

**PUR 4932: BATEMAN TEAM RESEARCH – Section 1454**  
**2014-2015 UF Bateman Team Schedule – Fall 2014**  
 Wednesday (3:00 pm to 5:00 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: 25 August 2014**  
**(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 25	Applications Due	Applications Reviewed
Week 2	September 1	Finalists Notified	Presentation Schedule and Arrangements Finalized
Week 3	September 8	Selection Committee	Finalists Formal Presentations And Selection
Week 4	September 15	First Team Meeting Overview Bateman Responsibilities, Activities, Meetings Distribute Materials	<i><u>PRSSA Website: What is Bateman National Case Study Competition? Who is the client? What is the project?</u></i> <i><u>Contact IRB</u></i> <i><u>Plan Secondary Research</u></i>

Week 5	September 22  <i>Team Building</i>	Client and Project Goals Target Audiences	Read and review research course notes and text(s) <u>Complete Secondary Research and Written Report</u> <u>Discuss Primary Research and IRB</u> <u>Submit Game Plan for Primary Research</u>
Week 6	September 29	Planning, Communication, Evaluation (pre and post)	Review ROPES and RACE Processes Discuss and Determine Responsibilities <u>Develop Campaign Budget/In-kind Contributions</u>
Week 7	October 6	Audiences: Primary and Secondary Analysis Strategy	<u>Prepare, Schedule and Conduct In-depth Executive Interviews</u> <u>Conduct primary research: Surveys</u> <u>Schedule and Conduct: Focus Groups</u> <u>Prepare questions for Disney Corporation Visit</u>
Week 8	October 13	Tactics	<u>Analyze Research Data</u> <u>Develop Campaign Theme/Concepts</u> <u>Complete Primary Research and Prepare Written Report</u>
Week 9	October 20	Special Events	<u>Finalize Primary Research and Written Report</u> <u>Develop Campaign Plan</u>
<i>Visit – Disney Headquarters (or October 24)</i>	October 31	Tactics Research	<u>Conduct and Finalize In-depth Executive Interviews</u> <u>Finalize Questions for Disney Executives</u>

Week 10	November 3	Visual Communications	Read and review Vis Com course notes and text(s) <u>Prepare Visual Concepts for Campaign</u> <u>Write Copy and Determine Design for all Campaign Support Materials</u>
Week 11	November 10	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 17	Social Media/Website Emerging Technologies	<u>Complete Website</u> <u>Develop All Materials for Social Media and Determine Placements and Assignments</u> <u>Review and Revise Campaign Plan</u>
Week 13	November 24  <i>Holiday: 11/28 Thanksgiving</i>		<u>Determine all On-line/Social Media/Web Tools for Campaign – Develop/Write Support Material</u>
Week 14	December 1		<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 8		<u>Draft/Outline 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 15, 22, 29, and January 5		<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>

		NOTES/REMINDERS:
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**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 2014-2015 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 weekly meetings. Please decide as soon as possible and inform the Faculty Adviser.