

Syllabus Updated May 20, 2014

**Course:** Public Relations Campaigns—PUR 4800  
**Section:** 4018

**Class Times:** MWF, June 30-August 8, Periods 2 and 3 (9:30 a.m.-12:15 p.m.)

**Class Location:** AHA!, The Innovation CoLab

**Instructor:** Professor Ann Christiano  
3057 Weimer Hall  
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(609) 647 3877

**Graduate Assistant:** Lauren Bayliss

**Office Hours:** Monday, Wednesday and Friday 12:30 pm -2 pm  
And by appointment

### **Course Overview**

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. 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.

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 team mates 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. You will work with your team to write a proposal and prepare a client pitch before you begin work with that client.

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.

### **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 develop project management skills.
5. You will learn to think strategically and courageously on behalf of a client or cause.
6. You will develop client communication skills, including an ability to listen to, understand and respond to client expectations, and persuade your client to change their approach should research and strategy suggest it.
7. You will learn to represent yourself as a knowledgeable, competent and confident professional.

### **Appointments**

Please stop by during office hours to discuss assignments, materials or other concerns related to the course. You may also schedule a meeting with me via email. My office hours are listed at the top of the syllabus.

### **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.

### **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 care and precision you applied to your writing classes. You will use AP Style. I will subtract points for factual errors and misspellings of names, organizations or other terms. Everything you write for this course must be coherent, logical and carefully edited. 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**

Unexcused absences are unacceptable. Attendance for this course is required. I will distribute an attendance sheet at the beginning of class or take attendance. 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. 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 Web sites, 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 the University of Florida policies that address cheating and unethical academic behavior, specifically the UF Honor Code and the Academic Honesty Guidelines.

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 you will clearly attribute the source of your information or content, including information and images obtained from organizations' Web sites or internal documents. You cannot copy anything word for word, regardless of the source without putting 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.

#### **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 five 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. I will distribute explicit instructions for this project.

When you present your strategic communications plan, you are welcome to use PowerPoint or Prezi if there are specific points that will be amplified using visual aides—for example, charts, photographs, compelling quotes or images associated with your client's topic.

You may not use PowerPoint as a presentation crutch. Please do not use PowerPoint if you plan to simply use words on slides.

**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. I will distribute a copy of the assessment form when I provide detailed 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.

**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 grammar and factual errors. Each grammatical or spelling error will count for five points off. Factual errors, including misspellings of client names or misuse or core terms associated with the field in which your client works, will count for 20 points off. I will award points based on your demonstrated understanding of the assignment, the level of creativity and risk taking, and your ability to write compelling, accurate and precise copy that demonstrates a clear understanding of the strategic planning process.

**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**

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

Distributed Readings

<b>Week</b>	<b>Monday</b>	<b>Wednesday</b>	<b>Friday</b>
<b>1</b> <b>June 30</b> <b>To do:</b> <b>Meet with client to prepare for proposal</b>	Review Syllabus  Review Campaign Book  Hand out team assignment  Hand out RFPs  Hand out all assignments  Break	Presentation skills  Client proposals  Holding successful client meetings collecting call notes  Break  Time to discuss client proposal and prepare presentation	4 <sup>th</sup> of July, no class

	Time to meet to discuss agency name and RFPS		
<b>2</b> <b>July 7-11</b> <b>To do:</b> <b>Client meeting to discuss research</b>	10-minute client presentations Client proposals due Break Casual and secondary Research Primary Research	Meetings with us to discuss and conduct casual and secondary research 9:30-10 10-10:30 10:30-11 11-11:30 11:30-12  Time to create plan for primary research	Conducting a communications audit  Break  Time to discuss communications audit  <b>Campaign Prep Assignment 1 Due: Preliminary research report, including draft survey</b>  <b>Call notes set 1 due</b>
<b>3</b> <b>July 14-18</b> <b>To do:</b> <b>Surveys in the field</b> <b>Client meeting to discuss communications audit</b>	Setting Objectives  Time to discuss measurable objectives with team	<b>Quiz: Made to Stick</b>  Creating a message platform  Time to discuss message platform  <b>Campaign Prep Assignment 2 due: Communications audit</b>	Strategy and tactics  Theory  Time to discuss strategy and tactics  <b>Campaign Prep Assignment 3 Due: Final research report</b>  <b>Call notes set 2 due</b>  <b>Peer evaluations due</b>
<b>4</b> <b>July 21-25</b>	Communicating visually  Implementation, budget and timeline  <b>Campaign Prep Assignment 4 due: Measurable Objectives</b>   Time to discuss visual	Evaluation	No class  <b>Campaign Prep Assignment 5 due: Message platform</b>

	direction for book		
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<b>5</b> <b>July 28-August 1</b> <b>To do:</b> <b>Confirm final presentation time and location with client</b>	<b>Draft Book Due</b>	Meetings to discuss draft book 9:30-10 10-10:30 10:30-11 11-11:30 11:30-12	No class: Self directed time to complete final book
<b>6</b> <b>August 4-8</b>	No class: Self-directed time to complete final book	<b>Final Presentations</b> <b>Final Book Due</b>	<b>Final Presentations</b> <b>Final peer evaluations due</b>