Course: Public Relations Strategy—PUR 3801
Section: 4922

Class Times: Tuesday 1:55-3:50 p.m.
Thursday 3-3:50 p.m.

Class Location: Weimer 1076

Instructor: Professor Ann Christiano
3057 Weimer Hall
achristiano@jou.ufl.edu
609-647-3877

Office Hours: Tuesday and Thursday 11:45 am-1 pm
Wednesday 1:30-3 pm
and by appointment

Teaching Assistant: Nicole Diaz

Course Overview
In this course, you will master the core elements of strategic public relations through case studies and the application of theory. I will teach this course from the perspective of a practitioner and make extensive use of real-life examples from my own career and current events. As much as is possible in a classroom environment, I will try to make the lessons relevant to the contemporary practice of public relations and public interest communications.

This course represents an opportunity to learn the fundamental and critical functions that are part of effective communications. This course is centered on you and your learning needs, with ample time and opportunity for hands-on learning.

In this course we will adhere to AP style. All work completed for this course must be your own original work. There is a zero-tolerance policy for plagiarism, and I expect that you are familiar with the University’s policy on academic honesty and will follow that policy without exception. Factual and grammatical errors will not be tolerated, and will count against your grade for the given assignment. These include mathematical errors, misspellings of the client’s name or misuse of terms associated with relevant content or research.

Course Objectives
1. You will understand and be able to complete the components of a successful strategic communications plan, including formative research, measurable objectives, message strategy, effective tactics, implementation and evaluation.

2. You will gain the ability to command the attention of an audience through effective presentation and persuasive storytelling.

3. You will be able to critically analyze a strategic communications campaign.

4. You will be able to create and effective message strategy.

5. You will be able to formulate and articulate an effective communications strategy.

6. You will be able to apply the core principles of effective strategy in a contemporary and dynamic environment powerfully affected by new types of social engagement.

7. You will understand the relationship between public relations theory and effective strategy in a practical and tangible way.

**Appointments**

Please stop by during my office hours to discuss assignments, materials or other concerns related to the course. You may also schedule a meeting with me via email. My office hours are listed at the top of the syllabus. I am always happy to meet with students!

**Course Professionalism**

This College is a professional school and professional decorum is expected at all times. I expect you to adhere to workplace norms of collegial and respectful interaction. That specifically means that you will arrive on time, not speak when another student or the instructor are speaking or use cell phones, lap tops or other electronic devices. I expect that you will welcome and treat with respect the diverse perspectives of your fellow students, as will I. Violations of this expectation may result in students being asked to leave class and a lowering of your grade.

**A Few Notes about Writing for this Course**

I expect that you will demonstrate excellent writing throughout this course. I will grade written assignments with great care, and expect that you will write with the same care and precision you applied to your writing classes. You will use AP Style. I will subtract points for violations of AP Style, factual errors and misspellings of names, organizations or other terms. Everything you write for this course must be coherent, logical and carefully edited. Misspellings, syntax and grammatical errors are unacceptable in upper-level college writing, particularly writing by public relations students.

**Students with Special Needs**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must submit a documentation letter to the professor when requesting accommodation. Please notify me at the beginning of the semester if you would like to discuss requests for special provisions.

**Class Attendance Policy**
Class participation is a significant part of your grade for this course. I will take attendance each class. While attending every class does not ensure a perfect grade for class participation, missing class will significantly affect your grade for this aspect of the course.

**Academic Honesty**
The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including Web sites, without attribution. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment. I will handle any incident of academic dishonesty in accordance with the University of Florida policies that address cheating and unethical academic behavior, specifically the UF Honor Code and the Academic Honesty Guidelines.

Any case of academic dishonesty will result in a failing grade for this course. I will follow University Guidelines for any offense.

Any time you complete an assignment for this course you will clearly attribute the source of your information, including information obtained from organizations’ Web sites or internal documents. You cannot copy anything word for word, regardless of the source without putting quotes around it and attributing the source.

**Grading Policy**

**Class Participation** 10 percent
Class participation counts toward 10 percent of your final grade. Perfect attendance does not ensure that you will receive the full 10 percent for class participation. You must be fully present during class, contribute to discussions and demonstrate through your comments that you have read and understood assigned readings and benefited from previous class discussions.

**Media Training Exercise** 5 percent
We will visit the college’s new Integrated News Facility to practice messaging in a real news environment. We will practice spokesperson raining, and you will have the opportunity to see yourself on camera.

**Quizzes** 15 percent
Additionally, I will conduct announced quizzes on assigned readings. These quizzes are noted on the syllabus. Your average grade on the quizzes will be your grade for this aspect of the class.

**Presentation** 15 percent
You will conduct a case study on a public relations or public interest communications problem that is well documented. You will use the strategic planning framework to analyze what was done and how the organization could have used communications more
effectively. You may not use already documented case studies from the PRSA web site to complete this assignment, including Silver Anvil Award winners. You will not present this project in writing, you will present it to the class and apply presentation techniques discussed in class.

Exams 30 percent
The mid-term and final exam for this class combined will comprise 30 percent of your grade.

Final Project 25 percent
You will write a final paper and make a presentation based on your paper.

Grading
Each assignment will be graded on a 100-point scale and weighted accordingly. I will first grade for content, and then subtract points for errors in AP style, grammar and factual errors. Each grammatical or spelling error will count for five points off. AP style violations will count for 10 points off your grade, and factual errors including misspellings of client names or misuse or core terms associated with the field in which your client works will count for 50 points off. I will award points based on your demonstrated understanding of the assignment, the level of creativity, and your ability to write compelling, accurate and precise copy. Please cite all sources meticulously using footnotes.

Grades
Grades will be assigned based on the following scale:
A 90-100 percent
B 80-89 percent
C 70-79 percent
D 60-69 percent
E 0-59 percent

Late Work
No assignments will be accepted after the due date.

Required Materials:

Made to Stick, Dan and Chip Heath, available at Amazon.com

Here Comes Everybody, Clay Shirky, available at Amazon.com

Resonate, Nancy Duarte, available at Amazon.com

Class Discussion and Assignment Schedule:

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| Week 1 | January 8 and 10 | Course overview, objectives and requirements  
The nine steps of strategic public relations planning  
Case study and final assignment distributed | Formative research, steps 1-3 |
|---|---|---|---|
| Week 2 | January 15 and 17 | Step 4, Strategy, SMART objectives; Step 5, Action and response strategies  
Message strategy guide distributed | NO CLASS |
| Week 3 | January 22 and 24 | Step 6, Creating a message strategy  
Media Training  
Integrated News Room  
**Quiz: Made to Stick** | Media Training  
Integrated News Room |
| Week 4 | January 29 and 31 | Step 7, Choosing and Executing Tactics  
Step 7, Choosing and Executing Tactics | Step 7, Choosing and Executing Tactics |
| Week 5 | February 5 and 7 | Thinking and Presenting Visually  
Assigned Reading: Duarte  
Quiz: Resonate | Thinking and Presenting Visually  
Assigned Reading: Duarte |
| Week 6 | February 12 and 14 | Field Trip: Gainesville Regional Utilities | Case study presentations  
**Case Study Bibliography Due** |
<p>| Week 7 | February 19 and 21 | Case study presentations | Case study presentations |
| Week 8 | February 26 and 28 | Mid-term exam | Mid-term exam |
| Week 9 | March 5 and 7 | Spring Break | Spring Break |
| Week 10 | March 12 and 14 | Applying Theory to Strategy | Applying Theory to Strategy |</p>
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<th>March 19 and 21</th>
<th><strong>Quiz: Here Comes Everybody</strong></th>
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<td>Step 9, Evaluating Your Strategy</td>
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<td>Issues management</td>
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<td>Advertising and Marketing Meet</td>
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<td>Week 14</td>
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