

PUR 3500—Public Relations Research

Fall 2014, Section 6018

Instructor: Dr. Linda Hon

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Course Objectives

As a result of the course, you will be able to:

- Understand of the role of research in public relations management.
- Display sensitivity to ethical concerns in conducting research.
- Analyze issues related to measurement in public relations research and make appropriate measurement choices.
- Explain the assumptions of various research methods in public relations.
- Apply research methods to specific situations and execute various forms of original public relations research.
- Write persuasive research reports and deliver the results successfully in a professional oral presentation.

Course Format

Students are expected to attend each class and arrive on time, read the assigned materials before coming to class, and participate meaningfully in discussion. Each course period will incorporate some interactive class activity (e.g., case study, Internet/Web research; social media assignment) so every student is expected to participate actively. Laptops and smart phones are encouraged for in-class activities, but please refrain from texting, digital surfing, or checking in on social media or email not related to class discussion or assignments. Since the Tuesday class is a double period, we will take a short break. Course materials will be posted on e-Learning after they are discussed in class.

Course Grading

Attendance and In-Class Assignments (10 percent)

Examinations (60 percent; 20 percent each)

Internet/Web Research Project/Presentation (10 percent; 5 percent instructor grade, 5 percent peer grade)

Focus Group Research Project/Presentation (10 percent; 5 percent instructor grade, 5 percent peer grade)

Survey Research Project/Presentation (10 percent; 5 percent instructor grade, 5 percent peer grade)

Required Textbook

Stacks, D.W. (2011). *Primer of Public Relations Research*, (2nd Ed.). New York: Guilford.

Course Schedule

Week 1

--August 26
Overview of Class
Chapters 1, 2
--August 28
Chapters 1, 2 cont.

Week 2

--September 2
Chapter 3
--September 4
Chapter 3 cont.

Week 3

--September 9
Chapter 4
--September 11
Chapter 4 cont.

Week 4

--September 16
Chapter 5
Review for Exam 1
--September 18
Exam 1

Week 5

--September 23
Chapter 6
--September 25
Chapter 6 cont.

Week 6

--September 30
Chapter 7
Discussion of Internet/Web
Research Project
--October 2
Chapter 7 cont.

Week 7

--October 7
Chapter 8
--October 9
Chapter 8 cont.

Week 8

--October 14 (PRSA/
PRSSA Conference); no
class
--October 16
**Internet/Web Research
Project and Peer
Evaluation due
Internet/Web Research
Project Presentations**

Week 9

--October 21
Chapter 9
Discussion of Focus Group
Project
Review for Exam 2
--October 23
Exam 2

Week 10

--October 28
Chapter 10
--October 30
Chapter 10 cont.

Week 11

--November 4
Chapter 11
--November 6
Chapter 11 cont.

Week 12

--November 11--Veterans
Day
--November 13
**Focus Group Project and
Peer Evaluation due
Focus Group Project
Presentations**

Week 13

--November 18
Chapter 12
Discussion of Survey
Project
--November 20
Chapter 12 cont.

Week 14

--November 25
Review Chapters 14 & 15
--November 27—
Thanksgiving

Week 15

--December 2
Chapter 13
Review for Examination 3

--December 4

Exam 3

Week 16

--December 9
**Survey Research Project
and Peer Evaluation due
Survey Research Project
Presentations**

Requirements for Class Work: Requirements for assignments and other work in this course are consistent with university policies that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Students with Disabilities: "Students requesting 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."

Grading Scale: Grading policies adhere to UF's guidelines that can be found at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

90-100 A

88-89.99 B+

80-87.99 B

78-79.99 C+

70-77.99 C

68-69.99 D+

60-67.99 D

Below 60 E

Netiquette Policy: Netiquette policies for all class interaction adhere to UF's guidelines that can be found at:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>

Online Teaching Evaluations: "Students 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 are available to students at <https://evaluations.ufl.edu/results/>."

Academic Honesty: As a UF student, you have agreed to abide by the University's Student Honor Code: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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." The Honor Code (<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me.

Counseling Services: University counseling services and mental health services are available at <http://www.counseling.ufl.edu/cwc/Default.aspx>; 392-1575, University Police Department 392-1111 or 9-1-1 for emergencies.