

# Public Relations Strategy

Fall 2012 • Tuesday 5:10 – 7:05 p.m./ Thursday 5:10 – 6:00 p.m. • Weimer 1092

---

Instructor: Hyejoon Rim

Office: 2019 Weimer Hall

E-mail: [hrim@ufl.edu](mailto:hrim@ufl.edu), [hyejoon@gmail.com](mailto:hyejoon@gmail.com)

Phone: 352) 273-1636

Office hours: Tuesday & Thursday 4:00 – 5:00 p.m., or by appointment

## **Course Description**

This course is designed to facilitate an understanding of the strategic management of public relations by analyzing the strategic planning process – audience/situation research, objective, program and evaluation. In this course, students will learn how to analyze the environment of an organization, develop informed objectives and strategies, implement public relations campaigns, and to evaluate overall campaign effectiveness. Using current cases of public relations campaigns and problems, this course provides insights on understanding various roles of public relations functions, and ability to apply these findings to developing management and problem- solving strategies.

## **Prerequisite Classes**

You must have taken and passed PUR3000 and PUR3500 with a grade of C or higher; be at least junior standing; and have taken ad passed a statistics course.

## **Objectives**

- To provide enhanced understanding of the various functions of public relations and the normative process of public relations program development and implementation
- To develop skills in strategic public relations management based on an analysis of diverse case studies
- To practice developing and applying strategy and tactics based on a sound understanding of public relations concepts and practices
- To improve your skills in communicating persuasively, clearly and successfully
- To encourage students to think strategically about how to select and employ public relations tactics are most fitting for a client and/or problem

## **Textbooks**

- Smith R. D. (2009). *Strategic Planning for Public Relations* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates. Available at the UF Bookstore on Museum Road, Amazon.com, and off campus.
- Some supplemental readings will be provided throughout the course in hard copies

## **Course Instructions**

This is an interactive seminar course. The instructor and guest speaker will offer short lectures designed to reinforce information obtained from the readings as well as to encourage student involvement; every course meeting will include ample opportunity for open discussions. Students are expected to attend each class having read the pre-assigned materials from the textbook, handouts and daily/weekly publications and to actively participate in class and group

discussions about real world public relations problems.

### **Course Evaluation**

The evaluation of coursework will be mainly based on the student's performance in five areas, each of which constitutes a portion of the final grade. These include: 1) Two exams, 2) Class attendance and participation, 3) Case Analysis Team Presentation I (no written report, just oral presentation), 4) Case Analysis Team Presentation II and Written Report, and most importantly, 5) Class participation. The area and grade allocations for each component of the class' evaluation are as follows:

	<b>Point allocation</b>
First Day Assignment (student fact sheet)	10
Three Exams	210 (70 points each)
Marketing Communication Case Presentation	30
Case Analysis Team Presentation & Report	200
First Part Presentation	(40)
Final Presentation	(60)
Case Analysis Team Report	(100)
Class Participation	20
Class Attendance	30
<b>TOTAL</b>	<b>500 points</b>

*The grading scale for the course is as follows:*

465 – 500 (93-100) = A	450 – 464 (90-92) = A-	435 – 449 (87-89) = B+
415 – 434 (83-86) = B	400 – 414 (80-82) = B-	385 – 399 (77-79) = C+
365 – 384 (73-76) = C	350 – 364 (70-72) = C-	300 – 349 (60-69) = D
Below 300 (below 60) = E		

Letter grades are based on the total points earned over the term. Students who earn a “C” or better will fulfill the PUR 3801 requirement for graduating with a degree in public relations and will not be required to retake the course.

Please refer to the University's Grading Policy:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

### **Course Assignments**

#### **1. First Day Assignment**

So that I know more about you and assist you better, please bring in a one or two pages introduction. Please include information following:

- 1) Picture but not a copy of your license or student ID. If more than one person appears in the picture, indicate who you are;
- 2) Name, home town, email address, year in school, the department and program you are in;
- 3) Your professional goal statement including how you become to be in this program, where you want to be (professionally) five years after graduating, and your specific interests in this field;
- 4) Something interesting about you. Provide something about yourself that makes you distinct from other student so that I may remember you better.

## 2. Exams

There will be three scheduled exams. The exams will cover all course readings (textbook), handouts, class discussion, examples given, guest speakers, and student presentations. The exams will be a combination of multiple-choice, short answer and essay. The tests are not cumulative.

## 3. Case Analysis Team Presentation and Written Report

The purpose of the assignment is to research the case and apply the strategic planning model to the case. Students will be divided into small teams (each group of 3 students) for case study projects and will be responsible to give presentations and write a formal report. Each team will select a real public relations program or campaign as the case study they analyze for the team presentations (twice) and a written final report. **The case should be a case which received extensive news media coverage.**

### **Presentation I:** *\*\*No written report is required.*

Students will be required to make a 10-12 minute presentation in class which include introduction about the case and formative research (analyzing situation, organization and publics). Instructor will help you choose the cases. *Detailed guidelines will be provided in a separate document.*

### **Presentation II & Written report:**

Each team will expand research about the cases you chose for first presentation. Your final report and presentation should cover the whole strategic public relations process and most importantly your critique the case.

After completing your analysis, you will be required to make a 15- to 20-minute class presentation on your assigned date and submit a written report of about 20 pages. Each team should present at least ten news articles about the case in your final report. In addition, students are expected to rate their team members' performance quality and professionalism after the submission of the written report. Peer evaluations will weigh heavily in determining individual grades for the project; every team member does not necessarily receive the same grade for the case analysis assignment. A detailed assignment sheet and grading criteria will be provided when you form teams. *Detailed guidelines will be provided in a separate document.*

### **Project evaluation**

Everyone in your group is equally responsible for the project and final report. In order to assess each team member's contributions to the project, students are asked to evaluate their teammates at each phase of the project. Teammate evaluations make up 30% of an individual student's project grade.

E.g.)	Team project grade (70%)	=	100 (out of 100)
	Teammate evaluations (30%)	=	70 (out of 100)
	Your final project grade (100%)	=	$(100*0.7) + (70*0.3) = 70+21 = \mathbf{91}$

**IMPORTANT!** The teammate evaluations are due by 9pm on final report due date. The rule regarding late assignments applies to the evaluation. After the 9pm deadline, 10% of the team project grade is deducted each day a teammate evaluation is turned in late.

#### **4. Marketing Communication Case Analysis Presentation**

In addition to formal case analysis presentations, two students (as a team) will be assigned to present (about 5 minutes) **recent** marketing communication activities (i.e., public relations campaign, advertising campaign, branding related news, public affairs/public diplomacy practices, etc.) that you are most interested in. The purpose of this assignment is to expose you to the current events of the trade and refine your critical skills in analyzing marketing communication activities as well as evaluating the effectiveness.

Specifically, the case may cover 1) a new product/issue campaign, 2) a reputation-threatening situation, or 3) corporate social responsibility activities that implemented recently (say, past one or two years). You are expected to introduce marketing communication activities and give the class a short, oral report critiquing the most remarkable aspect of these companies' efforts.

**Please prepare a one-page handout for classmates and send me the handout by 8 p.m. one day before your class discussion day.** If you do not do this, 5 points will be deducted from your presentation points.

\*\*You are encouraged to use various sources including trade journal articles, news articles, and blogs. Instructor will provide the list of useful sources. If you wanted to focus on public relations practices, you may select a case from various sources such as PRSA Silver Anvil Awards, a PR Week featured campaign, or trade journal articles.

#### **5. Participation**

As this is a learner-centered course, your attendance and participation is crucial to the success of this course. Participation grades separate from attendance. Class participation includes involvement in class discussions and exercises. Your participation will be determined by such efforts as discussing assigned readings and bringing timely and relevant issues to the attention of the class. Only those who make a valuable contribution to the quality of the discussion and show enthusiasm to classmates' and guest speakers' presentation will receive 20 points from the instructor.

#### **6. Attendance**

Attendance is mandatory. You are expected to attend class. There are two unpenalized "excused" absences for this class. For each recorded absence, beyond the first two, you will lose 15 points for each additional absence. Excused absences must have either a doctor's note or note from the faculty adviser of a university-sanctioned organization/event.

Attendance is taken at the beginning of class and you are expected to always arrive for class on time. Students arriving after the class roll has been taken will be marked as late. Two "late" marks count as one absence. There are no exceptions to this rule.

#### **Makeups and Late Assignments**

There will be no make-up exams or extensions of deadlines. Dates have been announced in advance in the "Weekly Course Plan" so that students can schedule other activities around these deadlines. Late assignments accepted will be graded lower than work turned in on time.

Make up exams are only available for students who provide documented and acceptable excuses, such as university-sanctioned travel or medical emergencies. Make up exams **MUST** be scheduled **IN ADVANCE**. Failure to provide a documented excuse prior to the exam date will result in a zero grade on the exam.

### **Class Policies**

No laptops may be used during this class and cell phones must be turned to silent unless we have a class assignment that requires the use of these technologies. Failure to do this will result in loss of participation points.

- **Phones** à Please turn your mobile phones to **silent** when you are in class, unless they are needed for emergency purposes (please let me know ahead of time). Vibrate mode is distracting, so if your phone cannot be set to silent, please turn it off. **NO TEXTING** during class.
- **Laptops** à In an effort to encourage class participation, computers are not allowed during class. I will provide detailed handouts for you to take notes. So you don't need any supporting devices for note-taking except pens. Exceptions will only be made in the case of documented disabilities, please see me at the beginning of the semester.
- **Readings** à The Alligator is a great publication, but please don't read it during class time. It is distracting and disrespectful to your classmates and the instructor. The same goes for other newspapers, magazines or readings for another class. You will get much more out of this course if you participate and pay attention.
- **Plagiarism and cheating** à Please take all possible steps to avoid plagiarism and cheating. It will not be tolerated. You have the right to revise their exam in person up to two weeks after the date of the exam, by requesting a meeting or coming to office hours. However, please note that while I will discuss exam questions with you, the validity of the questions or how they are graded are set, and not open for negotiation.
- **Course schedule** à A (tentative) course schedule is provided at the end of the syllabus. It includes assigned readings, exam and due dates and the dates on which class will not meet. I will do my best to keep to the course schedule, but if ever I need to make a change to the schedule, I will notify the students as soon as possible by email.

### **Students with Disabilities:**

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

### **Academic Integrity**

Academic honesty is expected on all assignments, including class presentations and white papers, and on exams. Cheating of any kind will not be tolerated. You are expected to abide by the University's Honor Code and Academic Honesty Guidelines. Cheating will result in an automatic zero for the exam and an "E" for the overall course. All university policies regarding academic honesty (Rule 6C1-4.017) will be strictly enforced.

*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 expulsion from the university."*

*It is your responsibility to be familiar with the academic student code.* You can review the honor code and sanctions for violations to the code in the following link:

<http://www.dso.ufl.edu/judicial/procedures/studenthonorcode.php>

*Academic Student 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."*

*UF Counseling Services:* UF has resources available for students in need of counseling for personal or academic reasons, such as:

- University Counseling Center (for personal counseling and academic counseling). Located at: 301 Peabody Hall, Phone #: 392-1575
- Student Mental Health (for personal counseling). Located at the Student Health Care Center, Phone #: 392-1171
- Career Resource Center (for career counseling). Located in the Reitz Union, Phone #:392-1601

For more information and other resources visit: <http://www.counsel.ufl.edu> or speak to your instructor. I will be happy to point you in the right direction.

### **Student Services**

The College's Office of Student Services in 1000 Weimer provides undergraduate academic services. <http://www.jou.ufl.edu/resources/ossfacstaff.asp>

### **Instructor Notes**

- This course is demanding, but very rewarding. Class assignments are designed to help students apply the concepts studied and discussed in the course, as well as to test knowledge and comprehension of the material. It is important to read carefully the assignment guidelines and requirements and to seek assistance from the instructor as soon as possible to clear up any doubt or misunderstanding.
- I will make every effort to adhere to this syllabus and grading system, but reserve the right to make necessary changes.
- This class is challenging, but in the end it is rewarding and helps prepare you for internships and the job market. If you feel yourself having trouble, please see me immediately.
- I will be available to assist students during office hours, by appointment, or via email. You can make an appointment with me by sending me an email message.
- I am open to suggestions from students as to how to improve the course content, facilitate the learning process, encourage interest in the subject, or any other topic the student deems important.

**PUR 3801 Class Calendar  
Fall 2012**

<b>Dates</b>	<b>Topic</b>	<b>Readings</b>	<b>MarComm Case Study</b>	<b>Due</b>
<b>Week 1</b>				
<b>Aug. 23</b>	Course overview			
<b>Week 2</b>				
<b>Aug. 28</b>	Introduction to strategic public relations ROPE overview	Smith introduction		
<b>Aug. 30</b>	Analyzing the situation	Smith step 2	Team formation (assigned by instructor)	<i>*First Day Assignment Due</i>
<b>Week 3</b>				
<b>Sep. 4</b>	Step 2: Analyzing the organization	Smith step 2		
<b>Sep. 6</b>	Step 3: Analyzing the publics	Smith step 3	Case 1	
<b>Week 4</b>				
<b>Sep. 11</b>	Step 4: Setting goals and objectives In class activities	Smith step 4	Case 2	
<b>Sep. 13</b>	Crisis communication Case analysis guidelines			
<b>Week 5</b>				
<b>Sep. 18</b>	Step 5: Formulating action and response strategies	Smith step 5	Case 3	Case study team (formed by students) and topic
<b>Sep. 20</b>	Exam review			
<b>Week 6</b>				
<b>Sep. 25</b>	<b>Exam I</b>			
<b>Sep. 27</b>	Step 5: Formulating action and response strategies Case analysis guidelines	Smith step 5	Case 4	
<b>Week 7</b>				
<b>Oct. 2</b>	Guest speaker: Special topic			
<b>Oct. 4</b>	Work on case analysis			
<b>Week 8</b>				
<b>Oct. 9</b>	Case analysis I presentation			Presentation slides
<b>Oct. 11</b>	Step 6: Developing the message strategy	Smith step 6	Case 5	
<b>Week 9</b>				
<b>Oct. 16</b>	Step 6: Developing the message strategy	Smith step 6	Case 6	

<b>Oct. 18</b>	Special topic			
<b>Week 10</b>				
<b>Oct. 23</b>	<b>Exam II</b>			
<b>Oct. 25</b>	Step 7: Tactics	Smith step 7	Case 7	
<b>Week 11</b>				
<b>Oct. 30</b>	Step 8: Implementation	Smith step 8	Case 8	
<b>Nov. 1</b>	Class time to work on case analysis		Case 9	Draft of case analysis outline
<b>Week 12</b>				
<b>Nov. 6</b>	Step 9: Evaluation	Smith step 9		
<b>Nov. 8</b>	Homecoming/ Exam review day			
<b>Week 13</b>				
<b>Nov. 13</b>	<b>Exam III</b>			
<b>Nov. 15</b>	Review of case analysis presentation II and report			
<b>Week 14</b>				
<b>Nov. 20</b>	Thanksgiving break			
<b>Nov. 22</b>	Thanksgiving break			
<b>Week 15</b>				
<b>Nov. 27</b>	Case Analysis Presentation II			
<b>Nov. 29</b>	Case Analysis Presentation II			
<b>Week 16</b>				
<b>Dec. 4</b>	Final Project Submission			<i>Final Report Peer Evaluation</i>

\*This is a tentative schedule to follow. Please note that all dates are subject to change.

