

**PUR 3000 Section 3948: Spring 2013  
Principles of Public Relations**

**INSTRUCTOR:** Lauren Bayliss, M.A.

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**CLASSROOM & TIME:** Weimer Hall 1064  
Tuesdays 6<sup>th</sup> – 7<sup>th</sup> Periods (12:50 pm - 2:45 pm)  
Thursdays 6<sup>th</sup> Period (12:50pm - 1:40 pm)

**OFFICE HOURS:** Wednesdays: 10:00 am – 11:00 am,  
Thursdays 10:00 am – 11:00 am & 2:00 pm – 3:00 pm  
or By appointment

**Course Description**

The purpose of the Public Relations Principles course is to provide a general overview of the practices of public relations and to provide exposure to a number of selected topics in the field of public relations such as history, law, ethics, and the international nature of public relations. This will serve as an introductory course for pursuing the major. The course will provide a comprehensive understanding of public relations' role in organizations and society; how public relations has been developed as a discipline; and the contemporary roles of public relations in organizations and society. Basic public relations principles and theories will be examined in addition to applied perspectives. Students will discuss public relations issues and trends as well as international and ethical considerations involved in the practice of public relations. Students will be encouraged to think more broadly considering the globalized communication function of public relations and having their own ideas about public relations through the discussion of misunderstandings and misperceptions about the field of public relations.

**Required Text**

Wilcox, D. L. & Cameron, G. T. (2012). *Public relations: Strategies and tactics*, (10<sup>th</sup> ed.). Boston, MA: Allyn and Bacon.

**Specific Course Objectives**

- To gain a historical perspective of the public relations discipline
- To gain an understanding of public relations theories and principles
- To gain international perspectives for the practice of public relations
- To evaluate the role and functions of public relations in organizations in order to serve different goals of the organizations
- To understand the goal, research, development, implementation, and evaluation of public relations

**Orientation and Organization**

This course will employ various teaching strategies such as lectures, class discussions, video clips, group activities, etc.

- To be prepared for class, please read the assigned text before the lecture.
- Sakai System (also called eLearning: <http://lss.at.ufl.edu> ) will be used for the course. Students will be responsible for keeping up with the class assignments and materials and monitoring their progress via student records on Sakai System.
- **Student participation groups (~6 students) will be assigned during the second week of class, and students are expected to sit with group members throughout the semester. These groups will work together in activities for participation points, as well as for the Planning Project. Students will assess each other at the end of the semester according to the rubric posted to Sakai for the Group Assessment component of the grade (5%).**

**Basis for Course Grade:**

- |   |            |
|---|------------|
| • <b>Pop Quizzes, Group Activities, &amp; Participation</b> | <b>15%</b> |
| • <b>Program Planning Project</b>                           | <b>20%</b> |
| • <b>Exam One</b>   | <b>20%</b> |
| • <b>Exam Two</b>   | <b>20%</b> |
| • <b>Exam Three</b>   | <b>20%</b> |
| • <b>Group Assessment</b>                                   | <b>5%</b>  |

**Grading:**

Grades will be based on a combination of categories as follows:

- **Pop Quizzes, Group Activities, & Participation (15%):**
  - Unannounced and announced (but unscheduled) quizzes based on the assigned textbook readings assigned will be given. The purpose of this category is to encourage students to prepare for the class in advance and to review the materials covered.
  - Students will participate in group activities with their participation groups throughout the semester. All group in-class assignments must be turned in as a single submission in order to receive participation credit. These groups will allow students to apply concepts from the text and lectures. Student participation groups will be further explained in class.
- **Program Planning Project (20% for team grade):** Students will work on a program planning project in their participation groups. Program planning project is based on what you learn from Chapter 6: Program Planning. You can choose one real company and/or its product category. Create strategic public relations planning for an organization's situation or products/services/issues. Identify problems that you need to solve via a situation analysis (strengths, weakness, opportunities, threats). For the situation analysis, thorough research (you can search info using UF library databases, journal articles, news articles etc.) should be required. Furthermore, 6 citations must be made referencing Chapter 17 and/or Chapter 20 of your textbook. Students will also prepare objective statements (at least 3), specific target audiences, at least two creative PR strategies for achieving each of your objectives, at least two tactics for each strategy,

key messages, and state evaluation methods. You should prepare a PPT presentation file in the order that you believe they should be presented to your client for maximum acceptance of the plan. Program planning presentation is **due on Mar. 14 (Thursday)**. More detailed instructions will be posted on Sakai.

- **Exam One (20%):** Chapters 1-4 & 12, 50 questions, T/F and Multiple Choice
- **Exam Two (20%):** Chapters 5-9, 50 questions, T/F and Multiple Choice
- **Exam Three (20%):** Chapters 10-11 & 13-16, 50 questions, T/F and Multiple Choice
- **Group Assessment (5%):** Based on group members' assessment of participation in activities and Program Planning Project using the provided rubric. **Failure to turn in rubrics for group members by the due date (April 11) may severely impact this grade.**

**Grading Scale:**

|    |              |
|----|--------------|
| A  | 95-100       |
| A- | 90-94        |
| B+ | 87-89        |
| B  | 84-86        |
| B- | 80-83        |
| C+ | 77-79        |
| C  | 74-76        |
| C- | 70-73        |
| D  | 60-69        |
| E  | 59 and below |

**Course Policies and Responsibilities:**

Students are expected to behave professionally and respectfully towards their classmates and the instructor.

– **No late work or “makeup” options for exams will be offered.** Exceptions to this policy will be limited to documented exceptional circumstances (i.e. travel authorized by the university, documented emergencies). Students will be responsible for notifying the instructor of legitimate excuses ***before*** the scheduled exams.

–**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 *before the due date* to establish a date and time you will hand in your assignment. Exceptions to this policy will be limited to *documented* exceptional circumstances. Important dates have been announced in advance in the syllabus so that students can schedule other activities around these deadlines. Exceptions will be rare and at the discretion of the instructor. If late work is accepted, it may be graded at a lower value than work turned in on time.

– **Arrive on time and stay until the end of class.**

– **No eating 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 another student is talking.**
- **Cell phones, and other electronic devices** must be turned off or silent during class; vibrate is not considered off.
- **Absolutely 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.
- This 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.

### **University of Florida Policies**

**Classroom Accommodation:** If you require accommodation for this course, please let the instructor know as soon as possible. Please note that students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation."

### **Academic Honesty:**

Plagiarism (literary or artistic theft), copying someone else's work or other forms of dishonesty will not be tolerated. Any case of academic dishonesty will be considered grounds for an automatic failing grade in the course. University guidelines will be followed for any offenses.

- Having someone else do your work for you is also considered academic dishonesty.
- When completing any assignments for this class, it is important to clearly attribute where you obtained your information from, whether it is from a Web site or from an organization's internal document. To clarify, you CANNOT copy anything word for word from any source without putting quotes around it, even if it is given to you directly from an organization. This includes Web site copy, mission statements, etc. In these cases, you should paraphrase and cite the source as your write or simply quote it.

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>

**Academic Student 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."

**UF Counseling Services:** UF has resources available for students in need of counseling for personal or academic reasons, such as:

- University Counseling Center (for personal counseling and academic counseling). Located at: 301 Peabody Hall, Phone #: 392-1575
- Student Mental Health (for personal counseling). Located at the Student Health Care Center, Phone #: 392-1171
- Career Resource Center (for career counseling). Located in the Reitz Union, Phone #:392-1601

For more information and other resources visit: <http://www.counsel.ufl.edu> or speak to your instructor and she will be happy to point you in the right direction.

**Tentative Course Schedule:**

*Course schedule is subject to change, as instructor deems appropriate and necessary*

**Week 1: Jan. 8 & 10**

- Course Introduction and overview of requirements
- Chapter 1: What is Public Relations?

**Week 2: Jan. 15 & 17**

- Chapter 1: What is Public Relations?
- Chapter 2: The Evolution of Public Relations

**Week 3: Jan. 22 & 24**

- Chapter 3: Ethics and Professionalism

**Week 4: Jan. 28 & 31**

- Chapter 4: Public Relations Departments and Firms

**Week 5: Feb. 5 & 7**

- Chapter 12: Public Relations and the Law
- **February 7: Exam 1**

**Week 6: Feb. 12 & 14**

- Chapter 6: Program Planning

**Week 7: Feb. 19 & 21**

- Chapter 5: Research

**Week 8: Feb 26 & 28**

- Chapter 7: Communication

**Week 9: Mar. 5 & 7: Spring Break (No classes)**

**Week 10: Mar. 12 & 14**

- Chapter 8: Evaluation
- **March 14: Projects Due**

**Week 11: Mar. 19 & 21**

- Chapter 9: Public Opinion and Persuasion
- **March 21: Exam 2**

**Week 12: Mar. 26 & 28**

- Chapter 10: Conflict Management: Dealing with Issues, Risks, and Crises

**Week 13: April 2 & 4**

- Chapter 11

**Week 14: April 9 & 11**

- Chapter 13: New Technologies in Public Relations (skim)
- Chapter 14
- **April 11: Group Member Evaluations Due**

**Week 15: April 16 & 18**

- Chapter 15: Radio, Television, and the Web (PSAs)
- Chapter 16 (skim)

**Week 16: April 24 (Last day of the class)**

- **April 23: Exam 3**

(Components of this syllabus and course materials were adapted from materials previously developed by Dr. Sora Kim, University of Florida)