Public Relations Research
PUR 3500 §03CG Syllabus Spring 2014
Dr. Linda M. Perry

UF | College of Journalism
& Communications
UNIVERSITY *of* FLORIDA

PUR 3500 Public Relations Research surveys principles of scientific research to establish, monitor and evaluate communication programs. This course will focus on research planning, theory and design, with a term project to learn practical applications of research for strategic communication. The course will cover qualitative and quantitative research methods, statistical analysis, and reporting research.

Class information: PUR 3500 §03CG meets T 7-8th period and R 8th in 0235 Little Hall.
Class website: http://lindaperry.us/pur3500/

Course goals: The goal of PUR 3500 is for you to understand and appreciate how research is used in the practice of public relations and issues management and to gain practical experience in conducting research to plan a communication program or campaign.

Lecturer contact: Dr. Linda M. Perry • lmperry@ufl.edu • 273-1789 in 3059 Weimer Hall and 273-0749 in 122 Bryant Space Science Center
Office hours: 10:45 a.m. – 1 p.m. MWF and 12:45-1:45 p.m. TR in Bryant Hall; 4-5 p.m. T R in Weimer; and by appointment.

Prerequisites: PUR 3000 with at least a C, statistics, and junior standing.

Textbook: Wimmer, R. D., & Dominick, J.R. (2011). *Mass Media Research: An introduction (9th ed.).* Boston, MA: Wadsworth, Cengage Learning ISBN-13: 978-1-133-30733-4 (available for Kindle).
Also required: A major daily newspaper: *New York Times* or *Wall Street Journal.*

Recommended: *Publication Manual of the American Psychological Association 6th ed.,* ISBN-10: 1433805618 (available for Kindle).
Stacks, Don W., Primer of Public Relations Research 2nd ed., ISBN-978-1-59385-5956, New York: Guilford Press.

Class expectations: The instructor is committed to helping you (1) integrate and apply research theory and principles, and (2) develop and improve your applied research, communication and critical thinking skills. To that end, **you can expect** constructive feedback on practical-application assignments and opportunities to apply that feedback. You can also expect opportunities for collaborative work with colleagues along with guidance from your instructor.
    Your instructor expects regular and collegial class participation, on-time submission of assignments and honest effort. Requirements for make-up exams, assignments and other work are consistent with university policies: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx.

Assignments: An important part of professional work is meeting deadlines. Therefore, **late work is penalized 10%** of the available points for that assignment ***per day*** unless you have a *documented* excused absence. Extensions for assignment deadlines are granted only in cases of *documented* excused absences.

Two of the group assignments have a **rewrite option**. The group can earn up to half the points missed on the first version of the work by carefully applying the instructor's feedback.

You will submit assignments electronically in Microsoft Word via Sakai by 11:55 p.m. on the due date, unless otherwise specified. Rewrites, when available, must be submitted ***within one week*** after the graded assignment is returned. **Late rewrites *will not be accepted.*** You are responsible for checking Sakai for *returned* assignments as well as for assuring that submitted assignments have *uploaded* successfully*.* If you are having trouble uploading documents, see *Student Help* (left-hand navigation pane) > *FAQs* > How do I know if my Assignment was submitted successfully?

Critical Dates:

Assignments/Exam	Due Date
1. Situation Analysis, with SWOT (G; R)	Feb. 4
2. Quantitative Research Project: Proposal (I)	Feb. 27
3. Issue Summary & Bibliography (I)	March 27
Exam	April 3
4. Issues Analysis (G; R)	April 10
5. Quantitative Research Project: Findings and Recommendations (G)	April 23

I=Individual; **G**=Group; **R**=Rewrite available, due **one week** from the date the assignment is returned.

Grading:

Assignment, Exam, Participation Weighting

1. Situation Analysis, with SWOT (G; R)	15%
2. Quantitative Research Project: Plan (I)	10%
3. Issue Summary & Bibliography (I)	10%
Exam	15%
4. Issue Analysis (G; R)	15%
5. Quantitative Research Project: Findings and Recommendations	20%
Class Participation	15%

If you have questions or concerns about your grade, please email Dr. Perry *within one week* of the assignment's being returned to you. The number of points you earn will determine your final grade. For information on current UF policies for assigning grades, see https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx

Grading scale:

A	93 to 100	**C**	73 to 76
A-	90 to 92	**C-**	70 to 72
B+	87 to 89	**D+**	67 to 69
B	83 to 86	**D**	63 to 66
B-	80 to 82	**D-**	60 to 62
C+	77 to 79	**E**	59 & Below

Reading & Assignment Schedule: Readings are from the textbook.

Week	Topic	Readings
I • Jan. 7	Introduction • Issues Monitoring • Research in PR	Ch. 16
II • Jan. 14	Qualitative Research Methods Situation Analyses • SWOT analysis	Ch. 5
III • Jan. 21	Science and Research	Ch. 1
IV • Jan. 28	Elements of Research • Research Ethics	Ch. 2-3
V • Feb. 4	Evaluating the PR Program or Campaign• Sampling **DUE Feb. 4:** Situation Analysis (G)	Ch. 4
VI • Feb. 11	Survey Research • Questionnaires	Ch. 7
VII • Feb. 18	Hypothesis Testing	Ch. 11
VIII • Feb. 25	Content Analysis **DUE Feb. 27**: Quantitative Research Project: Plan (I)	Ch. 6
March 2-7	**SPRING BREAK**	
IX • March 11	Longitudinal Research	Ch. 8
X • March 18	Experimental Research	Ch. 9
XI • March 25	Statistics • Basic Statistical Procedures **DUE March 27**: Issue Summary & Bibliography (I)	Ch. 10, 12
XII • April 1	Issues Analysis • **QUIZ** chapters 1-12, 16	
XIII. • April 8	Quantitative Research Reporting **DUE April 10**: Issues Analysis (G)	
XIV • April 15	Synthesizing and Making Recommendations	
XV • April 22	**DUE April 23:** Research Findings and Recommendations (G)	

Attendance & Participation:	To succeed in this course, you must regularly attend class and participate in discussions. Attendance as well as participation in class discussions, peer reviews and group projects will comprise your class participation grade. Participation in group projects is also factored into your grade for group projects.
Academic Honesty:	Academic honesty is expected in this course, just as high ethical standards are required professionally. There will be zero-tolerance for anything less. That includes not giving, accepting or taking unauthorized aid; plagiarizing websites or others' *or your own* previous work; or doubling on assignments without the written permission of all involved professors and instructors. Violations will be pursued according to university guidelines. You also must adhere to copyright law requirements. Students should report any condition that facilitates dishonesty to the instructor, department

chair, college dean, or Student Conduct and Conflict Resolution in the Dean of Students Office. For all work submitted for credit, the following UF student pledge is implied:
"On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Course Evaluation: You are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at https://evaluations.ufl.edu. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments will be available at https://evaluations.ufl.edu/results.

Special Needs: Students requesting accessibility accommodation must first register with the Dean of Students Office, which will provide documentation for the accommodation needed. It is the *student's responsibility* to assure the documentation is delivered to the instructor. The Disability Resource Center (DRC) coordinates the needed accommodations of students with disabilities. This includes registering disabilities, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. The DRC is located at 0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/.

UF Academic Honesty Policy, Software Use, Campus Helping Resources, Services for Students with Disabilities

Academic Honesty

In 1995 the UF student body enacted an honor code and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students.

The Honor Pledge: 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, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council, or Student Conduct and Conflict Resolution in the Dean of Students Office.

(Source: 2013-2014 Undergraduate Catalog)

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. This policy will be vigorously upheld at all times in this course.

Software Use

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575, **www.counseling.ufl.edu/cwc/** Counseling Services; Groups and Workshops; Outreach and Consultation; Self-Help Library; Training Programs; Community Provider Database

Career Resource Center, First Floor JWRU, 392-1601, **www.crc.ufl.edu/**