

University of Florida  
Department of Public Relations  
College of Journalism and Communications

COURSE SYLLABUS – Fall 2015 – Sections 211C & 4060

**PUR 3000 – Principles of Public Relations**

**INSTRUCTOR:** Dr. Michael A. Mitrook

Email: Email via Canvas, mmitrook@jou.ufl.edu

Office Hours: Skype or Google Hangout meetings by appointment

**TEACHING ASSISTANT:** Sining Kong

Email: kongsn@ufl.edu

Office Location: Weimer Hall G040

Office Phone #: 352-222-2759

Office Hours: Skype or Google Hangout meetings by appointment

**COURE WEBSITE: e-learning in Canvas:** <http://lss.at.ufl.edu>

**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 practices 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* (10<sup>th</sup> edition). Boston, MA: Allyn and Bacon. Or 11<sup>th</sup> edition.

### **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. Mitrook and his TA but all office communication from him and his TA will be conveyed via announcements and materials on our Canvas course site or via email as needed. All assignments, lectures, due dates, grades, and announcements will be posted on Canvas. You are responsible for being aware of the site's contents on a daily basis 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 review our syllabus, module intros, announcements, grading rubrics, due dates 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 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 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. Mitrook (from within e-learning in Canvas) or make an appointment by e-mail to speak with our TA or Dr. Mitrook.
- If you need to meet in person, please make an appointment via email (from within e-learning in Canvas).
- Canvas is our official email tool. You should email Dr. Mitrook or his TA through Canvas.

### **Assignments & Grading**

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

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

Assignment Type	Description	Points Each	Total
Quizzes (15%)	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.	4 points per each quiz. 15 quizzes X 4 =60 points.  Each quiz question is worth 0.8 points.	60 points
Discussion Forum Assignments (15%)	There will be 6 discussion forum assignments about course materials. Your group will be assigned by the instructor based on students' last names. Assigned groups will be announced on week 2. You will be assigned to a group 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 forum prompt and asked to create a post answering the question and respond to one other post with your critique and/or comments. Your initial answer post will be due Wednesdays and your responding post to one other student's post will be due Fridays. Each discussion forum assignment is worth 10 points (7 points for your answer posting and 3 points for your response to your classmates' answer posting). You will get a "0" for no postings or late postings. Check the course schedule at "Due Dates" for discussion forum assignments.	Each discussion form assignment=10 points.  6 forum assignments X 10 points = 60 points	60 points
Program Planning Group Project Assignments Team Grade (16%)	Students will work on program planning group project assignments with the same group they are assigned for discussion forum assignments. Your group will be assigned by the instructor based on students' last names. Assigned groups will be announced on week 2. For group collaboration of these assignments, you should use Google's collaborative presentation tool (Google Drive-	64 pts. for 4 assignments (16 points per each)	64 points

	<p>presentations, see “Instructions”). There are four interim deadlines for the 4 Program Planning Group Project Assignments and the final deadline. <u>Missing</u> interim deadlines for each assignment will result in a 5-point deduction. By each interim deadline, each group should post the Google Presentation link to your work under the assignments tab. However, I won’t grade your work for interim deadlines. I will only grade your final submission. By the final submission due date, each group should combine all program planning project assignments 1, 2, 3, &amp; 4 and submit it as a PPT file (not a link) to the assignment tab. Check the detailed “Instructions” for program planning group project assignments and “Due dates” posted in our Canvas site.</p>		
<p>Program Planning Group Project Assignments Individual Grade (4%)</p>	<p>Individual grade will be worth 16 points. Keep track of your group members’ collaboration using the peer evaluation form posted on our Canvas site. Each group member should fill out this peer evaluation form and submit it through assignment tab. Check the “Due date” for the peer evaluation.</p>	16 points	16 points
<p>Exam One (25%)</p>	<p>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, &amp; 12). There will be 50 questions for exam one (T/F and Multiple Choice). Exam questions will be randomly drawn. You may consult study materials during the exam. A study guide is posted on Canvas. The exam will be administered for two days and it will be timed (50 minutes). Check the course schedule at “Due Dates” for exam 1.</p>	<p>Each question =2 points; 50 exam questions X 2= 100 points</p>	100 points
<p>Exam Two (25%)</p>	<p>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, &amp; 5 (Chapters 7, 9, 10, 11, 13, 14, 15, &amp; 17). There will be 50 questions for Exam two (T/F and Multiple Choice). Exam questions will be randomly drawn. You may consult study materials during the exam. A study guide is posted on Canvas. The exam will be administered for two days and it will be timed (50 minutes). Check the course schedule at “Due Dates” for exam 2.</p>	<p>Each question =2 points; 50 exam questions X 2= 100 points</p>	100 points
<p>Total Course Points</p>			400 points

**\*\*Please refer to “Due Dates Course Calendar” for all assignments’ due dates.**

**Grading Scale**

<b>Grade</b>	<b>Scale</b>	<b>Point Scale</b>
A	95-100 %	380-400
A-	90-94.99%	360-379.99
B+	87-89.99%	348-359.99
B	83-86.99%	332-347.99
B-	80-82.99%	320-331.99
C+	77-79.99%	308-319.99
C	73-76.99%	292-307.99
C-	70-72.99%	280-291.99
D+	67-69.99%	268-279.99
D	63-66.99%	252-267.99
D-	60-62.99%	240-251.99
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 Canvas 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 Canvas, please contact the UF Help Desk at: [Learning-support@ufl.edu](mailto:Learning-support@ufl.edu), (352) 392-HELP (4357) - select option 2, email: [helpdesk@ufl.edu](mailto:helpdesk@ufl.edu)

\*\* 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 Canvas course site.