

**PUR 4932: BATEMAN TEAM RESEARCH – Section 1454**  
**2012-2013 UF Bateman Team Schedule – Fall 2012**  
 Tuesday (12:00 noon to 2:00 pm)  
 WEIMER 2020

**Professor:** Deanna K.W. Pelfrey, APR, Fellow PRSA  
 2032 Weimer Hall – Second Floor  
 Phone: 352.392.3113  
 E-mail: [dpelfrey@jou.ufl.edu](mailto:dpelfrey@jou.ufl.edu)  
**Office Hours:** Wednesday –1:00 pm to 3:00 pm  
 Thursday – 3:00 to 5:00 pm  
 or by pre-scheduled appointment

**PUR 4932 – BATEMAN RESEARCH SCHEDULE: 20 September 2012**  
**(Subject to Discussion and to Change at Advisors’ Discretion)**

Generally, meetings will be dedicated to discussion and clarification of the status of both the research as well as the project. However, this approach may vary. **Attending every meeting is mandatory** and will enable you to meet your responsibilities as a member of the team and to contribute to ALL portions of the project. The team will meet more often than the dates outlined below. The following dates and discussion topics are a good faith attempt at providing you with a **tentative** schedule but note that they are subject to review, discussion, and modification.

<b>Week</b>	<b>Date</b>	<b>Topic Focus</b>	<b>Assignment: Prior to Meetings</b>
Week 1	August 23/28	Applications Due	Applications Reviewed
Week 2	September 7	Finalists Notified	
Week 3	September 11/14	Selection Committee	Finalists Formal Presentations And Selection
Week 4	September 20	First Team Meeting Overview Bateman Responsibilities, Activities, Meetings Distribute Materials	<u>PRSSA Website: What is Bateman National Case Study Competition? Who is the client? What is the project?</u> <u>Contact IRB</u>
Week 5	September 25  September 28 – Team	Client and Project Goals Target Audiences	Read and review research course notes and text(s) <u>Complete Secondary Research</u>

	<i>Building Event</i>		<i>and Written Report</i> <i>Submit Game Plan for Primary Research</i>
Week 6	October 2	Planning, Communication, Evaluation (pre and post)	Review ROPES and RACE Processes Determine Responsibilities <i>Prepare questions for Disney Corporation Visit</i> <i>Develop Campaign Budget/In-kind Contributions</i>
Week 7	October 9	Audiences: Primary and Secondary Analysis Strategy	<i>Prepare, Schedule and Conduct In-depth Executive Interviews</i> <i>Conduct primary research: Surveys</i> <i>Schedule and Conduct: Focus Groups</i>
Week 8	October 16	Tactics	<i>Analyze Research Data</i> <i>Develop Campaign Theme/Concepts</i> <i>Complete Primary Research and Prepare Written Report</i>
Week 9	October 23	Special Events	<i>Finalize Primary Research Written Report</i> <i>Develop Campaign Plan</i> <i>Finalize Questions for Disney Executives</i>
	October 30 <i>November 2 and 3 – Disney Headquarters</i>		<i>Conduct In-depth Executive Interviews</i>
Week 10	November 6	Visual Communications	Read and review Vis Com course notes and text(s) <i>Prepare Visual Concepts for Campaign</i> <i>Write Copy and Determine Design for all Campaign Support Materials</i>

Week 11	November 13	Traditional Media and Placement	<u>Develop Broadcast Concepts and Resources</u> <u>Outline Contents and Assemble All Items in Final Form for the Campaign Book Appendix</u> <u>Write all Materials for Traditional Media and Determine Placements and Assignments</u>
Week 12	November 20 <i>Holiday: 11/22 Thanksgiving</i>	Social Media/The Web Emerging Technologies	<u>Develop All Materials for Social Media and Determine Placements and Assignments</u> <u>Review and Revise Campaign Plan</u>
Week 13	November 27		<u>Determine all On-line/Social Media/Web Tools for Campaign – Develop/Write Support Material</u>
Week 14	December 4		<u>Finalize all Materials and Tools for Use in the Communications Plan; Secure Price Quotes, as needed, and Timelines for Completion.</u>
Week 15	December 11		<u>Draft the Executive Summary (maximum 10 pages) for the Final Campaign Book</u> <u>Outline all Contacts and Arrangements for Implementation of the Campaign Plan</u>
Week 16 – etc.	December 11, 18, 27, and January 3		<u>Teleconferences:</u> <u>Finalize Assignments and Make Contacts and Arrangements for Implementation of all aspects of the Campaign Plan</u> <u>Finalize all Print and On-line Media as well as all Other Aspects of the Campaign Implementation</u>

**Other Readings.** Additional readings may be provided during this research phase.

**Guest Speakers.** We may have guest speakers and/or tutorials to address relevant topics and share professional expertise. You will be given notice when a speaker is confirmed so that you can prepare questions. The schedule may be adjusted accordingly in such an event.

**Meetings:** The UF 2012-2013 Bateman Team is expected to meet regularly outside the scheduled meetings with the Bateman Team Faculty and Professional Advisers. The team should determine a regular schedule for those meetings. Please decide as soon as possible and inform the Faculty Adviser.