

## **PUR4800 Public Relations Campaign Section 01C4 Summer A 2015**

### **Classroom and Time:**

Rinker Hall 210

Monday & Wednesday (Period 2-3) 9:30 – 12:15 a.m.

Friday (Period 2) 9:30 – 10:45 a.m.

### **Instructor:**

Xiaochen (Angela) Zhang

Email: [zxc819@ufl.edu](mailto:zxc819@ufl.edu)

Office: G029 Weimer Hall

Office Hours: Monday & Wednesday 1 – 3 p.m. or by appointment

### **Course Description:**

This course will provide you with hands-on experience in strategic public relations management. You will be developing public relations communications programs or campaign plans for real-world clients with the skills you have acquired in your previous courses such as research, strategies, writing and visual communication.

You will be working in teams for a real-world client that I will identify for you. As this course intends to simulate a real-world experience, you will be assessed based on the quality, creativity, and professionalism of the work you produce. You are also expected to behave professionally in your interaction with me, your teammates and your client.

### **Course Objectives**

- To develop hands-on skills in strategic public relations management based on secondary and primary research
- To grasp the process of public relations program or campaign planning
- To learn how to apply and demonstrate your public relations skill sets in completing a program or campaign plan for a client
- To learn how to work efficiently and effectively in teams under time pressure
- To provide you with a real-world public relations experience

### **Required Textbook and Materials:**

- Smith, R.D. (2013). *Strategic Planning for Public Relations* (4<sup>th</sup>). New York, NY: Routledge.
- Other readings will be posted on Canvas or given by instructor as hand-outs

### **Recommended Reading:**

- Austin, E. W. & Pinkleton, B. E. (2006), *Strategic public relations management: Planning and managing effective communication programs*, Lawrence Erlbaum Associates, Mahwah, NJ.

### Course Organization and Requirements:

- Please read the assigned readings **BEFORE** each class.
- E-learning (Canvas system: <https://lss.at.ufl.edu/>) will be used for the course. Students are responsible for keeping up with the class assignments and materials and monitoring their progress via student records on Canvas system.
- During the first week of class, I will assign students into teams. Students are expected to work in teams on campaign plans. Team members will assess each other at the end of the semester using the peer-evaluation form posted on Canvas.

### Distribution of Course Grades:

- Class participation and attendance .....10%
- Campaign plan ..... 70%
  - Research plan .....10%
  - Research report .....10%
  - Final campaign plan.....30%
  - Final presentation .....10%
  - Agency memo .....5%
  - Peer evaluation .....5%
- Exam 1..... 10%
- Exam 2..... 10%

### Grading:

*All components of grading will be graded on a 100-point scale*

- **Class participation and attendance (10%):**
  - Prompt attendance in all lectures, client and agency meetings is mandatory. You will be signing attendance sheets at the beginning of every class.
  - Each unexcused absence, late arrival, or early leave will result in a **5-point** deduction on your final grade.
- **Campaign plan<sup>1</sup> (70%):**
  - ***Campaign plan elements/assignments (50%)***
    - ***Situational analysis and research plan (10%):*** Situational analysis is based on secondary research conducted on your client, the situation and the publics. The research plan is based on your situational analysis and specifies how you will conduct primary research (i.e., method, rationale, timeline, etc.).
    - ***Research report (10%):*** Research report will include a summary of the results of your primary research.
    - ***Final campaign plan (30%):*** You will be producing a campaign plan with goals, objectives, target audience, strategies, tactics, evaluation, budget and timeline, as well as all the media tactic materials, based on your situational analysis and research. The

---

<sup>1</sup> See separate handouts for detailed requirements and rubrics for each components of the campaign plan

final campaign plan will include all components of your campaign plan, including executive summary, situational analysis, research summary, goals, objectives, strategies, tactics, evaluation plans, budget, a timeline and all media tactic materials as appendixes. Each team is expected to hand in both electronic and hard-copy version of the campaign plan.

- **Final presentation (10%):** You will be presenting your campaign plan to your client. Prepare a 15-20 minute professional presentation followed by Q&A sessions. This part of your grade will be given by your client.
- **Agency memos (5%):** Your agency will need to meet at least once a week. At each meeting, the designated account executive will note attendance, keep track of decisions made, tasks assigned, deadlines set and major issues discussed. This will also include details of your meetings with your client throughout the semester. Your team is expected to produce at least one memo each week (due every Friday) via email copied to me and all team members.
- **Peer evaluation (5%):** Keep track of your team members' collaboration and participation using the peer evaluation form. Each document is confidential. Peer evaluation form must be submitted at the end of the semester.
- **Exam 1 (10%):**
  - Time: May 15 (Friday) 20 minutes
  - The exam will be in multiple choice and essay formats.
  - Exam contents will come from textbook readings and class lectures.
- **Exam 2 (10%):**
  - Time: June 12 (Friday) 20 minutes
  - This exam is **NOT** cumulative.
  - The exam will be in multiple choice and essay formats.
  - Exam contents will come from textbook readings and class lectures.

**Grading Scale:** 93-100 = A, 90-92.99 = A-, 86-89.99 = B+, 83-85.99 = B, 80-82.99 = B-, 76-79.99 = C+, 73-75.99 = C, 70-72.99 = C-, 66-69.99 = D+, 63-65.99 = D, 60-62.99 = D-, 59 and below = E

### **Course Policies and Responsibilities:**

- **Excused absences:** In order to receive an excused absence, you must let the instructor know you will miss class **BEFORE** the class meets. You may send an email to explain why you will not be in class, and bring in written documentation to verify your excuse when you come back to class. **Documentation must be checked before an excused absence is accepted.** Excused absences include: Travel authorized by the university, necessary medical excuse (a doctor's note or prescription) and other documented emergencies. As I will **NOT be providing any lecture slides**, you will be responsible for making up for class notes during your absence.

- **No late work or “makeup” options for exams will be offered.** Exceptions to this policy will be limited to documented exceptional circumstances. Again, students are responsible for notifying the instructor **before** the scheduled exams.
- **All assignments are due at the beginning of class (9:30 a.m.) in hard copy format on the assigned due date, unless otherwise specified. In general, students will not be allowed to turn in assignments after the assigned due date.** If you will be absent on the date an assignment is due, it is your responsibility to work with the instructor to establish a date and time you will hand in your assignment (before the due date). Exceptions to this policy will be limited to documented exceptional circumstances. Important dates have been announced in advance in the course schedules so that students can arrange other activities around these deadlines. Exceptions will be rare and at the discretion of the instructor. If late work is accepted, it will be graded at a lower value than work turned in on time.
- **Arrive on time and stay until the end of class.**
- **No food allowed in class.** Drinks in spill-proof containers are acceptable, but please take your empty cups and bottles with you when you leave.
- **Please avoid talking while the instructor or other students are talking.**
- **Cellphones and other electronic devices** must be turned off or turn into silent mode during class.
- **No texting during class.**
- **Laptop use is only permitted for note taking.** Students whose laptop use is disruptive to class (distracting to the instructor or other students) will be asked to discontinue their laptop use or leave the classroom.
- **Syllabus is subject to change as instructor deems appropriate and necessary.**
- **All assignments** should be stapled, typed, double-spaced and 12 points Times New Roman font. Spelling, punctuation and grammatical errors will result in point deductions. **APA (American Psychological Association) style** will be the standard for references and citations for your research plan, research report and final campaign plan. **AP style** will be the standard for all other materials produced for the campaign (e.g., press kits, etc.).

## University of Florida Policies

**Classroom Accommodation:** Students requesting classroom accommodations must provide the instructor with official documentation from the Dean of Students Office (<https://www.dso.ufl.edu/drc/>) a minimum of one week before attending class, submitting assignments or a scheduled examination to allow for the appropriate accommodations.

**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 exclusion from the university.”

**The Honor Code:** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261. You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

### Getting Help

- For issues with technical difficulties for E-learning in Sakai, please contact: [LearningLsupport@ufl.edu](mailto:LearningLsupport@ufl.edu) or (352)-392-HELP
- Counseling and Wellness resources: <http://www.counseling.ufl.edu/cwc/Self-Help-Library.aspx>
- Online library help desk: <http://guides.uflib.ufl.edu/content.php?pid=86973&sid=686381>

**Campaign Phases**

**Tentative Schedule of Classes and Timeline (Summer A 2015)<sup>1</sup>**

All assignments are due at the beginning of the class (9:30 a.m.) on due dates in **hard copies** unless otherwise specified

	<b>Week</b>	<b>Dates</b>	<b>Agenda</b>	<b>Readings</b>	<b>Due</b>	
<b>Planning Phase</b>	Week 1	May 11 (M)	- Course introduction and overview of requirements - Getting to know each other - Elements of campaign plan - Agency Roles - Client RFP - Management by Objectives	- Additional materials (given by instructor) - Client RFP	Due at the end of class: - Personal skills	
		May 13 (W)	- Agency formation - Situational analysis - Secondary research	- Smith (2013) step 1, 2 & 3 (pp. 21-92)	Due at the end of class: - Agency name - Agency member roles	
		May 15 (F)	- Primary research methods <b>- Exam 1</b>	- Additional materials (given by instructor)	Agency memo (email)	
	Week 2	May 18 (M)	- No class meeting: Agencies work on secondary research and research plan			
		May 20 (W)	Agencies meet with instructor individually to discuss research plan		<b>- Preliminary draft of research plan</b>	
		May 22 (F)	- No class meeting: Agencies work on primary research and research report		<b>- Final research plan</b> - Agency memo (email)	
	Week 3	May 25 (M)	<b>Holiday: No class</b>			
		May 27 (W)	Agencies meet with instructor individually to report progress on primary research			
		May 29 (F)	- No class meeting: Agencies work on primary research and research report		- Agency memo (email)	
	<b>Campaign Design Phase</b>	Week 4	June 1 (M)	- Goals and objectives - Communication theories and strategies - Media tactics - Agencies work on campaign plans	- Smith (2013) step 4, 6 & 7 (pp. 95-112 & 172-303)	<b>- Research report</b>
			June 3 (W)	- Evaluation, - Budget and timeline - Agencies work on campaign plans	- Smith (2013) step 8 & 9 (pp. 304-358)	
			June 5 (F)	<b>- Exam 2</b>		- Agency memo (email)

<sup>1</sup> Course schedule is subject to change, as instructor deems appropriate and necessary

			- Agencies work on campaign plans		
	Week 5	June 8 (M)	- No class meeting: Agencies work on formulating campaign plans		
		June 10 (W)	- No class meeting: Agencies work on formulating campaign plans		
		June 12 (F)	- Campaign pitch and presentation requirements - Agencies meet with instructor individually to report progress on campaign plan		- <b>Preliminary draft of campaign plan</b> - Agency memo (email)
<b>Final Presentation Phase</b>	Week 6	June 15 (M)	TBA Final presentation		
		June 17 (W)	TBA Final presentation		
		June 19 (F)	TBA Final presentation		- <b>Final campaign plan (hard and electronic copy)</b> - <b>Peer evaluation form</b>