

**PUR 3000 Section 4060: Fall 2013
Principles of Public Relations (Online)**

INSTRUCTOR: Dr. Sora Kim
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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.

Specific Course Objectives

- To gain a historical perspective of the public relations discipline.
- To understand the theories, principles, and practice relevant to public relations.
- To gain international perspectives of public relations practice.
- To evaluate the role and functions of public relations in organizations.
- To understand key processes involved in public relations such as research, planning, strategy, and evaluation.

Required Text

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

Course Prerequisites

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

Course Communication and Engagement

You have a variety of ways to communicate with Dr. Kim and her TA but all office communication from her and her TA will be conveyed via announcements and materials on our Sakai course site. All assignments, lectures, due dates, grades, and announcements will be posted on Sakai. You are responsible for being aware of the site's contents on a daily basis (i.e. if you have computer problems, you will need to make arrangements to log on elsewhere to keep up).

Please be aware of the following communication policies:

- Please post general questions on the Course Questions discussion board (the type of thing that you would raise your hand in class to ask). This is the fastest way to get your questions answered. Please review our syllabus, module intros, announcements, grading rubrics, etc. before posting a question. Most of your questions are answered there. If you've looked and it's not there or you need further clarification, then post your general questions here. Please proofread your posts to ensure they are clear and free of surface errors. Feel free to respond to each other if you know the answer.
- For personal or grade questions, please email our TA and Dr. Kim (from within e-learning in Sakai) or make an appointment by e-mail to speak with our TA or Dr. Kim on Skype.
- If you need to meet in person, please make an appointment via email (from within e-learning in Sakai).
- Sakai is our official email tool. You should email Dr. Kim or her TA through Sakai.

Assignments & Grading

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

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| • Quizzes (15) | 15% |
| • Discussion Forum Assignments (6) | 15% |
| • Group Project: Program Planning Assignments (4) | 20% |
| • Exam One | 25% |
| • Exam Two | 25% |

****Please refer to "Due Dates" for all assignments and detailed "Instructions" for program planning team project assignments.**

Assignment Type	Description	Points Each	Total
Quizzes (15%)	<p>There are 15 quizzes throughout the semester, including 1 syllabus quiz and 14 course material-related quizzes. You will be tested on required reading, lectures, and other module materials through quizzes. All required readings, videos, and lecture materials are subject to assessment. 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. You will not have time to look up all the answers. You will have 5 minutes to complete a 5-question quiz. Check the course schedule at "Due Dates" for quiz dates.</p>	<p>4 points per each quiz. 15 quizzes X 4 =60 points.</p> <p>Each quiz question is worth 0.8 points.</p>	60 points
Discussion Forum Assignments (15%)	<p>There will be 6 discussion forum assignments about course materials. You will be assigned to a group of 20-25 in which you will be able to read and comment upon your group mates' posts. If your assignment for the week includes a discussion forum assignment, you will be given a discussion prompt and asked to create a post answering the question and respond to one other post with your critique and/or comments. Each discussion forum assignment is worth 10 points (7 points for your answer posting and 3 points for your response to your classmate's answer posting). <u>You will get a "0" for no postings or late postings.</u> Check the course schedule at "Due Dates" for discussion forum assignments.</p>	<p>Each discussion form assignment=10 points.</p> <p>6 forum assignments X 10 points = 60 points</p>	60 points
Program Planning Group Project Assignments Team Grade (16%)	<p>Students will work on program planning group project assignments in a small group (10 students). Your group will be assigned by the instructor based on students' last names. Assigned groups will be announced on the week 2 (9/1). For group collaboration of these assignments, you should use Google's collaborative presentation tool (Google Drive-presentations (see "Instructions"). There are four interim deadlines for the 4 Program Planning Group Project Assignments and the final deadline. <u>Missing interim deadlines for each assignment will result in a 5-point deduction.</u> Check the detailed "Instructions" for program planning group project assignments and "Due dates" posted in our Sakai site.</p>	64points for 4 assignments (16 points per each)	64 points

Program Planning Group Project Assignments Individual Grade (4%)	Individual grade will also be worth 16 points. Check the due date for the peer evaluation.	16 points	16 points
Exam One (25%)	Exam one will be an online exam that will test knowledge you retained from the course throughout the first-half of the semester. Exam one will cover Modules 1 and 2 (Chapters 1, 2, 3, 4, 5, 6, 8, & 12). There will be 50 questions for Exam one (T/F and Multiple Choices). Exam questions will be randomly drawn. You may consult study materials during the exam. A study guide is posted on Sakai. The exam will be administered between Oct.15 (W) and Oct. 18 (F) and it will be timed (50 minutes). You should complete the Exam One by noon on Friday, Oct. 18.	Each question =2 points; 50 exam questions X 2= 100 points	100 points
Exam Two (25%)	Exam two will be an online exam that will test the knowledge you retained from the course throughout the second-half of the semester. Exam two will cover Modules 3, 4, & 5 (Chapters 7, 9, 10, 11, 13, 14, 15, & 17). There will be 50 questions for Exam two (T/F and Multiple Choices). Exam questions will be randomly drawn. You may consult study materials during the exam. A study guide is posted on Sakai. The exam will be administered between Dec. 2 (M) and 4 and Dec (W) and it will be timed (50 minutes). You should complete the Exam 2 by noon on Wednesday, Dec.4.	Each question =2 points; 50 exam questions X 2= 100 points	100 points
Total Course Points			400 points

Grading Scale

Grade	Scale	Point Scale
A	95-100 %	380-400
A-	90-94.99%	360-379.99
B+	87-89.99%	348-359.99
B	84-86.99%	336-347.99
B-	80-83.99%	320-335.99
C+	77-79.99%	308-319.99
C	74-76.99%	296-307.99
D+	67-69.99%	268-295.99
D	60-66.99%	240-267.99
E	59.99 and below	239.99 and below

Academic Honesty

IMPORTANT Please be aware: During this course students are permitted to use their book and notes during quizzes. However, students are NOT allowed to cooperate with other students in order to complete quizzes.

If several students habitually begin the test at the same time, or if other digital evidence provided by Sakai suggests that students have attempted to cheat by cooperating then students suspected of dishonesty may be offered a chance to retake an in-person proctored exam without the benefit of notes or textbooks in order to verify their knowledge of the material. Cheating is a violation of the **honor code and may result in disciplinary action up to and including expulsion from the University.**

University of Florida Policies

University Policy on Accommodating Students with Disabilities: Students requesting accommodation for disabilities must first register with the Dean of Students Office (<http://www.dso.ufl.edu/drc/>). The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation. You must submit this documentation prior to submitting assignments or taking the quizzes or exams. Accommodations are not retroactive, therefore, students should contact the office as soon as possible in the term for which they are seeking accommodations.

University Policy on Academic Misconduct: Academic honesty and integrity are fundamental values of the University community. Students should be sure that they understand the UF Student Honor Code at <http://www.dso.ufl.edu/students.php>.

****Netiquette: Communication Courtesy:** All members of the class are expected to follow rules of common courtesy in all email messages, threaded discussions and chats. [Describe what is expected and what will occur as a result of improper behavior]
<http://teach.ufl.edu/docs/NetiquetteGuideforOnlineCourses.pdf>

Getting Help

For issues with technical difficulties for E-learning in Sakai, please contact the UF Help Desk at: Learning-support@ufl.edu , (352) 392-HELP - select option 2, <https://lss.at.ufl.edu/help.shtml>.

****** Any requests for make-ups due to technical issues **MUST** be accompanied by the ticket number received from LSS when the problem was reported to them. The ticket number will document the time and date of the problem. You **MUST** e-mail your instructor within 24 hours of the technical difficulty if you wish to request a make-up. Other resources are available at <http://www.distance.ufl.edu/getting-help> for: Counseling and Wellness resources, Disability resources, Resources for handling student concerns and complaints, Library Help Desk support. Should you have any complaints with your experience in this course please visit <http://www.distance.ufl.edu/student-complaints> to submit a complaint.

Course Schedule and Due Dates

Please refer to the eLearning course schedule for weekly course content, required readings, assignment **instructions**, and assignment **due dates** posted in our Sakai course site.

Week 1: Aug. 21-24

- Module 1-1: Chapter 1: What is Public Relations?

Week 2: Aug. 26- Sep. 1

- Module 1-1: Chapter 1: What is Public Relations?
- Discussion Forum Assignment 1 (Ch. 1)
- Syllabus quiz and Quiz 1 (Ch.1)

Week 3: Sep. 2- 8

- Sep. 2 (Labor Day)
- Module 1-2: Chapter 2: The Evolution of Public Relations
- Discussion Assignment 2 (Ch. 2)
- Quiz 2 (Ch. 2)

Week 4: Sep. 9-15

- Module 1-3: Chapter 3: Ethics and Professionalism
- Discussion Forum Assignment 3 (Ch. 3):
- Quiz 3 (Ch.3)

Week 5: Sep. 16-22

- Module 1-4: Chapter 4: Public Relations Departments and Firms
- Discussion Assignment 4 (Ch. 4)
- Module 1-5: Chapter 12: Public Relations and the Law
- Quiz 4 (Ch. 4) & Quiz 5 (Ch.12)

Week 6: Sep. 23-29

- Module 2-1: Chapter 5: Research
- Module 2-2: Chapter 6: Program Planning Part 1: Goal, Objective Statements, & Target Audience
- Group Project: Program Planning Assignment 1 (SWOT Analysis)
- Quiz 6 (Ch. 5)

Week 7: Sep. 30 - Oct. 6

- Module 2-3: Chapter 6: Program Planning Part 2: Strategy, Tactic, & Key Message
- Group Project: Program Planning Assignment 2
- Group Project: Program Planning Assignment 3
- Quiz 7 (Ch.6)

Week 8: Oct. 7- 13

- Module 2-4: Chapter 8: Evaluation
- Group Project: Program Planning Assignment 4
- Quiz 8 (Ch. 8)

Week 9: Oct. 14- 20

- Module 3-1: Chapter 7: Communication and Theory
- Exam One (Modules 1 and 2: Chapters 1, 2, 3, 4, 5, 6, 8, & 12)
- Quiz 9 (Ch.7)

Week 10: Oct. 21- 27

- Module 3-2: Chapter 9: Public Opinion and Persuasion
- Discussion Forum Assignment 5 (Ch. 9)
- Quiz 10 (Ch.9)

Week 11: Oct. 28 - Nov.3

- Module 3-3: Chapter 11: The Audience and How to Reach it
- Quiz 11 (Ch.11)
- Group Project: Program Planning Assignments Final Deadline

Week 12: Nov. 4- 10

- Module 4-1: Chapter 10: Conflict Management: Dealing with Issues, Risks, and Crises
- Discussion Forum Assignment 6 (Ch. 10)
- Quiz 12 (Ch. 12)
- Nov. 8-9 (Homecoming Days)

Week 13: Nov.11-17

- Module 4-2: Chapter 17: Corporate PR
- Quiz13 (Ch. 17)
- Nov. 11 (Veterans Day)

Week 14: Nov. 18 -24

- Module 5-1: Chapter 13: The Internet and Social Media
- Module 5-2: Chapter 14 & 15: Preparing Materials for Mass Media & Radio and TV
- Quiz 14 (Chapters, 13, 14 & 15)

Week 15: Nov. 25- Dec.1

- Nov. 27-Dec.1 : Thanksgiving holidays
- Prepare Exam 2

Week 16: Dec. 2- 4 (Last day)

- Exam Two (Modules 3 and 4: Chapters 7, 9, 10, 11, 13, 14, 15, & 17)