

PUR 4932: BATEMAN TEAM RESEARCH – Section 1454
2015-2016 UF Bateman Team Syllabus Schedule – Fall 2015
 Wednesday (3:00 pm to 5:00 pm)
 WEIMER 2008

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Office Hours: Wednesday –1:00 pm to 3:00 pm
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 or by pre-scheduled appointment

PUR 4932 – BATEMAN RESEARCH SCHEDULE: 24 August 2015
(Subject to Discussion and to Change at Advisers’ Discretion)

Generally, meetings will be dedicated to discussion and clarification of the status of the Bateman 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.

Week	Date	Topic Focus	Assignment: Prior to Meetings
Week 1	August 27	Applications Due	Applications Reviewed
Week 2	September 3	Finalists Notified	Presentation Schedule and Arrangements Finalized
Week 3	September 9/11	Selection Committee	Finalists Formal Presentations And Selection
Week 4	September 16	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 23 <i>Team Building</i>	Research 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 30	Planning, Communication, Evaluation (pre and post)	Review ROPES and RACE Processes Discuss and Determine Responsibilities <u>Prepare all Primary Research Materials and Plan/Schedule all Primary Research Elements</u> <u>Prepare, Schedule and Conduct In-depth Executive Interviews</u> <u>Develop Campaign Budget/In-kind Contributions</u>
Week 7	October 7	Audiences: Primary and Secondary Analysis Strategy	<u>Prepare, Schedule and Conduct In-depth Executive Interviews</u> <u>Conduct Primary Research: Surveys</u> <u>Confirm and Conduct: Focus Groups</u> <u>Prepare Questions for Disney Corporate Visit</u>
Week 8	October 14	Tactics <i>Myers-Briggs</i>	<u>Analyze Research Data</u> <u>Develop Campaign Theme/Concepts</u> <u>Complete Primary Research and Prepare Written Report</u> <u>Finalize Questions for Disney Executives</u>
Week 9	October 21	Special Events	<u>Finalize Primary Research and Written Report</u> <u>Develop Campaign Plan</u>

Week 10 <i>Visit – Disney Headquarters (October 30)</i>	October 28	Tactics Research	<u>Conduct and Finalize In-depth Executive Interviews</u> <u>Finalize Campaign Plan</u>
Week 11 <i>Visit – Disney Headquarters (November 6)</i>	November 4	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> <u>Design/Write Copy for Website</u>
Week 12	November 11	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 13	November 18	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 14	November 24 <i>Holiday: 11/25</i> <i>Thanksgiving: 11/26</i>		<u>Determine all On-line/Social Media/Web Tools for Campaign – Develop/Write Support Material</u>
Week 15	December 2		<u>Finalize all Materials and Tools for Use in the Communications Plan; Secure Price Quotes, as needed, and Timelines for Completion.</u>
Week 16	December 9		<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>

Semester Break	December 16, 23, 30, and January 6	<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:

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 2015-2016 Bateman Team is expected to meet regularly outside the mandatory scheduled meetings with the Bateman Team Faculty and Professional Advisers. The team should determine a regular schedule for those additional mandatory meetings. **Please decide as soon as possible and inform the Faculty Adviser.**