

Public Relations Campaigns Spring 2013

Course: PUR 4800 (Sec. 1544)

MWF: Period 4 (10:40 – 11:30 a.m.) @ Weimer 1076

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Class Web page: <http://lss.at.ufl.edu/>

Office Hours: Monday (1:00 – 3:00 p.m.) or by appointment

COURSE DESCRIPTION

In this course, you will master the elements of a strategic communications campaign through direct experience. I will teach this course from the perspective of a practitioner and make use of extensive real-life examples. We will try to recreate the experience of earning and working with a real-world client.

This course marks your transition from student to professional. That means that I will expect you to behave like professionals in your interaction with me with your teammates and with your client. That also means that you will be assessed based on the quality, creativity and professionalism of your work product. You will work with a team on behalf of a client to develop a robust, strategic, measurable and actionable strategic communications plan. You will have the opportunity to work with a client who I will identify for you.

This course represents an opportunity to bring together everything you've learned through your coursework in this program, including research methods, writing, strategy and visual communications. This course is centered on you and your learning needs, with ample time and opportunity for hands-on learning.

All work completed for this course is expected to 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.

This course is designed to facilitate an understanding of the strategic management of public relations by analyzing the public relations process – public/situation research, objective, program and evaluation. Specifically, this course reviews public relations research to analyze the environment of an organization, develop informed objectives and strategies, select proper strategy and tactics to implement public relations campaigns, and to evaluate overall campaign effectiveness. Students will analyze successful and failed case studies in various types of public relations functions: media relations, community relations, consumer relations, etc.

Concisely stated, the main task of this course is to produce a public relations campaign plan for the clients. Both primary and secondary researches are required for developing the campaign plan followed by objectives, programming, evaluation, and stewardship.

OBJECTIVES

- To provide students an experience in workplace teamwork, through communicating openly and diplomatically, demonstrating accountability, balancing leadership with cooperative behaviors, and practicing consensus-building skills for the good of the PR campaign project
- To provide you with an experience in workplace competition, offering a “real working world” lesson in pitching clients and afterwards, learning from comparing campaigns
- To enhance students’ portfolios by developing and producing communication tactics to support their PR campaign
- To foster students’ understanding of professional standards, ethics, and values in public relations

RECOMMENDED TEXTBOOK

- Bobbitt, W. R., & Sullivan, R. (2009). *Developing the public relations campaign: A team-based approach*. Boston, MA: Pearson/Allyn and Bacon.
- Smith R. D. (2009). *Strategic Planning for Public Relations* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates.

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.

COURSE EVALUATION AND GRADING

Evaluation will be based on a combination of class participation in the presentations, reports, and completion of the public relations campaign as well as case study of best social media practice. Except the case study of social media practice, each of the items listed below is explained in further detail in the course packet. Please read the explanations carefully. Students will be held accountable for information contained within this syllabus.

Attendance & Participation	10%
Secondary Research Report & Presentation	10%
Primary Research Report & Presentation	10%
Agendas and Call Reports	10%
Peer & Self Evaluation	10%
* Case Study: Best Social Media Practice & Strategy	10%
Final Powerpoint & Presentation 1) Goals & objectives 2) Communication strategy, message, & tactics 3) Draft	30%
Client Evaluation	10%
Total	100%

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/APA style, grammar, and errors. Each grammatical or spelling error will count for five points off. AP/APA style violations will count for 10 points off your grade, and factual errors including misspellings of client names or misuse of 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.

Final Grades

The University of Florida instituted a minus grades policy during the summer of 2009. For more information see www.registrar.ufl.edu/catalog/policies/regulationgrades.html. Final grades for the course will be determined as follows:

Grading Scale	100-93	92.9-90	89.9-87	86.9-83	82.9-80	79.9-77	76.9-73	72.9-70	69.9-67
Letter Grade	A	A-	B+	B	B-	C+	C	C ₋	D+

Grades and Grading Policies:

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

Attendance and Participation Policies

- **Attendance** will be taken at every class and group meeting. Attendance for this course is required. Unexcused absences are unacceptable. Students arriving after the class roll has been taken will be marked as “late/tardy” and 2 tardies = 1 absence. Students are allowed **two excused absences** during class or staff meetings. Excused absences must have either a doctor’s note or note from the faculty adviser of a university-sanctioned organization/event. **Each additional absence will result in a 2% reduction of final grade.**

- **Professionalism:** The College of Journalism and Communications is a professional establishment. Professional decorum is expected at all times while conducting your coursework both within and outside, the college. This means the instructor and students adhere to workplace norms for collegial and respectful interaction, both inside and outside the classroom. Talking or otherwise not paying attention while the instructor, guest speaker or another student is talking is neither polite nor professional. Cell phones must be turned off during class. Laptop use is not permitted during class time. Sunglasses may not be worn in the classroom, except by physician’s orders.

- **Deadlines:** Missing deadlines can damage a PR practitioner’s credibility as well as that of their agency and may lead to dismissal. Deadlines are treated seriously in this class. Deadlines for assignments are firm. Assignments must be turned in at the beginning of class unless otherwise specified by the instructor. **** No assignments will be accepted after the due date.**

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- ✓ **Agendas:** Each team must prepare an agenda and submit it 24 hours prior to meeting the client or instructor (depending on the meeting) via e-mail

All e-mail sent to me should have the following subject line:

[Agency Name] Team Number – Topic

E.g.: [News Communications] Team 2 – Meeting agenda;

[Primary] Team 4 – Campaign draft

- ✓ **Call Reports:** There will be **at least four call reports** required. To complete this assignment, you will need to hold at five meetings with your client (face-to-face or email/conference calls, at least two meetings should be face-to-face). *Call Reports dues are noted in the class schedule.* A call report concisely summarizes the meeting's purpose and its results (conclusions and decisions) reached during the meeting. It should detail which team member has taken on which duties and the expected due dates for this work. *The Call Report form can be found in the Campaign Assignment Packet and on E-Learning.*

Peer & Self Evaluations

Four peer- & self-evaluations will be required during the semester. Each person on a team must determine a confidential numerical score. Specific questions that detail the character of the work undertaken during the preceding time frame will be asked and students will be required to indicate specifically which tasks were completed by which team members (including themselves). *The evaluation form can be found in the Campaign Assignment Packet and on E-Learning.*

****Important:** Students who receive a majority of highly unfavorable reports in Report Periods one and two – reflecting interpersonal or participatory problems – will be notified by the instructor of their precarious situation and the need for a frank and open discussion among the team's members. If the problem persists, the team members may vote the problem student off the team. The expelled student will then be required to complete the campaign project independently.

Case Study: Best Social Media Practice & Strategy

Reflecting on the active adoption of social media by organizations, each agency team will search best social media practices conducted by organizations in the same or similar industries that their client belongs to. By exploring the implementation of social media and analyzing the strategy embedded in the social media usage, the teams may have opportunities to better understand the nature of social media and provide better suggestions to their client. Each team will present a brief description of the organization, the social media usage, and provide an extensive analysis during the presentation.

ACADEMIC HONESTY

The work you turn in must be your own work and it must be an original to this class. Academic misconduct includes some of the following: extensive use of materials, including websites, from another author without citation/attribution, extensive use of verbatim or paraphrased materials from another author with citation/attribution, extensive use of materials from past assignments, extensive use of materials from assignments in other, current classes. I will handle any incident of academic honesty in accordance with the University of Florida policy. The academic honest policy and consequences can be found at <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php> (see the end of this syllabus).

If any student is found to be guilty of plagiarism, falsification, misrepresentation or other forms of dishonesty in any assigned works, they may be subject to a failing grade from the instructor and such disciplinary action may be recommended pursuant to University regulations.

STUDENTS WITH DISABILITIES

If you have special needs as addressed by the Americans with Disabilities Act (ADA) and need assistance, please notify me immediately. 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. All reasonable efforts will be made to accommodate your needs.

STUDENT COUNSELING SERVICE

Students who have personal issues that arise in the course of taking courses or that may interfere with their academic performance are encouraged to seek confidential assistance at the University of Florida Counseling Center, 352-392-1575, or Student Mental Health Services, 352-392-1171. Visit their web sites for more information: <http://www.counsel.ufl.edu/> or http://www.counsel.ufl.edu/crisisServices/crisis_services.aspx

A FEW WORDS FROM OUR LAWYERS:

The University of Florida is committed to the highest standards of academic and professional ethics and expects its students to adhere to those standards. Each student is bound by the academic honesty guidelines of the University and the student conduct code. The penalty for violation of academic honesty is an “E” for the course, at minimum.

Academic dishonesty includes the following: extensive use of materials from another author without citation or attribution, extensive use of verbatim materials from another author with citation and attribution, and extensive use of one’s own writing from past assignments or from assignments in other, current classes (called “double dipping”).

Preamble

In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. A student-run Honor Court and faculty support are crucial to the success of the Honor Code. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

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.”

For more information about academic honesty, contact, Student Judicial Affairs, P202 Peabody Hall, 392-1261. You can review UF’s academic honesty guidelines in detail at:

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

FINAL CAVEAT:

This syllabus is subject to change as the instructor deems appropriate and necessary

PUR 4800 Spring 2013
CLASS SCHEDULE

*If there is not special guideline, submit an electronic file (.doc or .docx) to instructor by 9 a.m. on due date

**AE should send meeting agenda 24-hour in advance via email

WEEK	DATE	TOPIC	DUE
Introductory Phase			
Week 1	Jan 7 (M)	Review syllabus	
	Jan 9 (W)	Introduction to project & course packet	
	Jan 11 (F)	Assignment of teams Client introduction	
Week 2	Jan 14 (M)	Public Relations and Persuasion Client selection	
	Jan 16 (W)	Guest lecture: Case studies – PR Campaign	
	Jan 18 (F)	Secondary research guideline Strategic planning & Social Media assignment	*Agency name
Planning – Secondary Research Phase			
Week 3	Jan 21 (M)	Martin Luther King Jr. Day	No class
	Jan 23 (W)	Guest lecture: How to use library sources	
	Jan 25 (F)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 1: 10:40 am • Team 2: 11:00 am 	* Call reports #1 Meeting Agenda**
Week 4	Jan 28 (M)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 3: 10:40 am • Team 4: 11:00 am 	Meeting Agenda**
	Jan 31 (W)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 5: 10:40 am • Team 6: 11:00 am 	Meeting Agenda**
	Feb 1 (F)	Secondary research presentation (10 min)	Team 1, 2, 3, 4 Secondary research report*
Week 5	Feb 4 (M)	Secondary research presentation (10 min) Primary research guideline	Team 5, 6 Self & Peer evaluation #1*
	Feb 6 (W)	Meeting with client	
	Feb 8 (F)	Meeting with client	
Planning – Primary Research Phase			
Week 6	Feb 11 (M)	Research method overview	* Call reports #2
	Feb 13 (W)	Guest lecture: How to use Qualtrics	
	Feb 15 (F)	Preparing primary research	
Week 7	Feb 18 (M)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 1: 10:40 am • Team 2: 10:55 am • Team 3: 11:10 am 	Meeting Agenda**
	Feb 20 (W)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 4: 10:40 am • Team 5: 10:55 am • Team 6: 11:10 am 	Meeting Agenda**
	Feb 22 (F)	Agency meeting time	
Week 8	Feb 25 (M)	Primary research presentation (20 min)	Team 5, 6 Primary research report*
	Feb 27 (W)	Primary research presentation (20 min)	Team 3, 4
	Mar 1 (F)	Primary research presentation (20 min)	Team 1, 2 Self & Peer evaluation #2*

Implementation Phase			
Week 9	Mar 4 -9	Spring Break	No class
Week 10	Mar 11 (M)	Setting goals and objectives Communication messages, strategy, & tactics	
	Mar 13 (W)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 1: 10:40 am • Team 2: 10:55 am • Team 3: 11:10 am 	Goal & Objectives*
	Mar 15 (F)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 1: 10:40 am • Team 2: 10:55 am • Team 3: 11:10 am 	* Call reports #3
Week 11	Mar 18 (M)	Social media best practice & strategy presentation (20min): Team 1, 2, 3	Social media best practice & strategy presentation ppt file*
	Mar 20 (W)	Social media best practice & strategy presentation (20min): Team 4, 5, 6	
	Mar 22 (F)	Guest Lecture: Media placement	
Week 12	Mar 25 (M)	Communication Theory Corporate social responsibility Budget & timeline	Communication strategy, message, & tactics*
	Mar 27 (W)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 1: 10:40 am • Team 2: 10:55 am • Team 3: 11:10 am 	Meeting Agenda**
	Mar 29 (F)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 1: 10:40 am • Team 2: 10:55 am • Team 3: 11:10 am 	Meeting Agenda**
Evaluation Phase			
Week 13	Apr 1 (M)	Evaluation & Stewardship	
	Apr 3 (W)	Evaluation measurements	
	Apr 5 (F)	Agency meeting time	
Week 14	Apr 8 (M)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 1: 10:40 am • Team 2: 10:55 am • Team 3: 11:10 am 	Draft campaign book*
	Apr 10 (W)	Agency meeting with instructor <ul style="list-style-type: none"> • Team 1: 10:40 am • Team 2: 10:55 am • Team 3: 11:10 am 	* Call reports #4
	Apr 12 (F)	Agency meeting time	
Final Presentation			
Week 15	Apr 15 (M)	In-class meeting with teams and instructor	
	Apr 17 (W)	Presentation Prep	
	Apr 19 (F)	Client Presentation: Team 1 & 2 *NOTE: Presentation dates subject to change	Final campaign book*
Week 16	Apr 22 (M)	Client Presentation: Team 3 & 4	Self & Peer evaluation #3*
	Apr 24 (W)	Client Presentation: Team 5 & 6	