

PUR 3000 – Principles of Public Relations – Spring 2013

Kelli Munn – Instructor

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**Office Hours: Wed & Fri 9:30 – 10:30 am and after class Wednesday (until 12:30 pm)
or by appointment**

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Principles of Public Relations is a survey of the theoretical and professional aspects of public relations. Topics include the theory, language and processes involved in public relations; the history of PR; the ethics of PR; and careers in PR. This course relies heavily on our textbook, *Public Relations Strategies and Tactics* by Wilcox and Cameron. The text provides an excellent introduction to the public relations industry. Your grade will be assessed via four exams and two research essays. In order to succeed in this course you must be a regular visitor to the course Sakai site where additional readings, assignments, grades, and information will be posted.

Objectives

- To understand the history and evolution of public relations.
- To understand communication theory relevant to public relations.
- To understand the various publics and career fields involved in public relations.
- To understand the language of and key processes involved in public relations such as research, planning, strategy, and evaluation.

Text and Materials

- Wilcox et al. *Public Relations Strategies and Tactics*. Tenth Edition. Pearson Education, Inc. 2012.
- Assigned readings posted on the course Sakai site. Note: Extra assigned readings posted on Sakai are subject to testing. Fun reading links shared via Twitter only will not be covered on exams.

Attendance, Participation, and Course Delivery

Although we are highly dependent on our Sakai site and will meet online periodically, regular attendance on scheduled meeting days is required for success. It is imperative that you attend class on time and be prepared for each session by completing the reading assignments. Attached to the syllabus is a schedule of reading assignments, exam days, and due dates for essays. Other required reading may be assigned in class and posted on Sakai during the semester. You are expected to have read each text chapter *by* its corresponding date and additional readings when assigned. It is your responsibility to catch up on what you miss in class when you are absent by conferring with classmates and checking Sakai. In high enrollment courses I cannot guarantee a response to inquiries regarding missed material.

Note that we will meet via online video several Mondays during the semester. Online Mondays are noted in red on the course calendar. Video lectures or presentations for these days will be posted on Sakai. We will not meet in class these days.

PowerPoint lectures for each classroom and online video session will be posted by 8 p.m. the evening before class. It's recommended that you print or download the lectures prior to class and take notes on the points covered. All lecture material (including examples and cases) is subject to testing and I will frequently provide exam tips and hints in class that will not be available in slides.

Communication

Our official channel of course information is the classroom and you are responsible for being aware of all announcements and material conveyed there. Official out-of-class channels are Sakai and my Twitter page. You are responsible for knowing information posted via Twitter and Sakai. If you choose not to follow me on Twitter (account creation required) you will have to manually check for updates. I frequently use Twitter to post fun reading that we might discuss the next class day or alert you to a new announcement or required reading posted on Sakai.

Although I have designated office hours on Wednesday and Friday I am in my office most days before class. Feel free to pop in if you need to speak with me or make an appointment. I also encourage email and telephone

communication if you have pressing questions. Please email me via Sakai and be sure to include your name in your email. Likewise, email from me will be sent via Sakai so please be sure your Sakai settings forward email to your UFL or preferred email account or check Sakai daily. When Sakai is down you may email me at kmunn@jou.ufl.edu.

Assignments & Grading

Research essays	20%
Exams	80%

Exams

You will be tested on course material through five scheduled exams during the semester. The lowest exam grade will be dropped and the remaining four will be averaged to derive your final exam average. Exam dates are posted on the course calendar. Much of the test material comes from our textbook; regular reading and outlining chapters is key to success on exams. We are fortunate in PR to have good textbooks that accurately reflect the profession. I'm not promising page-turning material all the time but I can guarantee that with the right attitude you will benefit and learn from everything you read. I encourage you to keep up with the reading on a weekly basis. Specific information regarding what will be covered on exams will be discussed in class and/or posted on our course site.

Unless announced otherwise, exams will be given in class during our posted class time. It's possible one or more exams will be administered online. Please bring pencils and your UFID on exam days. Exams will only be rescheduled in the event of extenuating circumstances necessitating a required or unavoidable absence on exam days. In the absence of a university-excused absence (required travel, doctor's excused illness, etc.) the granting of an early or make-up exam is at my discretion and will only be made for unavoidable absences. I.e. please respect the exam schedule and notify me of conflicts in advance as early as possible. If you encounter an emergency close to exam time, you must call me at the phone number posted above as I may not get your email in time. Athletes and others involved in university business requiring absences on exam dates must meet with me the first two weeks of class to discuss rescheduling.

Research Essays posted on Sakai

The Research Essay Assignment involves responding to two topics related to course material. Essay #1 involves analyzing the use and value of research in public relations. Essay #2 is a social media analysis of a nonprofit organization or company. Each 500-word essay is graded on content and mechanics and is worth 10 percent of your final course grade. Due dates for the essays are on the course calendar (March 1 and April 12). Essays will be submitted on Sakai. There will be a small grade bonus for posting the second essay early. Essays will not be accepted late. More information about this assignment will be shared in class.

Final Grading Scale (for course)

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

Professional Behavior

Professional behavior is expected in the College of Journalism and Communications. This includes arriving on time and not leaving early. Talking while the instructor or another student is talking, reading a paper/magazine, using

cell phones, Web surfing, typing (except to take notes), or texting during class are not acceptable. Repeated instances of any unprofessional behavior may result in public reprimand or being asked to leave class. Please come to class prepared to stay the entire time.

Miscellaneous Information and Policies

- ◆ **Academic Integrity.** The work (exams or essays) you turn in must be your original work for this class. Please be familiar with accepted definitions of cheating and plagiarism, the UF Honor Code, and the university's Academic Honesty Guidelines. I will address all instances of alleged academic dishonesty that come to my attention. UFIDs will be checked on exam days.
- ◆ **Students with Special Needs.** Students with disabilities identified by the university should notify me at the beginning of the semester to discuss requests for accommodations.
- ◆ Please be familiar with the university's grading policies, particularly those that refer to assigning grade points. You can find them here:
<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx#calculating>
- ◆ Syllabus is subject to change as instructor deems necessary.

Course Calendar

<u>Dates</u>	<u>Topic/Assignment</u>	<u>Reading</u>
Jan 7	Course Intro	
Jan 9	Intro to PR	Chapter 1
Jan 11	History of PR	Chapter 2
Jan 14	PR Practice (online)	Chapter 4
Jan 16	Ethics	Chapter 3
Jan 18	Ethics	Beer Pong article
Jan 21	MLK Day / no class	
Jan 23	Research	Chapter 5
Jan 25	Research	
Jan 28	Exam #1	
Jan 30	Planning	Chapter 6
Feb 1	Planning	
Feb 4	Persuaders video (watch online)	
Feb 6	Persuaders discussion	
Feb 8	Evaluation	Chap. 8/AVE Release
Feb 11	Action & Communication (online)	Chapter 7
Feb 13	Public Opinion & Persuasion	Chapter 9
Feb 15	Public Opinion & Persuasion	
Feb 18	Exam #2	
Feb 20	The Queen	
Feb 22	The Queen	
Feb 25	Audience (online)	Chapter 11
Feb 27	Queen debrief & Issues Management	Chapter 10
Mar 1	Issues Management & Crisis Communication	
	1st Research Essay due	
Mar 4, 6 & 8	Spring Break	
Mar 11	Law (online)	Chapter 12
Mar 13	New Media	Chapter 13
Mar 15	New Media	Sakai articles
Mar 18	Exam #3	
Mar 20	PR writing & media relations	Chapter 14
Mar 22	PR writing & media relations	Online newsroom docs
Mar 25	TV & radio (Note: we are meeting in class)	Chapter 15
Mar 27	TV & radio	
Mar 29	Meetings & events	Chapter 16
April 1	Today Show PSA packages (view online)	
April 3	Today Show debrief / PSAs & corporate advertising	
April 5	Corporate PR	Chapter 17
April 8	Exam #4	
April 10	Corporate PR cases	
April 12	Entertainment, Sports & Travel	Chapter 18
	2nd Research Essay due	
April 15	Global PR / Speakers (Note we are meeting in class)	
April 17	Politics & Government	Chapter 19
April 19	Nonprofit, education & hospital PR	Chapter 21
April 22	Nonprofit (online)	
April 24	Exam #5	