strategic Campaign and Presentation 40%

Late Policy

All assignments are due at the specified dates. As part of being successful communication industry practitioners, meeting deadlines is critical. As such, no late work will be accepted and no extensions.

However, in case of emergency, please notify instructor or student services, before not after deadline.

Additionally, with respect to assignments, it is assumed that students will present them professionally. This means that students will use proper grammar, word usage, spelling, and Content organization. Academic honesty is expected on all assignments and exams.

Group (Team) assignments

Once drop/add period has ended, you will randomly assigned a group/team. Then it's time to connect with your assigned group (team) and begin building rapport. There will be several assignments designated as group work, so establishing a strong working dynamic early on is essential.

Only one designated team member should upload submissions. However, it's critical that **all team members' names are clearly listed at the top of each assignment.**

You will establish your group's communication rhythm, define roles, and agree on how you'll collaborate on upcoming projects. Group assignments should reflect the quality and cohesion expected in a real-world professional setting—they must be polished, collaborative efforts that represent the team as a whole.

If any issues arise within your team, please bring them to my attention **early in the semester**. Addressing challenges sooner rather than later will help ensure a smooth and successful group experience for everyone.

Grading Scale

A 100-93, A- 92-90, B+ 89-87, B 86-83, B- 82-80, C+ 79-77, C 76-73, C- 72-70, D+ 69-67, D 66-63, D- 62-60, F 59 and below

UF has provided information on grades and grading policies at the university website.

Teaching Philosophy

Teaming

I am of the strong opinion that to understand PR, you must immerse yourself in the real life application of its principles. One of these is high-performance teaming in an integrated marketing/communications environment. To that end, we you are expected to "team" at a high level, dedicating yourself to the team and carrying your own weight. For team assignments, the grade the team receives will also be the grade for each teammate.

This practice is not atypical in the real world of PR, where the performance of the campaign is contingent on the collective performance of the team. I encourage you to set up a cadence of regular touchpoints, exchanging emails and cell numbers early on. The reason you have received your campaign assignment at the beginning of the course is to help you consider how each lesson could potentially apply to your campaign.

Team members who do not support their team members and complete their share of the work **can be fired by their team.** At that point, the fired team member will be required to complete the group assignments solo.

Case Analysis

Cases and real-life examples that clearly illustrate the principles we discuss in our lectures and readings will serve as a foundation for you to apply to your PR campaign.

Instructional Methods

Our class will combine discussions, lectures, assignments, guest speakers, case analysis and final campaign projects. Many of your assignments will be completed in your assigned team, as previously mentioned. Changes to the course may be posted via update videos or Canvas announcements.

Final Exam

The team case assignment will be treated as your final exam. The rationale behind this is that every lesson should culminate in an understanding of what makes a best-in-class PR campaign. Your examination of a real campaign is a good way to assess your comprehension of these standards.

Class Participation Policy

This is an asynchronous course in that we don't have a set time each week to meet and discuss the material. However, there are due dates each week. It is vital that you meet those due dates, as extensions and/or assignment forgiveness are not given without a university-approved excuse.

Tips for Success

Early in the week – over the weekend, or by Monday at the latest – you should read through the Canvas module pages for the week to get an idea of what you will need to do and how much time you will need to allot for each activity. Also, team with your group to map out deliverables.

I recommend blocking out several chunks of time each week that you will dedicate to working on this course, the same way that you would have scheduled lecture times for a synchronous course.

To succeed in the course, remember to do the following: Digest course content, make use of resources available to you, team appropriately, and pace yourself by working ahead on the two capstone assignments.

Remember that success is possible with time, effort, and commitment!

UF Policies

Privacy

Any online class sessions may be audio-visually recorded. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded. If you are unwilling to consent to have your profile or video image recorded, be sure to keep your camera off and do not use a profile image.

Likewise, students who un-mute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to having your voice recorded during class, you will need to keep your mute button activated and communicate exclusively using the "chat" feature, which allows students to type questions and comments live. The chat will not be recorded or shared.

As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited.

University Policy on Accommodating Students with Disabilities

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs as early as possible in the semester. Accommodations are **not** retroactive.

University Policy on Academic Conduct

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 honor 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 [Conduct Code](#) specifies behaviors that are in violation of this code and the possible sanctions. If you have any questions or concerns, please consult with the instructor for this class.

Plagiarism

The [Student Honor Code and Student Conduct Code](#) states that:

"A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:
Stealing, misquoting, insufficiently paraphrasing, or patch-writing. •
Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted. •
Submitting materials from any source without proper attribution. • Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author."

Course Evaluation

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. The university has provided [guidance on how to give feedback](#).

Students will be notified when the evaluation period opens and can complete evaluations either through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via the [GatorEvals website](#).

Summaries of course evaluation results are available to students at the [GatorEvals results page](#).

Etiquette and Netiquette

All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions, and chats. UF has provided a [netiquette guide](#).

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, August 5th, 2021, Honor Code and Student Conduct Code.

Getting Help and Additional Resources

For issues with technical difficulties for e-Learning, please contact the [UF Computing Help Desk.](#) The phone number is (352) 392-HELP (4357).

Any requests for make-ups due to technical issues MUST be accompanied by the ticket number received from the Help Desk when the problem was reported to them. The ticket number will document the time and date of the problem. You MUST email your instructor within 24 hours of the technical difficulty if you wish to request a make-up.

More Technical Resources

[UF Licensed Software](#) Students can access software programs like Office 365 and Adobe at free or reduced rates.

[UF All Access](#) The University of Florida's digital course materials program. Selected courses are available through UF All Access to provide students with the lowest prices on their eBooks and courseware products.

[UF Apps](#) Provides access to software applications from any computing device-- laptops, tablets, desktops, and smartphones—from any location, at any time. • [VPN](#) The Gatorlink VPN service provides secure remote access to the University of Florida network and makes it appear as if your computer were physically attached to the campus network. By using the Gatorlink VPN client, you may access resources on the UF network that are not typically available over an Internet path.

[Canvas Quickstart Guide](#) This short guide will get you started with using Canvas.

[Training and Safety](#) UFIT offers free software and other technical training sessions for students, teachers, and staff.

[Safe Computing Practices](#) Learn how to protect your computer from threats regardless of brand, model, and operating system.

[Zoom](#) is an easy-to-use video conferencing service available to all UF students, faculty, and staff that allows for meetings of up to 100 participants.

More Resources for Online Students

Available at the [Distance Learning website](#). These include:

Counseling and wellness resources
Disability resources
Resources for handling student concerns and complaints
Library Help Desk support

Health and Wellness

If you or someone you know is in distress, please visit the [U Matter, We Care](#) website or call 352-392-1575 to refer or report a concern. A team member will reach out.

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

Visit the [Student Health Care Center website](#) or call 352-392-1161 for 24/7 information on finding the care you need.
For safety and support, visit the [University Police Department website](#) or call 352-392- 1111 (or 9-1-1 for emergencies).

For immediate medical care, call 352-733-0111 or go to the UF Health/Shands Emergency Room and Trauma Center at 1515 SW Archer Road.

For prevention services focused on optimal wellbeing, including wellness coaching for academic success, visit the [GatorWell website](#) or call 352-273-4450.

COVID-19

In response to COVID-19, UF has established practices to maintain your learning environment, to enhance the safety of our in-classroom interactions, and to further the health and safety of ourselves, our neighbors, and our loved ones.

[UF COVID Information](#)
[UF Guidance on Health and Wellness](#)

Academic Resources

[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. [Distance student resources](#) are also available. •
[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 and Grievances](#) Information is available in the Student Honor
    Code and Conduct Code.
[University Registrar](#) Find information on records, data, and enrollment. •
[Academic Deadlines and Calendar](#) Consult for all important upcoming events. •
[UF Online Resources](#) Access to many services to help you achieve your goals.

Accessibility and Privacy Policies

For information about the privacy policies of the tools used in this course, see the links below

Adobe

    [Adobe Privacy Policy](#)

    [Adobe Accessibility](#)

Instructure (Canvas)

    [Instructure Privacy Policy](#)

    [Instructure Accessibility](#)

Microsoft

    [Microsoft Privacy Policy](#)

    [Microsoft Accessibility](#)

PlayPosit

    [PlayPosit Privacy Policy](#)

    [PlayPosit Accessibility](#)

YouTube (Google)

    [YouTube (Google) Privacy Policy](#)

    [YouTube (Google) Accessibility](#)

Zoom

    [Zoom Privacy Policy](#)

    [Zoom Accessibility](#)

ACEJMC 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.

Disclaimer

Information contained in this syllabus is, to the best knowledge of this instructor, considered correct and complete when distributed to students. The instructor reserves the right, acting within the policies and procedures of the University of Florida, to make necessary changes in course content or instructional techniques with notification to students.