

**PUR 3000: PRINCIPLES OF PUBLIC RELATIONS – Section 4059**

**Course Syllabus – Fall 2013**

Monday, Wednesday, Friday, Period 4 (10:40 a.m. to 11:30 a.m.)  
Weimer 1064

**Instructor:** Weiting Tao  
Department of Public Relations  
College of Journalism and Communications

Office: 2039B Weimer Hall – on the 2<sup>nd</sup> floor of Weimer Hall  
Phone: 352. 273.1638  
E-mail: tweiting@ufl.edu

**Office Hours:** Wednesday – 11:30 a.m. to 1:00 p.m.  
Friday – 11:30 a.m. to 1:00 p.m.  
or by pre-scheduled appointment

**Appointments.** Please visit the instructor’s office during designated office hours to discuss assignments, class-related materials, or any other academic concern. Or, schedule an alternate appointment by e-mail. When the instructor is out of her office, e-mail will be the best way to reach her.

**Sakai System** (<https://lss.at.ufl.edu/>). **All class materials such as PowerPoint slides, assignments, exam study guides, and student grades will be posted on Sakai. Sakai is UF’s e-learning system.** Students will be responsible for keeping up with the class assignments and materials and monitoring their progress via student records on Sakai.

**Purpose & Course Overview.** The course is designed to introduce the field of public relations to undergraduate majors and non-majors. For those majoring in public relations, this course serves as the foundation of the public relations curriculum. For those planning careers in other areas, the course provides an overview of public relations practice and will address the consistent use and value of public relations in influencing business decision-making on a daily basis in a variety of for-profit and not-for-profit organizations and situations.

**This learner-centered course** will employ various teaching strategies (e.g., lectures, class discussions, video clips, group activities, individual presentations, etc.) to engage in the learning process. We will rarely simply recount what is stated in the readings, but rather use them as a springboard for expanded discussion. We will emphasize **interactivity and collaboration** and classes will move in something of a seminar format.

This course is outcomes-based. You will be evaluated primarily on your ability to: 1) master the theory and knowledge shared in class, and 2) transfer them into workable solutions. Since there is no one single solution to any public relations problem, we will be looking at public relations from a variety of angles throughout the semester. Topics will include the development of the public relations field; the role of public relations in organizations and society, nationally and internationally; ethical and legal considerations involved in the practice of public relations; special topics; and contemporary trends and issues.

Guest lecturers will share the individual perspectives of public relations professionals across different practice specializations and industry arenas.

**Course Objective.** To attain knowledge and understanding of the following central concepts:

- Role and functions of public relations in an industrialized society
- Concepts of public relations, audience analyses, and persuasion
- Basic process of public relations—research, planning, communication, evaluation—and the use of communication strategies to achieve organizational objectives
- Practical guidelines for utilizing written, spoken and visual techniques to reach selected audiences
- Understanding of public relations activities in firms, corporations, social agencies, trade organizations, government, education, not-for-profits and sports and entertainment.
- Historical evolution/new directions for public relations practice, career opportunities in the field, and professional, ethical and legal responsibilities
- Develop good listening skills and increase problem-solving abilities
- Increase professional verbal and written communication capabilities
- Expand presentation skills experience

**Required Text & Reading Assignments.**

Wilcox, Dennis L., Glen T. Cameron. *Public Relations Strategies and Tactics*, **Tenth Edition**. Boston, MA: Allyn and Bacon, 2011.

While there is only one required text for the course, additional required readings will be assigned, as needed. **Students may quickly fall behind and, therefore, are strongly advised to stay current with the reading assignments. Major reading assignments have been listed in the course schedule (see P. 7-9).**

**Assigned readings should be completed prior to class;** students should come to class with the assigned reading's concepts both in memory and in written reading notes, i.e., prepared to discuss them intelligently in class. **Students' class prep efforts will be evaluated via quizzes.**

Students, particularly public relations majors, should consider regularly reading the following publications: *Public Relations Tactics*; *Public Relations Strategist*; *PR Week*; *Communication World*; *Harvard Business Review*; *The Wall Street Journal*; *The Washington Post*; and *The New York Times*.

**Course Professionalism.** The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, both the instructor and students adhere to workplace norms for collegial and respectful interaction.

**The instructor reserves the right to penalize any students who do not follow the following guidelines and who disrupt the class (via a 5-point final grade deduction for each occurrence).**

- Students are expected to **attend every class, arrive on time, not leave early unless prior permission is granted, and wait for the class to end before packing to leave.**
- Students are expected to conduct themselves in an honest, ethical and courteous manner – with classmates and the instructor. **Eating, drinking and privately chatting in class do NOT demonstrate professional behavior.** Talking while the instructor or another student is talking is unacceptable; such actions can result in being asked to leave the classroom and will result in a lowering of your final grade.

- **Cell phones, pagers, beepers, BlackBerry, androids and other devices, iPods, iPhones, iPads, etc. must be turned off completely during class; manner mode or vibrate is not considered off. Laptops may be used only as a note-taking device.** Surfing the Internet, checking or creating email, playing games, reading, studying and other activities not related to class are strictly prohibited. **Anyone who engages in these activities will be requested to leave his/her devices in the instructor's care.**

**Grading.** The course grade will be based on **the following components minus any penalties incurred** as a result of failing to follow class rules:

- **Attendance, Participation, and Individual Assignments: 15%**
- **Class Discussion Leader Assignments: 5%**
- **In-Class Quizzes: 20%**
- **Exam One** (Chapters 1, 2, 3, 4, 5, 6, 7, 8, 12 & other sources): 30%
- **Exam Two** (Chapters 9, 10, 13, 14, 15, 17, 20, 21 & other sources): 30%

All grades will be based on the following 100-point scale:

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	E/F

**Note: The instructor does not round grades up or provide extra credit other than participation in designated research opportunities.** If you are concerned about a grade received on a given quiz, exam or assignment, please prepare a short paragraph outlining your position; submit that paragraph to the instructor for review. You will receive a response within 7 to 10 days. The instructor will be available for a follow up discussion during regular office hours, if needed. For UF grading policy, please see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

**Attendance.** Because what we do in class meetings is so integral to the course, **prompt attendance at ALL class meetings is mandatory.** Please be seated and prepared for class to begin on time. Lectures will not be postponed to allow for unpacking. **Students may pack to leave only when the instructor has dismissed the class;** premature packing is unacceptable and disruptive to fellow students. Again, the instructor reserves the right to penalize any students who do not follow these guidelines (**via a 5-point final grade deduction for each occurrence**).

**Absences count from the first class meeting right after UF's drop/add period. After due warning, the instructor may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences. More than one absence during the semester will be considered "excessive absences."**

If you miss class for any legitimate reasons listed in UF's attendance policy (<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>), you must contact the instructor before class meets (email is preferred) and, then, **provide documentation** of the reason for your absence **at the next class meeting**. If you fail to notify me **promptly** of your absence and provide me with documentations, your attendance grade will also be deducted. Students missing class must obtain class notes from another student. Notes and/or

PowerPoint slides are NOT available directly from the instructor. PowerPoint slides will be posted on Sakai.

**Please be aware that a student who attends class irregularly, comes to class late, leaves class early, fails to complete assignments on time or neglects assigned readings can normally expect to earn a low grade.**

**Participation.** Because this is a learner-centered course, student participation in class discussions and activities is essential. The instructor's role in this course is one of collaborator, facilitator, coach. In other words, share thoughts, suggestions, criticisms, disagreement...but, whatever you do, talk in class – one person at a time. This portion of the grading is subjective, and you can only earn full credit if you consistently contribute to the class. Keeping up with the required reading will make contributions in this area more meaningful. Your participation efforts should be steady throughout the course. **Participation grades will be posted on Sakai at the end of the semester.**

**Individual Assignments.** There will be three individual assignments. These assignments have been posted under the “resources” tab on Sakai. Students should **print out and submit the hard copies** of all the assignments before the deadlines. **Do NOT email the assignments** to the instructor. For assignment deadlines, please check the course schedule (see p. 7-9). **Grades for all the three assignments will be posted on Sakai at the end of the semester**

**In-Class Quizzes:** The specific dates of these weekly quizzes will NOT be announced in advance. Please make sure you attend every class so that you will not miss a quiz. **Bring a #2 pencil and an eraser to every class in case there is a quiz. Students arriving late to an in-class quiz will NOT be permitted to take the quiz and will receive a grade of zero. No makeup quizzes.** Quizzes contain true/false, multiple choices and/or short essay questions.

**Exams.** There will be two pre-announced exams given during the semester, none are cumulative. The course is based on readings in the textbooks, class lectures and discussions, students' assignments and presentations, videos, other assigned readings, and lectures by guest speakers. Whether or not material in the textbook is discussed in class, students are responsible for all assigned readings. **Exam questions will come from all of these sources.** Exam questions will be in the form of true/false and multiple choices.

**On exam days, bring a #2 pencil and your UF student ID. Students arriving late to an exam will not be permitted to take the exam and will receive a grade of zero.**

**NO MAKEUP QUIZZES OR EXAMS OR EARLY EXAMS WILL BE GIVEN.**

**Class Discussion Leader Assignments.** There will be two discussion leader assignments (See p. 7-9, “Course Schedule” for their deadlines). They will focus on topics covered in Chapter 17 from your textbook and a workshop on creativity. For each assignment, students will be asked to:

- Study and do research on specific topics chosen by the instructor (i.e., different students will be assigned to different topics, unless otherwise notified).
- Submit a reaction paper (essay format) on what you have learned during your study and research on the assigned topics.
- Present and share your knowledge and thoughts on your assigned topics in class.
- Lead class discussion on these topics during your presentation.

Each student will be required to **print out and submit a hard copy of the reaction paper for each discussion leader assignment. They are due by the start of the class period on the date of the topic discussion. No electronic copy will be accepted.** Basic requirements on the format of the paper have been stated in the following session of the syllabus. More requirements will be given by the instructor later in class. **Please keep the length of your reaction paper within three pages, including references. Neither title pages nor cover pages are needed.**

Due to the limited time in class, it is not practical for each student to give presentations and lead discussions. The instructor strongly encourages students to volunteer for the presentations. **Volunteer presenters will be given extra credit as incentives (i.e., ONE point added to their final class grades).** Students who are interested should notify the instructor **via email on the day when the assignment is officially announced in class.** Presentation (thereby extra credit) opportunities will be given on a **first-come, first-serve** basis until all the spots are filled. In case there are presentation spots unfilled, the instructor will **randomly appoint some students to present** and lead class discussions. Please keep in mind that the extra credit will only be given to the volunteer presenters NOT the randomly-appointed presenters.

Presenters are strongly encouraged to use visual aids such as PowerPoint, Prezi, etc. to facilitate their presentations and class discussions. Each presentations (including class discussion time) should be kept **within 10 to 15 minutes**, unless otherwise specified. Be professional and creative!

Students who are not chosen as the presenters should actively participate in class discussion and share thoughts on the topics concerned. Please remember the quality of your reaction paper, presentations, plus the degree of your engagement in class discussion will affect your grades.

**Additional instructions regarding discussion leader assignments will be provided in separate handouts and will be posted on Sakai.**

**Format.** All written work submitted for this course must be **coherent, logical, and carefully edited.** Writing proficiency is necessary to pass this course. **Misspellings, syntax and grammar errors as well as other writing problems are unacceptable** in college writing. Do not submit materials with editing marks on them; all assignments must be **“client-ready.”** Students may be referred to the Writing Center for more intensive work on specific writing skills.

Unless otherwise specified, **all written assignments must be typed with a 12-point Times New Roman font, single-spaced and framed by one-inch margins. APA style guidelines must be followed. Any written assignment that does not follow the format guidelines will not be accepted and will be given a grade of zero.**

Strong mechanical writing skills are expected from all students. Any assignment containing a **major factual error will receive a grade of 50.** A major factual error is defined as one that gives the wrong information to the audience, including such things as misspelling terms and expressions, or incorrect identification of key sources. Errors which do a minor disservice to the reader will be graded somewhat more leniently, but remember **all factual errors will be considered serious.**

**Deadlines.** Missing deadlines not only can damage a public relations or other professional’s credibility, but also can lead to termination of a relationship with a client or to dismissal by an employer. Thus, **deadlines are treated seriously in this class. All assignments are due by the start of the class period on the date of the deadline,** unless otherwise instructed.

**ANY LATE ASSIGNMENT WILL NOT BE ACCEPTED AND WILL BE GIVEN A GRADE OF ZERO.**

**Academic Honesty.** The work you submit must be your own work and it must be original for this class. You must not use direct or paraphrased material from any other source, including web sites, without attribution. You cannot submit anything that a peer wrote for this class, you wrote for another class, at an internship, as a volunteer or in another academic or professional setting. The instructor will handle any incident of academic dishonesty in accordance with the University of Florida policy, such as the UF Honor Code and the Academic Honesty Guidelines that have examples of cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication.

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 considered academic dishonesty.**

When completing any of your written assignments for this class, it is important to clearly attribute where you obtained your information, whether it's from a web site or from an organization's internal or external 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 from the organization that is your client. This includes web site copy, mission statements, etc. In these situations, **you must paraphrase and cite the source as you write or simply quote it.**

**In short, please don't try to cheat, it's just too painful for both you and me!**

The University of Florida Honor Code was voted on and passed by the Student Body in the Fall 1995 semester. For the specifics of the Honor Code, see <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.html>.)

**Diversity Statement.** Effective public relations practice relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Throughout the class, students will have opportunities to see how different cultural perspectives influence public relations. You are encouraged to take advantage of these opportunities in your own work and to learn from the information and ideas shared by other students.

**Students with Special Needs.** 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 provide a documentation letter to the instructor when requesting accommodation.** Please notify the instructor at the **beginning of the semester and schedule an appointment** to deliver the documentation letter and to discuss requests for special provisions. In addition, phone numbers and contact sites for university counseling services and mental health services: <http://www.counseling.ufl.edu/cwc/Default.aspx>; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.

**Online Course Evaluation.** Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. 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>.

### **Final Notes**

**The instructor reserves the right to make changes if necessary to the syllabus, grading system, schedule, and requirement for this class.**

### **Tentative Course Schedule**

*Course schedule is subject to change, as the instructor deems appropriate and necessary. Students should complete the reading assignments listed below prior to class.*

#### **Week 1**

**Aug. 21:** Course introduction and overview of requirements

**Aug. 23:** Chapter 1: What is Public Relations

#### **Week 2:**

**Aug. 26:** Chapter 1: What is Public Relations?

**Aug. 28:** Chapter 2: Evolution of Public Relations

**Aug. 30:** Chapter 2: Evolution of Public Relations & Sakai Briefing

**In-Class Quiz #1 on Chapter 1 and Chapter 2**

#### **Week 3:**

**Sep. 2:** No class (Labor Day)

**Sep. 4:** Chapter 3: Ethics and Professionalism

**Sep. 6:** Chapter 3: Ethics and Professionalism

#### **Week 4:**

**Sep. 9:** Chapter 3: Ethics and Professionalism & Case Studies

**Sep. 11:** Chapter 4: Public Relations Departments and Firms

**Sep. 13:** Chapter 4: Public Relations Departments and Firms

**In-Class Quiz #2 on Chapter 3**

#### **Week 5:**

**Sep. 16:** Chapter 4: Public Relations Departments and Firms & Chapter 12: Public Relations and the Law

**Sep. 18:** Chapter 12: Public Relations and the Law & Case Studies

**Sep. 20:** Chapter 5: Research

**Due on Sep. 18, Wednesday: Individual Assignment #1 on Chapter 12**

**In-Class Quiz #3 on Chapter 4 and Chapter 12**

**Week 6:**

Sep. 23: Chapter 5: Research  
 Sep. 25: Chapter 6: Program Planning  
 Sep. 27: Chapter 6: Program Planning  
**In-Class Quiz #4 on Chapter 5**

**Week 7:**

Sep. 30: Chapter 6: Program Planning  
 Oct. 2: Chapter 7: Communication  
 Oct. 4: Gesture Lecture  
**In-Class Quiz #5 on Chapter 6**

**Week 8:**

Oct. 7: Chapter 7: Communication  
 Oct. 9: Chapter 7: Communication & Review of Exam One Study Guide  
 Oct. 11: Lecture on “Structure of Argument” & Chapter 8: Evaluation & Case Studies  
**In-Class Quiz #6 on Chapter 7**

**Week 9:**

Oct. 14: No Class (Prepare for Exam One)  
 Oct. 16: Chapter 9: Public Opinion and Persuasion  
 Oct. 18: **Exam One on Chapters 1, 2, 3, 4, 5, 6, 7, 8, 12, “Structure of Argument” & other sources**  
**Due on Oct. 16, Wednesday: Individual Assignment #2 on Chapter 8**

**Week 10:**

Oct. 21: Chapter 10 Conflict Management: Dealing with Issues, Risks, and Crises  
 Oct. 23: Chapter 10 Conflict Management: Dealing with Issues, Risks, and Crises & Case Studies  
 Oct. 25: Chapter 20: Global Public Relations  
**In-Class Quiz #7 on Chapter 9 and Chapter 10**

**Week 11:**

Oct. 28: Chapter 20: Global Public Relations  
 Oct. 30: Chapter 17: Corporations (Student Presentation)  
 Nov. 1: Chapter 17: Corporations (Student Presentation)  
**Due on Oct. 30, Wednesday: Class Discussion Leader Assignment # 1 (Topics on Chapter 17)**  
**In-Class Quiz #8 on Chapter 20**



**Week 12:**

**Nov. 4:** Chapter 21: Nonprofit, Health, and Education  
**Nov. 6:** Case Studies on Chapter 21: Nonprofit, Health, and Education & Chapter 13:  
 The internet and social Media  
**Nov. 8:** No class (Homecoming)  
**In-Class Quiz #9 on Chapter 17 and Chapter 21**

**Week 13:**

**Nov. 11:** No class (Veterans Day)  
**Nov. 13:** Chapter 13: The internet and social Media  
**Nov. 15:** Guest lecture  
**Due on Nov. 13, Wednesday: Individual Assignment #3 on Chapter 19**

**Week 14**

**Nov. 18:** Chapter 14: Preparing Materials for Mass Media & Chapter 15: Radio and  
 Television  
**Nov. 20:** Chapter 14: Preparing Materials for Mass Media & Chapter 15: Radio and  
 Television  
**Nov. 22:** Workshop on creativity (Student Presentation)  
**Due on Nov.22, Friday: Discussion Leader Assignment # 2 (Topics on creativity)**  
**In-Class Quiz # 10 on Chapter 14 and Chapter 15**

**Week 15:**

**Nov. 25:** Lecture on “Top 30 things you should have learned in PUR3000” & Review of  
 Exam Two Study Guide  
**Nov. 27 & 29:** No class (Thanksgiving)

**Week 16 (Dec. 4 is the last day of the class):**

**Dec. 2:** No Class (Prepare for Exam Two)  
**Dec. 4:** **Exam Two** on Chapters 9, 10, 11, 13, 14, 15, 17, 19, 20, 21, Lecture on “Top 30  
 things you should have learned in PUR3000” & other sources