

**PUR 6934- Public Relations Ethics and Professional Responsibility  
Spring 20154**

**Dr. Mary Ann Ferguson, *maferguson@jou.ufl.edu***  
**Department of Public Relations**  
**College of Journalism and Communications**  
**Office: 2044 Weimer Hall, Phone: 376-0876**  
**Office Hrs: T 2-3. (and by appointment)**

Tuesday Class  
Hours  
10:00-11:30  
11:40-12:40  
1090 Weimer

**SEMINAR GOALS:**

This is a seminar designed to study and critique the public relations ethics and social responsibility practiced in organizations around the world. The seminar will focus on different ethical and social responsibility models and their effects on organizations and organizational stakeholders. The class will have two components: 1) We will be reading and critiquing classic work and current research in public relations ethics and social responsibility. 2) Each seminar member will develop his or her own public relations ethics case study designed to further understanding of ethics and social responsibility.

**COURSE OUTCOMES:**

Students in the seminar will be able to:

1. Remember and recall theories of ethics and social responsibility as well as laws and regulations that pertain to the ethical practice of public relations.
2. Understand and interpret how the values of truth, honesty, accuracy, fairness and diversity must be imbued in public relations practices.
3. Analyze problems in public relations ethics.
4. Appreciate and evaluate different viewpoints in the ethical practice of public relations.
5. Plan and create appropriate codes of ethics and programs of social responsibility for organizations.

**COURSE PROCESS:**

During each of the first 11 weeks of the course, designated seminar members with the assistance of the instructor will identify readings appropriate to the week's topic, notify other seminar members what they should read for the week, and co-lead a discussion on the readings. Following that discussion in the weekly seminar, the seminar co-leader(s) will post their PowerPoint presentation materials on the class website on Sakai.

As a parallel process, seminar members will be developing a case study on an event that led to a public relations ethical concern for a particular organization. Students will need to have the organization and the public relations ethical issue approved by the instructor during the second week of classes. The requirements for each case study will be presented as the seminar progresses.

## **COURSE EXPECTATIONS:**

Seminar members are expected to subscribe to the Corporate Social Responsibility Web site at <http://www.mallenbaker.net/csr> and the Corporate Social Responsibility Newswire Service at <http://www.csrwire.com>. You are also expected to monitor #CSR or the CSRbot on Twitter, as well as the LinkedIn CSR groups for current discussions of CSR issues. Any posting the seminar members make on #CSR should also be forwarded to the course instructor and will count as part of the class participation grade.

During the week that you are a seminar leader or co-leader, you are expected to identify readings for the class with the professor's help, lead a discussion on those readings, and submit a PowerPoint presentation for feedback from the seminar members and the professor. All seminar members are expected to read the assigned materials before the class meets and be prepared to discuss the readings assigned for the week. Students will be graded on in-class discussion and participation.

Attendance: This is a graduate seminar and you are expected to attend every class. (Because we meet only once a week, missing one entire class is the equivalent of missing an entire week.) For each absence beyond one, you will lose 5 of the 100 points for the class (1/2 a letter grade).

Deadlines: You are expected to meet all deadlines. For any deadline missed, you will lose five of the 100 points for the class for each 24 hours your work is late.

### Grading:

Seminar Readings Co-Leader Presentation	15%
Ethics Case Study Introduction to Seminar	10%
Attendance	10%
Seminar Participation	20%
Ethics Case Study Oral Presentation	20%
Ethics Case Study Report	25%
	100%

University Graduate Level Grading Policy: <http://gradcatalog.ufl.edu/>

The grading scale used for this course is:

92-100	A
88-91	A-
85-87	B+
82-84	B
78-81	B-
75-77	C+
72-74	C
68-71	C-
65-67	D+
62-64	D
58-61	D-
< 58	E

**Accommodations:**

Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation.

**Online Course Evaluations:**

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu>.

**WEEKLY SCHEDULE:**

		Due Dates for Posting Readings and Some Recommended Authors	Individuals Responsible for Presentation/discussion. (Number Represents Student Number Assigned)	Introduction of Case Study and Case Report Presentations
Week 1 Jan 6	Introduction to course: History, concepts, practice. Selecting case studies.		Ferguson	
Week 2 Jan 13	Theories of organizational ethics: What are the prevailing theories of public relations ethics?  Understanding case study requirements	Jan 8	Ferguson	
Week 3 Jan 20	Selecting a case study topic—researching a case	Jan 15	All students	
Week 4 Jan 27	Ethics and leadership in public relations	Jan 22	Ferguson, 8)	Case Introductions, 10 min each  1 2

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Week 5 Feb 3	Followers and leaders in public relations ethics: Moral relationships	Jan 31	Ferguson 7)	Case Introductions, 10 min each  4 5 6
Week 6 Feb 10	The morality of leaders: Motives and actions. Case introductions.	Feb 5	Ferguson 6)	Case Introductions, 10 min each  7 8
Week 7 Feb 17	Transactional and transformational leadership in public relations ethics	Feb 12	Ferguson, 5)	
Week 8 Feb 24	Developing the SR narrative and strategies.	Feb 19– See Coombs and Holladay, pp. 1-136.	Ferguson, 4)	
March 3-7	Spring Break			
Week 9 Mar 10	Evaluation--what effects does SR have on stakeholder relationships, reputation and financial performance?	Mar 5 – See Coombs and Holladay, pp. 137-165.	Ferguson, 3)	
Week 10	Ethics and public relations	Mar 12 -- See Gower, 2008,	Ferguson,	

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Mar 17	speech.	pp. 1-62.	2)	
Week 11 Mar 24	Privacy, libel and creative property.	Mar 19-- See Gower, 2008, pp. 63-106	Ferguson, 1)	
Week 12 Mar 31	Prepare Case Study Presentations			
Week 13 Apr 7	Case Study Presentations	20 Minutes Each for Presentation		Case Reports <b>20</b> min each 8 7 6 5
Week 14 Apr 14	Case Study Presentations	20 Minutes Each for Presentation		Case Reports, 20 min each 4 3 2 1
Week 15 Apr 21	Wrap-up			Final Report Due

**Required Readings:**

Coombs, W. T. & Holladay, S.J. Managing Corporate Social Responsibility: A Communication Approach, Wiley – Blackwell, 2012.

Gower, K. K. Legal and Ethical Consideration for Public Relations, 2nd ed., Waveland Press, 2008.

**Other Useful Resources:**

## Web Sites

(Please take a look at these resources and subscribe to those that offer free subscriptions. Also, please let seminar members know of any others you find of help to the class.)

- World Bank--Business Ethics and Corporate Accountability: The Search for Standards, [http://www.worldbank.org/wbi/corpgov/csr/pdf/bizethics\\_econference.pdf](http://www.worldbank.org/wbi/corpgov/csr/pdf/bizethics_econference.pdf)

- Ethical Corporation Online <http://www.ethicalcorp.com>
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- Business Ethics: The Magazine of Corporate Social Responsibility, <http://www.business-ethics.com/>
- Realizing Your Worth: 51 Great Sites for Corporate Social Responsibility and Sustainability <http://bit.ly/15Ehol>
- 3BL Media: [www.3blmedia.com](http://www.3blmedia.com)
- Boston College Centre for Corporate Citizenship: <http://www.bccccc.net/>
- Business Respect: <http://www.businessrespect.net/>
- CSRwire: <http://www.csrwire.com/>
- Triple Pundit <http://www.triplepundit.com/>
- Business in the Community: <http://www.blogger.com/www.bitc.org.uk>

#### Books:

- Cannibals With Forks: The Triple Bottom Line of 21st Century Business, John Elkington, New Society Publications, 1998.
- Corporate Global Citizenship, Noel Tichy, Andrew McGill & Lynda St. Clair, Lexington Books, 1998.
- Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause, Philip Kotler & Nancy Lee, John Wiley & Sons, 2005.
- Corporate Responsibility: A Critical Introduction, Michael Blowfield & Alan Murray, Oxford University Press, 2008.
- Global Corporate Citizenship: Rational and Strategies, Delwin Roy, Laurie Regelbrugge & David Logan, Washington, D.C.: Hitachi Foundation, 1997.
- Good News: Social Ethics and the Press, Clifford G. Christians, John P. Ferre, & P. Mark Fackler, Oxford University Press, New York, 1993.
- Green to Gold: How Smart Companies Use Environmental Strategy to Innovate, Create Value, and Build Competitive Advantage Daniel Esty & Andrew Winston, Yale University Press, 2009
- Harvard Business Review on Corporate Responsibility, Harvard Business School Press, 2003. (HBRCR)
- Leading Corporate Citizens, Sandra A. Waddock, Irwin/McGraw Hill, 2001.
- Legal and Ethical Restraints on Public Relations, Karla K. Gower, Waveland Press, Prospect Heights, Illinois, 2003. (LERPR)
- Media and Ethics: Principles for Moral Decisions, Elaine E. Englehardt & Ralph Barney, Wadsworth, 2001. (MEPMD)
- Organizational Ethics and the Good Life, Edwin M. Hartman, Oxford University Press, New York, 1996.
- Perspectives on Corporate Citizenship, Jorg Andriof & Malcolm McIntosh, Greenleaf Publishing, 2001.
- Strategic Corporate Social Responsibility: Stakeholders in a Global Environment William B. Werther Jr. & David Chandler, Sage, 2006
- The New Rules of Corporate Conduct: Rewriting the Social Charter, Ian Wilson, Westport, CT: Quorum Books, 2000.
- The Oxford Handbook of Corporate Social Responsibility, A. Crane, A. McWilliams, D. Mattern, J. Moon & D. Siegel (eds.), Oxford University Press, 2008.
- Values Shift: The New Work Ethic and What It Means for Business, John Izzo and Pam Withers, Fairwinds Press, 2001.

- When Good Companies Do Bad Things: Responsibility and Risk in an Age of Globalization, Blair Gibb & P. Schwartz, John Wiley and Sons, April 1999.
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### **University Academic Honesty Policy:**

"All students are required to abide by the Academic Honesty Guidelines which have been accepted by the University. (1) Each student is required to subscribe to the Guidelines upon registration each semester by signing the following pledge which is contained on the "Course Request Registration Form": I understand that the University of Florida expects its students to be honest in all of their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action, up to and including expulsion from the University. (2) The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines. Those adjudged to have committed such conduct shall be subject to the sanctions provided in 6CI-4.016. (a) Cheating -- the improper taking or tendering of any information or material which shall be used to determine academic credit. Taking of information includes, but is not limited to, copying graded homework assignments from another student; working together with another individual(s) on a take-home test or homework when not specifically permitted by the teacher; looking or attempting to look at another student's paper during an examination; looking or attempting to look at text or notes during an examination when not permitted. Tendering of information includes, but is not limited to, giving your work to another student to be used or copied; giving someone answers to exam questions either when the exam is being given or after having taken an exam; giving or selling a term paper or other written materials to another student; sharing information on a graded assignment.

**Plagiarism -- The attempt to represent the work of another as the product of one's own thought, whether the other's work is published or unpublished, or simply the work of a fellow student. Plagiarism includes, but is not limited to, quoting oral or written materials without citation on an exam, term paper, homework, or other written materials or oral presentations for an academic requirement; submitting a paper which was purchased from a term paper service as your own work; submitting anyone else's paper as your own work.**

**Bribery -- The offering, giving, receiving or soliciting of any materials, items or services of value to gain academic advantage for yourself or another.**

**Misrepresentation -- Any act or omission with intent to deceive a teacher for academic advantage. Misrepresentation includes using computer programs generated by another and handing it in as your own work unless expressly allowed by the teacher; lying to a teacher to increase your grade; lying or misrepresenting facts when confronted with an allegation of academic dishonesty.**

**Conspiracy -- The planning or acting with one or more persons to commit any form of academic dishonesty to gain academic advantage for yourself or another.**

**Fabrication -- The use of invented or fabricated information, or the falsification of**

**research or other findings with the intent to deceive for academic or professional advantage.**