PUR 3000 Section 4060: Fall 2012
Principles of Public Relations

INSTRUCTOR: Sora Kim, Ph.D.
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CLASS LOCATION & TIME: Weimer Hall 1064
MWF 7th Period (1:55 pm ~ 2:45 pm)

OFFICE HOURS: M/W 3:00pm-5:00pm, or by appointment

TEACHING ASSISTANT: Lauren Bayliss, M.A.
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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


Specific Course Objectives

- To gain a historical perspective of the public relations discipline
- To gain an understanding of the theories, principles, and practice in public relations
- 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
To gain insight into certain roles of the career

Orientation and Organization

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

Basis for Course Grade:

- Pop Quizzes, Group Activities, & Participation 15%
- Program Planning Project (20% for Team, 5% for Individual) 25%
- Exam One 20%
- Exam Two 20%
- Exam Three 20%

Grading:

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

- **Pop Quizzes, Group Activities, & Participation (15%)**: Unannounced and announced quizzes based on the textbook readings assigned for each class 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. Through in-class projects, students will earn group activities and participation points. In-class projects involve working in small groups while applying concepts from the text and lectures.

- **Program Planning Project (25%: 20% for team grade, 5% for individual grade)**: Students will work on a program planning project in a small group (5-6 students). 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, weaknesses, opportunities, threats). For the situation analysis, thorough research (you can search info using UF library databases, journal articles, news articles etc.) should be required. And prepare objective statements (at least 2), 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. Your presentation packet should be submitted as a hard copy. It should be stapled and easy to read. All members should fill out peer evaluation form and submit it on time. The peer evaluation form is posted on Sakai. Program planning presentation and peer evaluation form are Due Oct 31 (Monday). Missing the deadline will result in 10 points off out of a 100 for both team & individual grades.
• **Exam One (20%)**: Sep. 26, Wednesday, Chapters 1-4 & 12, 50 questions, T/F and Multiple Choices

• **Exam Two (20%)**: Nov. 7 (Wednesday), Chapters 5-9, 11 & Diversity Lecture, 50 questions, T/F and Multiple Choices

• **Exam Three (20%)**: Dec. 5 (Wednesday): Chapters 10 & 13-15, & 17, 50 questions, T/F and Multiple Choices

**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 before the scheduled exams even with legitimate excuses. All exceptions should be notified 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 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.**

- **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.

- **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:** 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](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](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: Aug. 22, 24**
- Course Introduction and overview of requirements
- Chapter 1: What is Public Relations

**Week 2: Aug. 27, 29, & 31**
- Chapter 1: What is Public Relations?
- Chapter 2: Evolution of Public Relations

**Week 3: Sep. 3 (No class), 5 & 7**
- No class on Sep. 3 (Labor Day, Monday No class)
- Video about PR figures Lee & Bernays
- Chapter 2: Evolution of Public Relations

**Week 4: Sep. 10, 12, & 14**
- Chapter 3: Ethics and Professionalism

**Week 5: Sep. 17, 19, & 21**
- Chapter 4: Public Relations Departments and Firms
- Chapter 12: Public Relations and the Law (T.A.)

**Week 6: Sep. 24, 26, & 28**
- Chapter 12: Public Relations and the Law (T.A.)
- Sep.26, Wednesday: Exam One (Chapters 1-4 & 12)
- Chapter 5: Research

**Week 7: Oct. 1, 3, & 5**
- Chapter 5: Research
- Chapter 6: Program Planning

**Week 8: Oct. 8, 10, & 12**
- Chapter 6: Program Planning

**Week 9: Oct. 15, 17, & 19**
- Chapter 7: Communication and Theory
- Chapter 8: Evaluation
Week 10: Oct. 22, 24, & 26

- Chapter 8: Evaluation
- Lecture: Cultural Diversity in Public Relations.
- Chapter 9: Public Opinion and Persuasion (T.A.)

Week 11: Oct. 29, 31, & Nov. 2

- Program Planning Project Due on Oct. 31
- Chapter 11: The Audience and How to Reach it

Week 12: Nov. 5, 7, & 9 (Homecoming day: No class Friday)

- Chapter 10: Conflict Management: Dealing with Issues, Risks, and Crises
- Nov. 7 (Wednesday): Exam Two (Chapters 5-9, 11, & Diversity Lecture)
- No class on Nov. 9 (Homecoming Day)

Week 13: Nov. 12 (Veterans Day, No class), 14, & 16

- No class on Nov. 12 (Monday No class, Veterans Day)
- Chapter 10: Conflict Management: Dealing with Issues, Risks, and Crises
- Guest speaker

Week 14: Nov. 19, 21 & 23 (Thanksgiving break: No classes)

- Chapter 14: News Releases, Media Alerts, and Pitch Letters (T.A.)
- No class on Nov. 21 & 23 (No class)

Week 15: Nov. 26, 28, & 30

- Chapter 13: New Technologies in Public Relations
- Chapter 15: Radio, Television, and the Web (Part1, PSAs)
- Chapter 15: Radio, Television, and the Web (Part2) (T.A.)

Week 16: Dec. 3 & 5 (Last day of the class)

- Chapter 17: Corporate PR
- Dec. 5 (Wednesday): Exam Three (Chapters 10 & 13-15, &17)