



PUR4243: Industry Perspectives – CJCxNYC Summer A 2024

College of Journalism & Communications
University of Florida

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Let's Chat Use my [Calendly](#) to schedule time to chat about the course, assignments, career advice – anything!

Course Overview

Experience what it's like to learn, work and (briefly) live in one of the most important media and communications hubs in the world with this one-credit, week-long immersion experience from June 2-7.

At the core of the immersion is a pitch-off competition with Hill & Knowlton (now part of Burson) that will give you hands-on experience crafting and pitching ideas to an award-winning global agency team. Students will have less than one week to respond to a client brief, research, brainstorm and plan before traveling to New York City to present their ideas live to a panel of judges – simulating a real pitch process!

Throughout the rest of the week, you will participate in workshops and meetings at agencies like BBDO, IPG Health, and IBM to learn about media relations, advertising, health communications, financial communications and more.

Students will leave New York City feeling more confident and prepared for their post-grad careers in communication.

Course Objectives

In this course, students will:

- Better understand the demands of and skills needed to succeed in the communications industry, particularly in New York City.
- Get a diverse view of various areas of work (e.g., media relations, stakeholder engagement, crisis communication) and niche industries (e.g., technology, health, consumer) in communications.
- Create and present a strategic communications campaign based on a real-world



- client brief, including research analysis, planning and creative ideation.
- Develop and apply critical thinking, listening, teamwork and professional skills through your work and interaction with peers and industry leaders.
 - Offer, evaluate and respond to peer and professional feedback.
 - Adapt to new working and living environments through real-world simulations and workshops.

College of Journalism & Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- Understand and apply the principles and laws of freedom of speech and press for the U.S.;
- Demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- Demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- Demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the communications professions in which they work;
- Write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- Critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts;
- Apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Prerequisites

This course will be departmentally controlled. Students taking this course must have applied to and been selected to participate through CJCxNYC.

Course Format & Dates

This is a Summer A course that culminates with a week-long immersion in NYC.



Virtual Meetings: We will meet on Zoom on the dates listed in the table below. Our meeting times are Tuesdays from 10:40 a.m. - 11:30 a.m. You will also be required to meet virtually with your team the week of May 27.

In New York City: You will be in New York City from June 2-7, where you will participate in the pitch-off competition and attend a series of planned workshops, meetings and activities with various communication agencies, organizations and industry leaders, as outlined in the One Week in NYC - PR & Advertising Itinerary. More information about travel, hotel accommodations and other logistical requirements can be found in the [One Week in NYC - PR & Advertising Information Sheet](#).

This course does not meet during the University’s regularly scheduled class meeting times. However, your participation must not conflict with your other scheduled courses.

Please note these important dates and refer to the One Week in NYC - PR & Advertising itinerary for full details:

Date	Location	Module or Topic
May 14	Zoom	Welcome and expectations for the Pitch-Off
May 21	Zoom	10:40-11 a.m. - Discuss briefs 11-11:30 a.m. - Q&A with Spotify and adidas “clients”
May 21-31	Zoom	Working days with your teams Coaching sessions with H&K mentors
May 28	Zoom	Q&A with CJCxNYC alumni
June 2	NYC	Arrive in NYC
June 3	NYC	Working day in H&K offices & rehearsals
June 4	NYC	Final presentations to H&K
June 5-6	NYC	Agency visits and hands-on workshops
June 7	NYC	Day to explore and depart NYC
June 18	Zoom	Closing thoughts and reflections

Suggested Readings & Resources

There is no required text. The following are suggested readings and resources:



- National news and trade publications, such as *The Wall Street Journal*, *PR Week*, *The Holmes Report*, *AdWeek* and *AdAge*. Free content is available on all the listed publications, and you can create free accounts to several of these with your UFL login. You should also subscribe to their daily/weekly newsletters.
- Online databases accessible through the UF Library, such as WARC, Mintel, Simmons and Statista. See the [advertising](#) and [public relations](#) UF Library guides. You must be signed on with the UF VPN to access these databases.
- Training videos available on [LinkedIn Learning](#). You may access LinkedIn Learning for free with your UFL login.

Grading & Assignments

Final grades will be based on the following scale:

- A: 92-100%
- A-: 90-91%
- B+: 88-89%
- B: 82-87%
- B-: 80-81%
- C+: 78-79%
- C: 72-77%
- C-: 70-71%
- D+: 68-69%
- D: 62-67%
- D-: 60-61%
- E: below 60%

You can earn 100 total points in this course through the successful completion of the following assignments:

Hill & Knowlton Pitch-off Competition (30 points). The Hill & Knowlton Pitch-off is a competition that gives students at the University of Florida College of Journalism & Communications hands-on experience crafting and pitching their ideas to an award-winning global agency team. Students will have less than one week to respond to a client brief, research, brainstorm and plan before traveling to New York City to present their ideas live to a panel of judges.

- Students will be divided into four teams of 5-6 students. Two teams of students will be given one brief and the other two teams will be given a second brief. Teams working on the same brief will compete against each other.
- The competition will require students to use UF's research database (Mintel, LexusNexus, etc.) to ground ideas in research.
- Teams will be matched with Hill & Knowlton mentors and creative strategists, who will be available for daily virtual check-ins leading up to the final presentation.



- Students will give a final in-person/hybrid presentation to Hill & Knowlton team members, who will select the winners.
- Teams will have 30 minutes to present.
- You will be graded on the quality of your pitch and presentation. Your pitch-off presentation must respond to the assigned brief in a way that is fresh, compelling and strategic. It must reflect the advice and feedback of your coaches. It must be clear you have practiced and prepared for your presentation.

Social media content (15 points). All students must create and/or publish social media and digital content throughout the weeklong immersion as outlined in the *Content Creation Brief* on Canvas. Content must meet all guidelines and be compelling, creative and thoughtful. It must reflect what you've learned and gained from this immersion. There should be no typos or errors.

Follow-ups with professionals (15 points). You will meet many incredible professionals in NYC! But unfortunately, it's all too common to hear that students never follow up. So, for this assignment, you will reach out to at least two professionals you meet during your time in NYC to schedule a follow-up conversation. You will need to submit a PDF of your emails or messages with the professional.

Peer and self evaluation (5 points). All students will complete a confidential peer and self evaluation at the end of the pitch-off competition. Your team members' evaluations of your contribution and overall participation will affect your grade.

Guided Q&A reflection (5 points). You will complete a Q&A reflection at the end of the semester. This will be scored as complete/incomplete.

Overall professionalism, participation, engagement and timeliness (30 points). This is an evaluation of your interaction with peers, initiative, professional attitude, time management and active participation in meetings, workshops and activities with industry leaders and communications agencies and organizations. You must arrive early with a state-issued ID, research the people and companies you'll meet ahead of our visits and come prepared with questions. If you are tardy to meetings or do not come prepared, you will not earn full points. If students disengage completely or stop replying to communication, they will earn a 0 for the course.

Confidentiality & Intellectual Property for the Hill & Knowlton Pitch-off

Confidentiality and intellectual property help maintain trust with clients and protect creative innovations. By respecting these principles, communicators demonstrate professionalism and uphold ethical standards, ensuring that sensitive information remains secure and private.



This course includes collaboration with Hill & Knowlton and its clients through a pitch-off competition. By enrolling in this course and participating in the pitch-off competition you:

- Agree to maintain the confidentiality of all confidential information and not disclose, directly or indirectly, to any third party without approval. Confidential information includes but is not limited to client strategies, business plans, creative concepts and proprietary information.
- Agree that any ideas, concepts, designs or other work product created during the pitch-off competition with Hill & Knowlton is the exclusive property of Hill & Knowlton and its clients.
- Agree that you will not actively promote the work or mention the client in relation to this project on social media. Students can mention Hill & Knowlton on social media and include their work on resumes.

How to Submit Assignments

You will submit all assignments on Canvas. Assignments are due by 11:59 p.m. on the due date unless otherwise noted. Most assignments will be due at the end of the semester, but several will have checkpoints along the way.

Communication

Students will be required to communicate and stay up to date with the CJCxNYC – One Week in NYC team on GroupMe and via email. If you have not already joined the GroupMe, please do so here: [One Week in NYC - PR & Ad '24 GroupMe](#).

Please feel free to send me a message on GroupMe or email me at any time with any questions or concerns you have. I'm happy to provide feedback or guidance. I will always do my best to make myself available, but please allow up to 48 hours for a response.

Students with Disabilities

Students requesting classroom accommodations should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. If you have an accommodation letter, please let me know as early as possible in the semester.

To contact the Disability Resource Center, visit <https://disability.ufl.edu/> or call 352-392-8565.



Course Professionalism

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. You are expected to conduct yourself in an honest, ethical, respectful and courteous manner with other students and with me, abiding by the UF Student Conduct and Honor Codes.

Please follow rules of common courtesy for email, discussions and chats. UF provides a Netiquette Guide for Online Courses here:

<http://teach.ufl.edu/wp-content/uploads/2012/08/NetiquetteGuideforOnlineCourses.pdf>.

Academic Honesty

Academic honesty and integrity are fundamental values of the University community. As a UF student, you are bound the UF Student Conduct and Honor Codes, which provide examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in failing the course. I will follow university guidelines for any incidents of academic dishonesty.

To view the UF Student Conduct and Honor Codes, visit:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>.

Online Course Evaluation Policy

At the end of the semester, please provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. You will be notified when the evaluation period opens and can complete evaluations through the email you receive from GatorEvals, in your Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

Campus Resources

Health and Wellness

- *U Matter, We Care*: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit [U Matter, We Care website](#) to refer or report a concern and a team member will reach out to the student in distress.
- *Counseling and Wellness Center*: [Visit the Counseling and Wellness Center website](#) or call 352-392-1575 for information on crisis services as well as non-crisis services.
- *Student Health Care Center*: Call 352-392-1161 for 24/7 information to help you find the care you need, or [visit the Student Health Care Center website](#).



- *University Police Department:* [Visit UF Police Department website](#) or call 352-392-1111 (or 9-1-1 for emergencies).
- *UF Health Shands Emergency Room / Trauma Center:* For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; [Visit the UF Health Emergency Room and Trauma Center website](#)

Academic Resources

- *E-learning technical support:* Contact the [UF Computing Help Desk](#) at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- [Career Connections Center](#): Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services.
- [Library Support](#): Various ways to receive assistance with respect to using the libraries or finding resources.
- [Teaching Center](#): Broward Hall, 352-392-2010 or to make an appointment 352-392-6420. General study skills and tutoring.
- [Writing Studio](#): 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers.
- *Student Complaints On-Campus:* [Visit the Student Honor Code and Student Conduct Code webpage for more information.](#)
- *On-Line Students Complaints:* [View the Distance Learning Student Complaint Process](#)