

PUR 3000 Principles of Public Relations Section 4059 Fall 2015

Classroom and Time:

Weimer Hall 1064

Monday, Wednesday, and Friday Period 4 10:40 – 11:30 a.m.

Instructor:

Jungyun Won

Email: wonjy1224@ufl.edu

Office: Weimer Hall G044

Office Hours: Friday 12:00 – 2:00 p.m. or by appointment.

(Email instructor to set up an appointment)

Course Description:

The purpose of this 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 course 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.

Course Objectives:

- To gain a historical perspective of the public relations discipline and profession.
- To understand the basic theories, principles, concepts and practices relevant to public relations.
- To understand key processes involved in public relations, including goal, research, planning, strategy, implementation and evaluation.
- To gain international perspectives of public relations.
- To gain insights to certain roles of the career.

Prerequisites for Course:

There are no prerequisites for this course. This course is open to all.

Required Textbook and Materials:

Wilcox, D.L., Cameron, G.T. & Reber, B.H. (2014). *Public relations: Strategy and tactics* (11th edition). Boston, MA: Pearson. ISBN: 978-0-205-96064-4

Course Organization and Requirements:

- Please review class syllabus, grading rubrics, due dates etc. carefully. Most of your questions are answered there.
- Please read the assigned reading **BEFORE** the lecture.
- UF E-learning (Canvas) 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.
- From the second week of class, instructor will assign students into groups. Students are expected prepare case study presentation with group members in class. Group members will assess each other at the end of the semester according to the rubric posted on Canvas.

Distribution of Course Grade (Total 500 points):

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

- | | |
|---------------------------------------|-----------------|
| ● Class participation & Attendance | 10%(50 points) |
| ● Group Work: Case Study Presentation | 15%(60 points) |
| ● Group Work: Peer Evaluation | 5%(15 points) |
| ● Quizzes | 10%(75 points) |
| ● Exam 1 | 20%(100 points) |
| ● Exam 2 | 20%(100 points) |
| ● Exam 3 | 20%(100 points) |

Grading:

- **Class Participation & Attendance (10%):**
 - Class participation and attendance counts for 10% of your final grade.
 - Unexcused absences will be counted against class participation scores. Each unexcused absence will be 4 points, out of 50 possible class participation points.
 - Students arriving after the class roll has been taken will be marked as late. Two “late” marks count as one absence.
 - Excused absences must have either a doctor’s note or note from the faculty adviser of a university sanctioned organization/event.

- **Group Work: Case Study Presentation (15%):**
 - Students will participate in group work activities in their assigned group throughout the semester.
 - Each group will be assigned to the topic based on the weekly course plan. Each group will be expected to give case study presentation to the class for the week they are assigned.

- Focus on current trend of public relations practice that can be the example of given weekly topic.
- Case study presentation must be less than 15 minutes. More detailed information will be provided through Group Work: Case Study Presentation direction and rubric.
- **Group Work: Peer Evaluation (5%):**
 - Group members and self-evaluations will be required during the semester.
 - Each person on a team must determine a confidential numerical score. Also, additional comment on each person will be accepted.
 - Specific questions that detail the character of the work undertaken during the preceding time frame will be asked and students will be required to indicate specifically which tasks were completed by which team members.
- **Quizzes (10%):**
 - There are 15 quizzes throughout the semester, including 1 syllabus quiz and 14 course material related quizzes.
 - You will be tested based on the textbook readings assigned for each class. The purpose of the quizzes is to encourage students to prepare for the class in advance and to review the materials covered.
 - Each quiz will have 5 questions (multiple choice & true/false questions). The questions will be randomly drawn.
 - Please keep in mind quizzes are designed for prepared learners.
 - Each quiz will be worth 5 points (15 quizzes x 5 points = Total 75 points)
 - There will be no second opportunity or exceptions on missing quiz.
- **Exam 1 (20%):**
 - Exam one will test knowledge you retained from the course.
 - Exam one will cover Chapters 1, 2, 3, 4 & 12 and materials (e.g., video, handout, case study) used in class.
 - There will be 50 questions for exam one (T/F and Multiple Choice).
- **Exam 2 (20%):**
 - Exam two will test knowledge you retained from the course.
 - Exam two will cover Chapters 5, 6, 7, 8, 9 & 11 and materials (e.g., video, handout, case study) used in class.
 - There will be 50 questions for exam one (T/F and Multiple Choice).
- **Exam 3 (20%):**
 - Exam three will test knowledge you retained from the course.
 - Exam three will cover Chapters 10, 13, 14, 15, 17, 20 & 21 and materials (e.g., video, handout, case study) used in class.
 - There will be 50 questions for exam one (T/F and Multiple Choice).

Grading Scales:

Grade	Scale	Point Scale
A	93-100	465-500
A-	90-92.99	450-464.99
B+	86-89.99	430-494.99
B	83-85.99	415-429.99
B-	80-82.99	400-414.99
C+	76-79.99	380-399.99
C	73-75.99	365-379.99
C-	70-72.99	350-364.99
D+	66-69.99	330-349.99
D	63-65.99	315-329.99
D-	60-62.99	300-314.99
E	59 and below	295 and below

Course Policies and Responsibilities:

- **Attend all lectures.**
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.
- **No late work or "makeup" options for exams will be offered.** Exception to this policy will be limited to documented exceptional circumstances. Again, students will be responsible for notifying the instructor **before** the scheduled exams.
- **All assignments are due at the beginning of class. 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 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 will be graded at a lower value than work turned in on time.
- **Arrive on time and stay until the end of class.** Please be on time. Also, being prepared to stay in class for the full 50 minutes. (Leaving early is disruptive to your team members and the rest of classmates. If a special situation (like a doctor's appointment) requires that you leave class early, please let instructor know before the 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 another students is talking.**
- **Not letting technology distract you and others from focusing on class.**
(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 or group project.** 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.
- **Being active learners** — listening, taking notes, and participating in class activities and group projects.

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 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>

Tentative Schedule of Classes and Timelines (Fall 2015)

< Understanding Public Relations >

Week 1

Aug 24 (M)

- Course introduction and overview of class syllabus

Aug 26 (W)

- Chapter 1 What is Public Relations?

Aug 28 (F)

- Chapter 1 What is Public Relations?
- **Syllabus Quiz**

Week 2

Aug 31 (M)

- **Quiz 1 (Covering chapter 1)**
- Chapter 2 The Evolution of Public Relations

Sep 02 (W)

- Chapter 2 The Evolution of Public Relations

Sep 04 (F)

- **Quiz 2 (Covering chapter 2)**
- Chapter 3 Ethics and Professionalism

Week 3

Sep 07 (M) Holiday - No class

Sep 09 (W)

- Chapter 3 Ethics and Professionalism
& Chapter 4 Public Relations Department and firms

Sep 11 (F)

- **Quiz 3 (Covering chapter 3)**
- Chapter 4 Public Relations Department and firms

Week 4

Sep 14 (M)

- **Quiz 4 (Covering chapter 4)**
- Chapter 12 Public Relations and the Law

Sep 16 (W)

- Chapter 12 Public Relations and the Law

Sep 18 (F)

- **Quiz 5 (Covering chapter 12)**
- Exam 1 Review

< **Process of Public Relations / Communication & Persuasion**>

Week 5

Sep 21 (M)

- **EXAM 1 Covering Chapters 1, 2, 3, 4, & 12**

Sep 23 (W)

- Chapter 5 Research

Sep 25 (F)

- Chapter 5 Research

Week 6

Sep 28 (M)

- **Quiz 6 (Covering chapter 5)**
- Chapter 6 Program Planning

Sep 30 (W)

- Chapter 6 Program Planning

Oct 02 (F)

- **Quiz 7 (Covering chapter 6)**
- Chapter 8 Evaluation

Week 7

Oct 05 (M)

- Chapter 8 Evaluation

Sep 07 (W)

- **Quiz 8 (Covering chapter 8)**
- Chapter 7 Communication

Oct 09 (F)

- Chapter 7 Communication

Week 8

Oct 12 (M)

- **Quiz 9 (Covering Chapter 7)**
- Chapter 9 Public Opinion and Persuasion

Oct 14 (W)

- Chapter 9 Public Opinion and Persuasion

Oct 16 (F)

- **Quiz 10 (Covering Chapter 9)**
- Chapter 11 Reaching Diverse Audiences

Week 9

Oct 19 (M)

- Chapter 11 Reaching Diverse Audiences

Oct 21 (W)

- Chapter 11 Reaching Diverse Audiences

Oct 23 (F)

- **Quiz 11 (Covering Chapter 11)**
- Exam 2 Review

<Crisis Management & Corporate PR/ Media Tactics/ Application>

Week 10

Oct 26 (M)

- **EXAM 2 Covering Chapters 5, 6, 7, 8, 9 & 11**

Oct 28 (W)

- Chapter 10 Conflict management: Dealing with issues, risk and crisis

Oct 30 (F)

- Chapter 10 Conflict management: Dealing with issues, risk and crisis

Week 11

Nov 02 (M)

- Chapter 17 Corporate public relations

Nov 04 (W)

- Chapter 17 Corporate public relations
- **Quiz 12 (Covering Chapter 10 & 17)**

Nov 06 (F) Homecoming – No class

Week 12

Nov 09 (M)

- **Group Case Study Presentations – Crisis Management & Corporate PR**

Nov 11 (W) Holiday - No class

Nov 13 (F)

- **Group Case Study Presentations – Crisis Management & Corporate PR**

Week 13

Nov 16 (M)

- Chapter 13 The Internet and Social Media

Nov 18 (W)

- Chapter 14 Preparing Materials for Mass Media

Nov 20 (F)

- Chapter 15 Radio & Television
- **Quiz 13 (Covering Chapter 13, 14, & 15)**

Week 14

Nov 23 (M)

- **Group Case Study Presentations – Media Tactics**

Nov 25 (W) Thanksgiving Holiday - No class

Nov 27 (F) Thanksgiving Holiday - No class

Week 15

Nov 30 (M)

- Chapter 20 Global Public Relations

Dec 02 (W)

- Chapter 21 Non-Profit, Health, & Education

Dec 04 (F)

- **Quiz 14 (Covering Chapter 20 & 21)**
- **Group Case Study Presentations – Global Public Relations**

Week 16

Dec 07 (M)

- **Group Case Study Presentations – Non-Profit Public Relations**
- Exam 3 Review

Dec 09 (W)

- **EXAM 3 Covering Chapters 10, 13, 14, 15, 17, 20, & 21**

Dec 11 (F) Reading Day