

PUR 4404C: INTERNATIONAL PUBLIC RELATIONS
Section 3159 – Online Course Syllabus – Spring 2014
Course Online Meetings: Tuesday – 7:30 to 8:30 pm

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Office Hours: Tuesday – 2:00 pm to 4:00 pm
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Thursday – 2:00 to 4:00 pm
or by pre-scheduled appointment

Office Hours and Appointments. Please visit A'shayla Passaretti online during designated office hours to discuss assignments, class-related materials, or any other academic concern. Or, schedule an alternate appointment via e-mail.

If there are any unresolved issues or other matters or to discuss team presentations, please visit Professor Pelfrey online during designated office hours, or schedule an alternate online or telephone appointment with the professor via the email address listed above.

Please feel free to meet in person with either Ms. Passaretti or Professor Pelfrey during office hours or by requesting an appointment if you are not available during office hours due to a class or work conflict.

Prerequisites. In order to enroll in this course, you must have successfully completed PUR 3000 – Principles of Public Relations.

Purpose and Course Description. PUR 4404C is an upper level undergraduate course designed to introduce students to the global perspective of public relations with an emphasis on corporate and agency public relations. A primary goal of the course is to help students become knowledgeable about the ever-increasing development of the field across the world and the opportunities it offers, especially in government, transnational businesses, non-governmental organizations, and global agencies.

Occasionally, guest speakers will be invited to share their expertise and knowledge during weekly course meetings online throughout the semester. The research and presentation of multinational organizations' communication efforts involving home, host, and/or transnational publics/audiences, will allow

students to put the class content in perspective and to reaffirm acquired competencies.

Method of Instruction. This learner-centered course will primarily use online instruction, video lectures, PowerPoint presentations, readings, case studies, videos, quizzes, discussion group posts and weekly course meetings to engage in the learning process. We will rarely simply recount what is stated in the readings, but rather use them as a springboard for expanded discussion. We will emphasize *interactivity* and *collaboration* and course meetings will move in a seminar format much like the collaborations that operate in the professional world.

This course is outcomes-based, and you will be evaluated primarily on your ability to transfer the theory and knowledge shared in materials and online into workable solutions. It is essential that you keep up with the lectures and the reading schedule as well as with the assigned reading's concepts in your memory and in your written reading notes. Not all of the materials that you read will be discussed or explained, therefore, if you need further explanations or clarifications, please ask questions or take advantage of the stated office hours. If you have a problem, see the professor sooner, not later.

Course Objectives. Upon successful completion of this course, students should accomplish the following goals:

- To acquire an understanding of the various environmental variables that determine the evolution of public relations and the use of specific practices in different regions or nations worldwide.
- To become knowledgeable about how public relations has developed and is practiced in other countries by reviewing pertinent literature.
- To increase awareness of the different types of private, public, for-profit, not-for-profit, and activist organizations that use public relations strategies in a global arena.
- To research, track, and present the efforts of a multinational organization.
- To understand the country-specific approach in conducting a public relations campaign based on actual international case studies.
- To increase understanding of the issues of multiculturalism and diversity related to global public relations.

Required Texts. There are two required texts for this course:

Curtin, P.A., & Gaither, T.K. (2007). *International public relations: Negotiating culture, identity, and power*. Thousand Oaks, CA: Sage Publications.

Freitag, A.R., & Stokes, A.Q. (2009). *Global public relations: Spanning borders, spanning cultures*. New York, NY: Routledge.

Recommended (but not required) Texts & Materials.

- Culbertson, H.M., & Chen, N. (Ed.). (1996). *International public relations; a comparative analysis*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Kunczik, M. (1997). *Images of nations and international public relations*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Morley, M. (2002). *How to manage your global reputation: A guide to the dynamics of international public relations*. Washington Square, NY: New York University Press.
- Moss, D. & DeSanto, B. (Eds.). (2002). *Public relations cases: International perspectives*. New York: Routledge/Taylor & Francis Group.
- Newsom, D. (2007). *Building the gaps in global communication*. Malden, MA: Blackwell Publishing.
- Parkinson, M.G., & Ekachai, D. (Eds.). (2006). *International and intercultural public relations: A campaign case approach* (pp. 306-319). Boston, MA: Pearson Education/Allyn & Bacon.
- Sriramesh, K. (2004). *Public relations in Asia: An anthology*. Singapore: Thomson Learning Asia.
- Sriramesh, K., & Vercic, D. (Eds.). (2003). *The global public relations handbook: Theory, research, and practice*. New Jersey: Lawrence Erlbaum Associates.
- Tilson, D.J., & Alozie, E.C. (2004). *Toward the common good: Perspectives in international public relations*. Boston, MA: Allyn and Bacon.
- van Ruler, B., & Vercic, D. (2004). *Public relations and communication management in Europe: A nation-by-nation introduction to public relations theory and practice*. Berlin, Germany: Mouton de Gruyter.

Recommended Supplemental Resources.

- General public relations web site portal, especially related to public relations education: <http://lamar.colostate.edu/~pr/>
- Institute for Public Relations: <http://instituteforpr.org/>
- http://www.instituteforpr.org/research_single/evolution_of_pr/
- http://www.instituteforpr.org/research_single/fifteen_case_studies/
- Arthur W. Page Society resource links page:
<http://www.awpagesociety.com/resources/links.asp>
http://www.awpagesociety.com/index.php/site/resources/case_studies
- Public Relations Society of America (PRSA): <http://www.prsa.org/>
- PRSA Silver Anvil Awards home page: <http://www.silveranvil.org>
- PRSA Volunteer Chapter: <http://www.volunteerprsa.org/>
- Council of Public Relations Firms: <http://www.prfirms.org/>
- Public Affairs Council: <http://www.pac.org/>
- Issues Management Council: <http://www.issuemanagement.org/>
- National Investor Relations Institute: <http://www.niri.org/>
- Global Alliance for Public Relations and Communication Management: <http://www.globalpr.org/knowledge/landscapes.asp>

- International Association of Business Communicators: <http://www.iabc.com/>
- International Public Relations Association: <http://www.ipra.org/>
- Women Executives in Public Relations: <http://www.wepr.org/>
- National Black Public Relations Association: <http://www.nbprs.org/>
- Hispanic Public Relations Association: <http://www.hpra-usa.org/>
- Journal of Public Relations Research: <http://www.lib.utk.edu/cgi-bin/auth/connect.cgi?sfxejournal=1062-726X>
- Public Relations Review: <http://www.lib.utk.edu/cgi-bin/auth/connect.cgi?sfxejournal=0363-8111>
- Public Relations Quarterly: <http://www.lib.utk.edu/cgi-bin/auth/connect.cgi?sfxejournal=0033-3700>
- Public Relations Tactics: <http://www.lib.utk.edu/cgi-bin/auth/connect.cgi?sfxejournal=1080-6792>
- The Plank Center for Leadership in Public Relations: <http://www.plankcenter.ua.edu/>

Weekly Meetings. Generally, once each week during the semester all registered students will meet in a **synchronous setting using Adobe Connect** for discussions of concepts and cases as well as team presentations. Tentatively, these weekly meetings will be on **Tuesday evenings for one to two hours**; the availability of students as well as the professor and the teaching assistant will determine the final meeting day and time.

Recommended/Required Equipment. Access to a reliable computer in good working order is required for participation in this course.

In order to use Adobe Connect most effectively for weekly course meetings, it is recommended that you have **access to a web cam (and headset) for your computer** for participation in these weekly meetings.

After you have registered for the course, please review the Adobe Connect tutorial prior to the start of the semester and have an understanding of how to use the technology.

To facilitate interaction with your professor, the teaching assistant and/or your colleagues/classmates, it is desirable for you to **establish a Skype or other similar account**. Whatever mechanism you choose, please take care of necessary set-up prior to the start of the course.

Reading and Lecture Assignments. While there are only two required texts with designated/assigned readings, some additional required readings may be assigned, as needed. A specific, topical reading schedule related to the texts is provided to students at the start of the course and will be posted to Sakai. In addition, weekly lectures, country landscapes and videos will be assigned for students to view and read prior to weekly course meetings.

Students may quickly fall behind and, therefore, are strongly advised to stay current with the reading, lecture and other assignments. Assigned readings should be completed prior to the weekly course meetings on Adobe Connect; students should be prepared with the assigned reading's concepts both in memory and in written reading notes, i.e., prepared to discuss/apply them – intelligently.

Students, particularly public relations majors, should consider regularly reading the following publications in hard copy or on-line: *Public Relations Tactics*; *Communication World* (available through IABC membership); *PR Week* (a weekly tabloid); *The Economist*; *The Wall Street Journal*; *The New York Times*; *The Washington Post*; *London Times*; *The Economist*; and *Financial Times*.

Online Course Administration. Sakai will be used to administer the course communication, materials (e.g., PowerPoint files, additional readings, handouts, assignment guidelines, project evaluation forms, peer evaluations, etc.) and grades. For instance, an electronic version of this document will be posted on Sakai. You can access the site by using your GatorLink username and password. Please check the site on a frequent basis for announcements and/or threads of comments from either colleagues, the professor, or the teaching assistant.

Course Professionalism. The College of Journalism and Communications is a professional school and professional decorum is expected at all times. Therefore, **the professor, the teaching assistant, and students adhere to workplace norms for collegial and respectful interaction. Students are expected to arrive on time, not leave early unless prior permission is granted and wait for the online session to end before exiting.**

Further, students are expected to conduct themselves in an honest, ethical and courteous manner – with classmates, with the professor, and with the teaching assistant. Privately chatting during the online session does not demonstrate professional behavior. Talking while the instructor or another student is talking is unacceptable; such actions can result in a lowering of your final grade.

Cell phones, pagers, beepers, BlackBerry devices, iPods, iPhones, iPads, Smart Phones, Androids, etc. must be turned off during our online course meeting; vibrate or silent mode is not considered off. In the event of an emergency situation, notify the professor before the start of our session. Checking or creating email, playing games, tweeting, and other activities not related to the course are not in your best interest.

Diversity Statement. Effective public relations practice relies on the ability to recognize and embrace diversity in all its forms, including viewpoints. Throughout the course, students will have opportunities to see how different life experiences and cultural perspectives influence international public relations practice. You are encouraged to take advantage of these opportunities in your own work and to learn from the information and ideas shared by other students.

Students with Special Needs. 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 submit a documentation letter to the professor when requesting accommodation.** Please notify the professor at the beginning of the semester and **schedule an online appointment** to discuss requests for special provisions; please scan and submit the accommodation letter via email to the professor prior to the appointment.

Academic Honesty. **The work you submit must be your own work and it must be original for this course.** You must not use direct or paraphrased material from any other source, including web sites, without attribution. You cannot submit anything that a peer wrote for this course, you wrote for another course, at an internship, as a volunteer, or in any other academic or professional setting. The professor will handle any incident of academic dishonesty in accordance with the University of Florida policy, such as the UF Honor Code and the Academic Honesty Guidelines that have examples of cheating, plagiarism, bribery, misrepresentation, conspiracy and fabrication.

Plagiarism (literary or artistic theft), copying someone else's work or other forms of dishonesty will not be tolerated. Any case of academic dishonesty will be considered grounds for an automatic failing grade in the course. University guidelines will be followed for any offenses.

Having someone else do your work for you is considered academic dishonesty.

When completing any of your writing assignments for this course, it is important to clearly attribute where you obtained your information, whether it's from a web site or from an organization's internal document. To clarify, you **may not** copy anything word for word from any source without putting quotation marks around it, even if it is made available to you from the organization itself. This includes web site copy, mission statements, etc. In these cases, you should paraphrase and cite the source as you write or simply quote it.

In short, please don't try to cheat, it's just too painful for both you and the professor!

The University of Florida Honor Code was voted on and passed by the Student Body in 2006. The specifics of the Honor Code are attached. (See <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.html>.)

Attendance. Because what we do in course meetings is so integral to the course, **prompt attendance at all course meetings is mandatory.** Anything else will negatively affect your grade. Attendance will be taken. **One absence will be allowed without penalty. More than one absence will result in a penalty of -1% on the final grade for each additional absence (maximum of 10%). Two unexcused late arrivals (or early departures) will equal one absence.**

Please be prepared for the course discussion session to begin on time.

Please be aware that a student who attends course sessions irregularly, comes late or leaves early, fails to complete assignments on time or neglects assigned readings or posting comments can normally expect to earn a low grade.

Missed Course Meetings. Let the professor know **in writing via email** as soon as you realize you will need to miss a weekly course meeting, preferably at the beginning of the semester, as it allows critical assignments or guest lectures/discussions to be properly planned.

If you miss course meetings for any legitimate reason, including sickness or university-related travel, you must contact the professor before the course meeting (email is fine) and, then, provide written documentation by the next course meeting.

Students missing weekly course meetings must obtain notes from another student. **Notes are not available directly from the professor, the teaching assistant, or the project team. PowerPoint slides will be posted on Sakai.**

Participation. Because this is a learner-centered course, **student participation in discussions and activities is essential.** Individual assignments also contribute to this portion of your grade. The quality of your participation in discussions and team presentations and assignments will affect your grade; therefore, active participation is crucial.

The professor's role in this course is one of collaborator, facilitator, coach. In other words, share thoughts, suggestions, criticisms, disagreement...but, whatever you do, talk/communicate. This portion of the course grading is subjective, and you can earn full credit only if you consistently contribute to the course. **Keeping up with the required reading will make contributions in this area more meaningful.** Your participation efforts should be steady throughout the course. At the end of the course, participation grades primarily will be based on instructor and peer assessments.

Deadlines. The practice of public relations hinges on meeting deadlines. Missing deadlines not only can damage a public relations professional's credibility, but also can lead to termination of a relationship with a client or to dismissal. Thus, **deadlines are treated seriously in this class. All assignments are due by 5:00 pm on the date of the deadline,** unless otherwise instructed. A student may submit a late assignment **only** if he or she adheres to the following procedures:

- * notifies the professor on or before the due date
- * submits no more than two late assignments in a semester
- * submits the assignment within 2 days of the due date
- * accepts a grade penalty of 10% for each day the assignment is late

Any other late assignment – **including the team presentation and discussion comments** -- will not be accepted and will be given a grade of zero.

Format. All written work submitted for this course must be **coherent, logical, and carefully edited.** Writing proficiency is necessary to pass this course. **Misspellings, syntax and grammar errors as well as other writing problems are unacceptable** in upper-division college writing, especially in work by public relations students. Please do not submit materials with editing marks on them; all assignments must be **“client-ready.”**

Unless otherwise specified, **all written assignments must be typed with a 12-point serif font (e.g., Times, Palatino, or Times New Roman), double-spaced and framed by one-inch margins.** No additional consideration will be given to written work accompanied by artwork or any other kind of design element. However, a well-designed piece for your portfolio will be an advantage as a tool to assist in an internship or job search and is always appreciated.

Mechanics & Fact Errors. Unless otherwise specified, **use MLA or AP style on all assignments.** Do not assume you will remember everything from earlier courses. Locate and open your stylebook now and review. I do not ask this to torture you, but because it is what is expected in the profession.

Any paper containing a **major factual error will receive a grade of 50.** A major factual error is **defined as one that gives the wrong information to the audience, including such things as misspelling the client’s name or the incorrect identification of key sources.** Errors which do a minor disservice to the reader, will be graded somewhat more leniently, but remember **all factual errors will be considered serious.**

Course Requirements and Evaluation. The evaluation of coursework will be based on the student’s knowledge and ability to apply the course material and will be assessed in the following ways:

(1) the **ideas** you conceive *and* the extent to which you consistently develop those ideas,

(2) the **quality and added-value** of your team’s written assignment and presentation with particular focus on your research, insights to the challenges and opportunities in the focused region of the world, the client and case selected, problem-solving capabilities, creative and original solutions offered, presentation skills and demonstrated professionalism,

(3) the **technical quality and content value** of your **individual comment and team written assignments:**

- neat, error-free copy
- material that is well-written, has clarity and is concise
- pays special attention to spelling, grammar, punctuation and style
- uses the correct basic format required for the assignment
- professional, client-ready document presentation

(4) the quality and extent of your **participation and understanding of the interrelationship between the assigned readings and the team presentations, and**

(5) performance on **quizzes and exams**

Assignments. Students will be evaluated on individual performance demonstrated in **six assignment areas**, each of which constitutes a portion of the final grade. These assignments include weekly online comments, posted comments from a professional or an author, two exams, one collaborative project with two components (effective oral presentation and sophisticated PowerPoint/Prezi/Wix/Infographics), as well as course meeting attendance and active participation and engagement. The assignments include the following:

(1) Weekly Online Comments (2% for each of 10 comments – total 20%) – Ten discussion boards with a specific topic and question/statement will be activated for each student to post well-conceived reaction comments. Throughout the semester, five comments will consist of each student's reaction to a posted topic. The other five comments will be about recently reported international news, which involves a multinational organization with implicit or explicit public relations implications. Each student must search and identify a news story, briefly explain in a concisely written paragraph what it is about, provide the web link from which the news was gathered (links will be checked) and briefly explain the public relations implications of the news story. The individual student comments will be evaluated for their quality rather than the length.

(2) Online Comments from a Professional OR from an Author. A separate discussion board will be posted on Sakai. Each student will be expected to post insightful and well-conceived comments from EITHER a senior-level international public relations practitioner OR a published public relations author. Details regarding the individual postings are described below and will be evaluated for the quality rather than the quantity of the post.

Students will have the choice of Option One OR Option Two as outlined below and representing a value of 10%.

OPTION ONE

Comment from a Public Relations/ Communications Management Professional (10 percent) – Each student who selects Option One will identify, search contact information, obtain professor's approval, and, then, personally contact a senior-level international public relations professional engaged in a public relations/communications management position in an agency/firm, corporation, not-for-profit or activist organization. In a concise and professional manner, ask about her/his professional **international** public relations practice: challenges faced, most rewarding experience, or any advice for an upcoming professional who seeks to work internationally in public relations. Post the comments from the selected professional on the designated discussion board on

Sakai. Please provide the contact information for the person and document the date and time of the conference call/meeting. **Prior to making contact, please submit in order of preference the names, affiliations and titles of 3 selected professionals for approval by the professor; no student may contact a professional assigned to another student for this effort.**

OR

OPTION TWO

Comment from a Public Relations/Communications Author (10 percent) – Each student who selects Option Two will identify, search contact information, secure professor's approval and, then, personally contact one author either from the required text and other recommended books, or any reference cited in the assigned chapters. Authors selected may not be faculty members at the College of Journalism and Communications at the University of Florida. Ask her/him a question regarding a main idea contained in her/his work that you found relevant or interesting. Post the author's comments in the designated discussion board. Please provide the contact information for the author and document the date and time of the conference call/meeting. **Prior to making contact, please submit in order of preference the names, affiliations and titles of 3 selected authors for approval by the professor; no student may contact an author assigned to another student for this effort.**

(3) Collaborative Case Study Project (presentation 15%, PowerPoint/other 5% - total 20%) –Students may volunteer or will be assigned to small teams; the number and size of teams will be determined once the final class size is known after the drop/add period. Each team will research and present the recent communication efforts of a multinational organization involving home, host, and/or transnational publics/audiences in the region of the world specified in the course reading schedule as well as the key deadlines handout posted on Sakai.

The professor must approve your collaborative project in advance and by the specified deadline provided for your team. Please submit your request via email to both the professor and the teaching assistant ONLY in the specified format outlined in the detailed Team Presentation document posted to Sakai. After the professor reviews the request, you will be notified if your corporation/organization as well as your campaign has been accepted or rejected. If rejected, please submit a new request within two days of your notification. In the initial request, you must submit at least three (3) options in order of preference; these selections should have occurred within the last 5 years, that is, no earlier than 2009.

The purpose of the project is to document global public relations practices by any type of corporation/organization (i.e., private, governmental, non-governmental, not-for-profit, activist). This assignment affords an opportunity to examine real-world cases and apply what you are learning in this course. The main objective is to understand how these corporations or organizations are

addressing international, global, or intercultural issues in their communications efforts.

Scope of the project is six fold:

A. Situation analysis

- Problem, issue or opportunity faced by the organization
- Internal factors: mission, vision, and values; brief background of the organization
- External factors: brief overview of the history, political, economic, cultural and media environment as well as government regulations of the host country
- Describe Hofstede's Cultural Dimensions in relationship to this campaign
- Determine and discuss the host country rank in the Corruption Perceptions Index and the impact on this campaign.

B. Primary Publics/Audiences

- Description of affected or involved primary and secondary publics/audiences
- Examination of the appropriate and unique approaches taken to reach the specified target audiences

C. Overview of the Campaign

- Campaign theme (and tag line) as well as its key and supporting messages
- Goals, objectives, strategies, and tactics
- Evaluation and stewardship efforts
- Timetable and budget (if available)

D. Implementation/use of messages and communication tools

- Analysis of web pages; electronic/interactive media kit (i.e., news releases, photographs, glossaries, fact sheets, FAQs, executive profiles, videos); brochures; other online resources (e.g., blogs, Facebook, Twitter, Instagram, etc.); other print (e.g., posters, fliers), audiovisual, or online publications (e.g., newsletter, magazine); events or trade show booth; and other promotional materials and elements
- Environmental, current events and other influences that affect how public relations is practiced in the host country and how these aspects are managed to facilitate reaching target audiences.
- Explanation of how the Circuit of Culture is demonstrated in this campaign.

E. Evaluation – analysis, reactions, critique, recommendations

F. Conclusion – lessons learned

Peer Evaluations – This project is a collaborative effort and each student will be evaluated by his or her peer(s). The peer evaluation form is posted on Sakai and should be completed and emailed (dpelfrey@jou.ufl.edu) only to Professor

Pelfrey by 5:00 pm on the day before the presentation – **at the same time as the Executive Summary and the PowerPoint** (or link to Prezi, etc.) is emailed to the Professor and the Teaching Assistant. **The grade for the Case Study Collaborative Project will not be released to the team members until the Peer Evaluations are received from all members of the team.**

Peer Evaluations will be reviewed only by the professor; each student's class participation grade for the course will be determined by the peer evaluation as well as the discretion of the professor.

For further important details, please see the separate handout describing this team project as well as the key deadlines handout posted to Sakai.

(4) Attendance and Course Participation (10%) See descriptions above.

(5) Quizzes (10%) – Several pre-announced short quizzes will be given.

(6) Exams (15% for exam one and 15% for exam two – total 30%). Two pre-announced exams will be given online during the semester; the content is not cumulative. Exams will be posted and directions for completion will be described in advance. Exams are designed to test the student's knowledge of the main ideas covered in the text and assigned readings, handouts, lectures, guest speakers, case study team presentations and course meeting discussions. Whether or not material in the text is discussed in the course meetings, students are responsible for all assigned readings; exam questions will come from all of these sources.

Exam study guides will be provided. An online discussion board will be available for suggested exam questions for every exam during the semester.

Students who are late in completing a quiz or an exam will not be permitted to take the exam and will receive a grade of zero. Possible exceptions may include properly documented medical emergencies.

NO MAKEUP QUIZZES OR EXAMS OR EARLY EXAMS WILL BE GIVEN.

If you miss an exam, you will receive a grade of zero for the exam. **Documented exceptions for extreme circumstances will be considered and should be submitted in writing and discussed with the professor.**

Grading.

The grade for an assignment will depend partially on these components: **A great conceptual piece in the correct format with poorly edited writing will only get a maximum of a B, as will a technically excellent piece that is not well conceptualized or in the correct format.**

If you are concerned about a grade received on a given test or assignment, please prepare a short paragraph outlining your position; submit that paragraph to the

professor for review. You will receive a response within 7 days. We can follow up with a discussion during regular office hours, if needed.

Exam, quiz and assignment grades will be based on the following 100-point scale:

90.0—100	A
86.0—89.9	B+
80.0—85.9	B
76.0—79.9	C+
70.0—75.9	C
66.0—69.9	D+
60.0—65.9	D
< 59.9	E

Final grades for this course will be based on the total points earned over the term. Letter grades will be based on the 100-point scale. Please note that plusses and minuses will not be used on final grades:

90-100	A
80-89	B
70-79	C
60-69	D
0-59	E

For further information about grades and grading policy, please consult:
<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

Additional Final Notes/Reminders

The professor reserves **the right to make changes** if necessary to the grading system and schedule for this course.

Because your classmates/colleagues and the professor and guest lecturers need your full attention during our brief meeting time together, you may not eat, chat, email, text message, tweet, surf, check Facebook, etc. during course meeting times. If you simply must engage in these activities, please excuse yourself from the course meeting.

The professor may be reached preferably via e-mail or, alternatively, by office telephone, but please be aware that the professor and/or teaching assistant may not be able to respond immediately to your communication. As a rule, allow up to 48 hours for a response. Therefore, barring an emergency situation, it is advisable to contact the professor and/or teaching assistant well in advance of an exam or a deadline in order to give the professor and/or teaching assistant adequate time to respond to you.

You are expected to **arrive promptly for course meeting sessions**, fully prepared to discuss the assigned readings and lectures. Therefore, my good nature extends only 5 minutes. Anyone arriving more than 5 minutes late will be noted as absent, and his/her class participation grade will suffer as a result.

See the syllabus for details about **late arrivals and early departures**.

Students are **not permitted to bring guests** to course meeting sessions unless special arrangements have been made with the professor in advance.

Do not submit the same work to more than one professor without prior written permission from both professors. Do not adapt work from another course for this course without the PUR 4404C professor's prior written permission. Do not adapt someone else's work and submit it as your own. This course requires original work, created at this time, for this purpose.

More than one absence during the semester will be considered "excessive absences." You are responsible for notifying the professor of the cause of your absence for a course meeting. For further information on the university attendance policy, please consult:

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

You are expected to **maintain comprehensive class notes** because course meetings/discussions often contain information that is not contained in the readings, lectures or PowerPoint slides.

This class is intense, but is definitely rewarding. If you notice yourself having trouble, it is crucial that you contact the professor immediately. Please feel free to approach the professor about any concerns you might have in this course or other courses. **The professor will make every effort to have an "open door" policy with you.**

Please turn off your cell phones, pagers, beepers, BlackBerry devices, iPods, iPhones, iPads, SmartPhones, Androids, etc. during course meetings. Silent and vibrate are not considered off.

Useful University of Florida Services.

Disability Resource Center: <http://www.dso.ufl.edu/drc/>

Reading and Writing Center: <http://www.at.ufl.edu/rwcenter/>

Counseling Center: <http://www.counsel.ufl.edu/>

Dean of Students Office: <http://dso.ufl.edu/>

Go Gators!!

Academic Student Honor Code
(<http://www.dso.ufl.edu/judicial/procedures/studenthonorcode.php>)

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."

VIOLATIONS OF THE HONOR CODE AND SANCTIONS.

(a) **Conduct Prohibited by the Honor Code.** Students are prohibited from engaging in the following conduct:

1. **Conduct Constituting Academic Dishonesty.** A student shall not engage in conduct which constitutes academic dishonesty.
2. **False or Misleading Statement for the Purpose of Procuring an Academic Advantage.** A student shall not intentionally or in bad faith make a false or misleading statement for the purpose of procuring from the person to whom the statement is made an academic advantage for any student.
3. **False or Misleading Statement Relating to an Honor Code Violation.** In reporting an alleged Honor Code violation, a student shall not intentionally or in bad faith make a false or misleading statement.
4. **Prohibited Collaboration or Consultation.** A student shall not without express authorization collaborate or consult with another person in an academic activity.
5. **Prohibited Use of Materials or Resources.** A student shall not use unauthorized materials or resources in an academic activity. Unauthorized materials or resources shall include:
 - a. Any paper or project authored by the student and presented by the student for the satisfaction of any academic requirement if the student has previously submitted substantially the same paper or project to satisfy an academic requirement and did not receive express authorization to submit the paper or project.
 - b. Any materials or resources prepared by another student and used without the student's express consent.
 - c. Any materials or resources which the faculty member has notified the student in writing are prohibited.
 - d. If a faculty member has authorized a student to use specified materials or resources, the student shall not exceed that authority. If the student wishes to use any material or resource to which the authority does not plainly extend, the student shall first ascertain whether the use is authorized.
6. **Plagiarism.** A student shall not represent as the student's own work all or any portion of the work of another. Plagiarism includes (but is not limited to):
 - a. Quoting oral or written materials, whether published or unpublished, without proper attribution.
 - b. Submitting a document or assignment which in whole or in part is identical or substantially identical to a document or assignment not authored by the student.
7. **Use of Fabricated or Falsified Information.** A student shall not use or present invented or fabricated information; or falsified research or other findings if the student knows or in the exercise of ordinary care should be aware that the information, research, or other findings have been falsified.
8. **Interference with or Sabotage of Academic Activity.** A student shall not do any act or take any material for the purpose of interfering with or sabotaging an academic activity.
9. **Unauthorized Taking or Receipt of Materials or Resources to Gain an Academic Advantage.** A student shall not without express authorization take or receive materials or resources from a faculty member for the purpose of gaining an academic advantage.
10. **Unauthorized Recordings.** A student shall not without express authorization make or receive any recording of any class, co-curricular meeting, organizational meeting, or meeting with a faculty member.
11. **Bribery.** A student shall not offer, give, receive, or solicit a bribe of money, materials, goods, or services for the purpose of procuring or providing an academic advantage.
12. **Submission of Paper or Academic Work Purchased or Obtained from an Outside Source.** A student shall not submit as his or her own work a paper or other academic work that was purchased or otherwise obtained from an outside source.