Course: Public Relations Campaigns—PUR 4800
Section: 2764

Class Times: Tuesday 10:40-11:30
and Thursday 10:40-12:35

Class Location: Weimer 1076

Instructor: Florida Bridgewater-Alford, APR
bridgefl@ufl.edu (If you email, please use the course name and number in your subject line)

Office Hours - online: Monday 4-5 p.m.
Thursday 12:35 p.m.-1:15 p.m.
And by appointment

Course Overview
In this course, you will master the elements of a strategic communications campaign through case studies and direct experience. I will teach this course from the perspective of a practitioner and make use of extensive real-life examples. As much as is possible in a classroom environment, I will try to recreate the experience of earning and working with a real-world client.

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 locally-based client, of which I will identify for you. You will work with your team to write a proposal and prepare a client pitch before you can work with that client. I will make the final determination about which team works with which client.

This course represents an opportunity to bring together everything you’ve learned through your coursework in this program. 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 is expected to be your own original work. There is a zero-tolerance policy for plagiarism. I expect that you are familiar with the University of Florida 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.
2. You will understand how to earn and work with a client in a way that demonstrates confidence, professionalism and an ability to learn relevant content quickly.
3. You will develop the skill of working effectively with an account management team on behalf of a client.
4. You will learn to think strategically and courageously on behalf of a client or cause.
5. You will develop client communication skills, including an ability to listen, to understand and respond to client expectations.
6. You will learn to represent yourself as a knowledgeable, competent and confident professional.

Appointments
My office hours will primarily be online or Skype, however, I will accept appointments for face-to-face visits as well to discuss assignments, materials or other concerns related to the course. Please schedule meetings with me via email. My office hours are listed at the top of the syllabus.

Course Professionalism
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, the instructor or guests are speaking or use cell phones, lap tops or other electronic devices – unless as an assignment for this course - during the class period. I expect that you will welcome and treat with respect the diverse perspectives of your fellow students. Violations of these expectations 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 responsibility 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. 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
Attendance for this course is required. I will distribute an attendance document or have a
roll call at the beginning of each class period for the final record. Please make sure you sign
next to your name. Signing in another student is a violation of the Academic Honesty Policy.
Arriving late or leaving class early will result in an absence for that class. Unexcused
absences are unacceptable. Each unexcused absence will result in a loss of five percentage
points from your grade.

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 websites,
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 UF policies that address cheating and unethical academic behavior,
specifically the UF Honor Code and the Academic Honesty Guidelines. As a consequence,
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, please clearly attribute the source of
your information, including information obtained from organizations’ websites or internal
documents. You cannot copy anything verbatim, regardless of the source without inserting
quotes around it and attributing the source.

Grading Policy

Class Participation 15 percent
Class participation counts toward 15 percent of your final grade. 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.
Each unexcused absence will result in a loss of five points from your grade for the course.

Quizzes 10 percent

Client Proposal and Presentation 10 percent

Agendas and Call Reports (two sets) 10 percent
You and your team will prepare agendas for each interaction with your client. You will also
capture the proceedings of those conversations in call notes.

Peer Evaluation 10 percent
Your team members will each evaluate your contribution to the campaign. I will carefully
review their assessments of your commitment and contribution to arrive at your peer
evaluation grade.

Campaign Preparation 15 percent
You will complete a series of four graded assignments as a team as you develop your campaign.

**Final Strategic Communications Plan and Presentation 25 percent**
Your team’s final strategic plan and presentation is the most important part of your grade. You will submit a highly detailed written plan as a team, and present the plan as a team. I expect each member of the team to contribute equally and substantially to each.

When you present your strategic communications plan, you are welcome to use PowerPoint or another presentation graphics software if there are specific points that will be enhanced using visual aides—for example, charts, photographs, compelling quotes or images associated with the work. Use PowerPoint and similar software wisely – not as a presentation crutch. If you plan to simply use it to display words on a slide – use of the software is not necessary.

**Client and Professional Assessment of Your Plan 5 percent**
Your client will complete an assessment of your plan, the extent to which it meets their needs and the value it contributes to the organization. You will receive a copy of the assessment form when I provide instructions for this assignment.

You will also receive feedback from a panel of professional communicators who will evaluate the professionalism and excellence of the plan.

Together, these assessments will comprise 10 percent of your final grade for the course.

**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 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.

**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. Quizzes may not be made up.
Required Materials
*Why Bad Presentations Happen to Good Causes*, Andy Goodman, available for download at [www.agoodmanonline.com](http://www.agoodmanonline.com) (Click on “Give Presentations” and the document is on the right side of the page.)

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

Distributed Readings

### Class Discussion and Assignment Schedule:

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<tr>
<th>Week</th>
<th>Tuesday</th>
<th>Thursday</th>
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| Week 1 | January 7  
Class Discussion:  
Course overview, objectives and requirements  
Job descriptions  
Resumes and cover letters | January 9  
**Assignment Due:**  
Resume, letter of intent, writing sample and photo  
Class Discussion:  
Teams selected and roles assigned, meet in class to discuss background, roles and logistics, select agency name and review RFPs  
*Requests for proposals distributed* |
| Week 2 | January 14  
Class Discussion:  
Creating an effective client proposal  
*Client proposal assignment distributed (due Jan. 28)*  
*Campaign assignment distributed (due Feb. 18)* | January 16  
**Quiz on assigned reading**  
Class Discussion:  
Making an effective pitch presentation  
*Assigned reading:*  
*Why Bad Presentations Happen to Good Causes* |
| Week 3 | January 21  
Class Discussion:  
Complete: Making an effective pitch presentation  
Start: Casual, secondary and primary research and UFL resources for conducting research | January 23  
Class Discussion:  
Complete: Casual, secondary and primary research and UFL resources for conducting research |
| Week 4 | January 28  
**Assignment Due:**  
Client proposal presentation | January 30  
Client presentation |
| Week 5 | February 4  
Client presentation | February 6  
Client presentation |
| Week 6 | February 11  
Clients assigned –  
*Reminder – client feedback is critical*  
Class Discussion:  
Holding an effective client meeting | February 13  
NO CLASS but you must hold your first client meeting this week or during this period |
| Week 7 | February 18  
Campaign Assignment 1 Due:  
Casual and secondary research report and plan for primary research, | February 20  
**Assignment Due:**  
Call notes and agenda, set 1  
Class Discussion: |
<table>
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<tr>
<th>Week 8</th>
<th>February 25</th>
<th>February 27</th>
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<tr>
<td>Class Discussion: Communications Assessment</td>
<td>Campaign Assignment 2 Due: Communications Assessment and Measurable Objectives</td>
<td>Class Discussion: Strategy and Theory</td>
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<td>Your client-approved survey must be deployed this week</td>
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<th>Week 9</th>
<th>March 4</th>
<th>March 6</th>
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<td>Spring Break</td>
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<th>Week 10</th>
<th>March 11</th>
<th>March 13</th>
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<tr>
<td>Class Discussion: Communicating Visually</td>
<td>Class Discussion: Integrated Communication for Campaigns</td>
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<td><strong>Guest Speaker: Jim Harrison</strong></td>
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<th>Week 11</th>
<th>March 18</th>
<th>March 20</th>
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<tr>
<td>Quiz on assigned reading</td>
<td>Campaign Assignment 3 Due: Final Research Report, Audience Analysis and Message Strategy</td>
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<td>Class discussion: Creating Your Message Strategy</td>
<td>Class Discussion: Channels and tactics</td>
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<td>Reading assignment: Made to Stick</td>
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<th>Week 12</th>
<th>March 25</th>
<th>March 27</th>
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<tr>
<td>Assignment Due: Call notes and agenda, set 2</td>
<td>Campaign Assignment 4 Due Draft Campaign Book:</td>
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<tr>
<td>Class Discussion: <strong>Guest Speaker: Bruce Floyd</strong> Using social media for research and engagement</td>
<td>Class Discussion: Class choice – The experience</td>
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<th>Week 13</th>
<th>April 1</th>
<th>April 3</th>
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<td>Team meetings with FBA to discuss campaign book</td>
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<th>Week 14</th>
<th>April 8</th>
<th>April 10</th>
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<tr>
<td>No class – please use this time to meet with your team for final presentations and preparations</td>
<td><strong>Client Presentation</strong></td>
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<th>Week 15</th>
<th>April 15</th>
<th>April 17</th>
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<td><strong>Client Presentation</strong> Final Campaign Book Due</td>
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| Week 16 | April 22  | |
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| **Client Presentation** | | |