

## **PUR3000 Principles of Public Relations Section 17CH Spring 2015**

### **Classroom and Time:**

FLG 0260

Tuesday Period 7 1:55 – 2:45 p.m. & Thursday Period 7-8 1:55 – 3:50 p.m.

### **Instructor:**

Xiaochen (Angela) Zhang

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Office: G029 Weimer Hall

Office Hours: Tuesday 3-5 p.m. & Thursday 4-5 p.m. or by 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 identify and 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.

### **Required Textbook and Materials:**

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

### Course Organization and Requirements:

- Please read the assigned readings BEFORE the lecture.
- E-learning (Canvas system: <https://lss.at.ufl.edu/>) 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, I will assign students into groups (5-6 per group). Students are expected to work with group members in class as well as in the Program Planning Project. Group members will assess each other at the end of the semester according to the rubric posted on Canvas.

### Distribution of Course Grades (Total 500points):

- |   |                  |
|---|------------------|
| • Pop quizzes, group activities and participation | 15% (75 points)  |
| • Program planning project                        | 25% (125 points) |
| • Exam 1  | 20% (100 points) |
| • Exam 2  | 20% (100 points) |
| • Exam 3  | 20% (100 points) |

### Grading:

- **Pop quizzes, group activities and participation (15%):**
  - Unannounced and announced quizzes based on the textbook readings assigned for each class will be given. The purpose of the quizzes is to encourage students to prepare for the class in advance and to review the materials covered.
  - Students will participate in group activities in their assigned group throughout the semester. Through in-class assignments, students will earn group activities and participation points. All group in-class assignments must be turned in as a single submission in order to receive participation credit.
- **Program planning project (25%)**
  - Students will work on a program planning project in groups. Program planning project is based on what you learn from Chapter 6: Program Planning. You will create strategic public relations planning for an organization's situation or product/services/issues. See separate handout for specific requirements and grading rubrics for the project. See "Schedule of Classes and Timeline" for the due dates for each section of the project
  - Interim Deadlines
  - Final Submission (90% of project grade; 112 points)
  - Individual contribution and peer evaluation (10% of project grade; 13 points)
- **Exam 1 (20%): Feb 5 (Thursday)**, Chapters 1-4 & 12, (50 Multiple Choices)
- **Exam 2 (20%): Mar 19 (Thursday)**, Chapters 5-9 (50 Multiple Choices)

- **Exam 3 (20%): Apr 21 (Tuesday)**, Chapters 10, 11, 13, 14, 17, 20 (50 Multiple Choices)

**Grading Scales:**

Grade	Scale	Point Scale
A	95-100	475-500
A-	90-94.99	450-474.99
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:**

- **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 you 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.**
- **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.**
- **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.** 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:** 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](mailto: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 Timeline (Spring 2015)<sup>1</sup>*

**Week 1**

- Jan 6 (T) Course introduction and overview of requirements
- Jan 8 (R) Chapter 1 What is Public Relations?

**Week 2**

- Jan 13 (T) Chapter 2 The Evolution of Public Relations
- Jan 15 (R) Chapter 2 The Evolution of Public Relations & Chapter 3 Ethics and Professionalism

**Week 3**

- Jan 20 (T) Chapter 3 Ethics and Professionalism
- Jan 22 (R) Chapter 4 Public Relations Departments and Firms

**Week 4**

- Jan 27 (T) Chapter 12 Public Relations and the Law
- Jan 29 (R) Chapter 12 Public Relations and the Law

**Week 5**

- Feb 3 (T) Exam 1 Review or no class
- **Feb 5 (R) Exam 1 (Covering Chapters 1-4 & 12)**

**Week 6**

- Feb 10 (T) Chapter 5 Research
- Feb 12 (R) Chapter 5 Research & Chapter 6 Program Planning

**Week 7**

- Feb 17 (T) Chapter 6 Program Planning
- Feb 19 (R) Chapter 6 Program Planning
  - **Interim Deadline 1: SWOT analysis Due**

**Week 8**

- Feb 24 (T) Chapter 7 Communication
- Feb 26 (R) Chapter 7 Communication & Chapter 8 Evaluation
  - **Interim Deadline 2: Objective Statements & Target Audience Due**

**Week 9 Spring Break no class**

**Week 10**

- Mar 10 (T) Chapter 8 Evaluation
- Mar 12 (R) Chapter 9 Public Opinion and Persuasion
  - **Interim Deadline 3: Strategies and Tactics Due**

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<sup>1</sup> Course schedule is subject to change, as instructor deems appropriate and necessary

**Week 11**

- Mar 17 (T) Exam 2 Review or no class
- **Mar 19 (R) Exam 2 (Covering Chapters 5-9)**

**Week 12**

- Mar 24 (T) Chapter 10 Conflict management: Dealing with issues, risks and crisis
- Mar 26 (R) Chapter 10 Conflict management: Dealing with issues, risks and crisis & Chapter 11 Reaching Diverse Audiences

**Week 13**

- Mar 31 (T) Chapter 13 & 14 New technologies in public relations & Preparing materials for the mass media
- Apr 2 (R) Student Presentations
  - **Final Project Submission**
  - **Peer Evaluation Form Due**

**Week 14**

- Apr 7 (T) Student Presentations
- Apr 9 (R) Student Presentations

**Week 15**

- Mar 14 (T) Chapter 17 Corporations
- Mar 16 (R) Chapter 20 Global Public Relations & Exam 3 Review

**Week 16**

- **Apr 21 (T) Exam 3 (Chapters 10, 11, 13, 14, 17, & 20)**