

PUR4932: Strategic Public Affairs

2024 Summer A: May 13 – June 21

Section 20580 and 20581; 2 Sessions Per Week:

1 Online Meeting (Zoom) on **Tuesdays 11:00-12:15pm**

<https://ufl.zoom.us/j/93262349157?pwd=Z05SeHhmYjhjM2dXcjNLZFJxTlhoQT09>

Meeting ID: 932 6234 9157

Passcode: 064535

1 Asynchronous every week (**posted Thursdays – Canvas**)

Instructor: Marc Vielledent

Email: m.vielledent@ufl.edu

Office hours: Virtual and in person both available, by appointment

Prerequisite: PUR3000 with a C or better

Required Texts/Readings

Any readings will be posted on Canvas or distributed in class, no textbook purchase required.

Course Description

Primarily through discussion and the examination of case studies, the class will explore the world of strategic public affairs, key considerations, and strategies. This will include discussion of the operating environment, role of leadership, impact of social media, press conferences, entertainment, and crisis management. This will help advanced students learn and hone methods in practice today for effective communication and future strategy deployment.

Course Learning Objectives

Upon completing this course, students will gain a working knowledge of:

- Understanding the structure and organization of strategic public affairs
- Developing and planning communication strategies
- Understanding stakeholder considerations through the lens of multiple audiences
- Learn about associated risks, threats, and mitigation strategies
- Developing an awareness of the various functions of public affairs professionals

Given the 75-minute sessions, twice per week, over 6 weeks -- students should expect real-world guest speakers that have extensive knowledge and experience on selected topics. This class is designed to introduce you to the field of strategic communication and public affairs. Of particular emphasis, none of the content or discussion throughout the semester represents the official views of the instructor's professional affiliation.

Learning outcomes:

1. Explain how different factors influence strategic communication and risk.
2. Identify how leaders may approach specific issues differently and articulate how the forms of various communication (e.g., media, interpersonal, etc.) impact organizational reputation and perceptions.
3. Apply case studies and discussions from class.

Summer A Course / Meeting Schedule

Lesson # Dates	TOPICS (Readings will be posted prior to class meetings)
Lesson 1 5/14	Introduction to Strategic Public Affairs <i>(Zoom Meeting – Live / in-person)</i>
Lesson 2 5/16	Public Affairs as a Profession <i>(Asynchronous)</i>
Lesson 3 5/21	Identifying Audiences: External, Internal, and Adversarial <i>(Zoom Meeting – Live / in-person)</i>
Lesson 4 5/23	Formulating Strategy <i>(Asynchronous)</i>
Lesson 5 5/28	Campaigns, Initiatives, & Recruiting <i>(Zoom Meeting – Live / in-person)</i>
Lesson 6 5/30	Theoretical Essay Due <i>(No asynchronous)</i>
Lesson 7 6/4	Adapting to Personalities and Institutions <i>(Zoom Meeting – Live / in-person)</i>
Lesson 8 6/6	Press Conferences & Speechwriting – Guest Speaker/Interview <i>(No Asynchronous)</i>
Lesson 9 6/11	Risk Communication & Social Media <i>(Zoom Meeting – Live / in-person)</i>
Lesson 10 6/13	Policymaking and the future of public affairs / Semester Review <i>(Asynchronous)</i>
Lesson 11 6/18	Drop <i>Prep for Final Presentation</i>
Lesson 12 6/20	Final Presentations / Survey / Closeout <i>(Zoom Meeting – Live / in-person)</i>

Course Assignments / Semester Grading

Participation (30%)

Weekly In-Person Attendance	50 points	20%
Discussion Posts (x 5)	50 points	20%

Individual Assignments (20%)

Theoretical essay	50 points	20%
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Final Assignment (50%)

Presentation	100 points	40%
TOTAL:	250 points	100%

GRADING AND ASSIGNMENTS

Grading

I will be as fair and impartial as is humanly possible in the grading process. Each of you will be graded on the same criteria.

Weekly Attendance (50 points)

Attendance and active participation are mandatory. Students will be expected to attend and participate in various interactive discussions every week – unless cleared in advance with the professor. After due warning, the professor may prohibit further attendance and subsequently assign a lower or failing grade for excessive absences (please note: more than two unexcused absences during the semester will be considered “excessive absences”). You are responsible for notifying the professor in advance of the cause of your absence when possible and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>. You will also be graded on your in-class participation. I expect to hear from you throughout the semester. You will receive full credit as long as you demonstrate that you are engaged and paying attention to the class material or discussions.

Discussion Posts (50 points):

For our scheduled asynchronous meetings, you are expected to submit a Discussion Post on Canvas on the topic material no later than the next scheduled in-person (Zoom) meeting. Failing to submit an insightful discussion post for any asynchronous class meetings will result in a 10-point deduction.

Theoretical Essay (50 points):

Write a 2-page theoretical essay describing your own thoughts on the intersection of communication, strategy, and risk for an individual or an entity. How do these terms overlap and how might they be distinct? Take a stance and defend it based on previous course material already covered or by citing additional evidence to defend your own thinking on these concepts. This will help us as we move forward in our development throughout the semester.

Final Presentation (100 points)

Everyone will make a brief presentation at the end of the semester in the context of our course material and strategic public affairs based on discussions throughout the course of the semester. The details related to the Final Presentation will be delivered no later than 2 weeks prior to execution. The format will be that of a typical conference presentation of 4-5 slides (10-min in length, followed by Q&A).

Written Work

Your writing will be evaluated based on content, clarity, grammar, spelling, punctuation, syntax, and most importantly, by how well written pieces meet the lesson objectives and/or content.

Unless otherwise noted, the following guidelines apply to all written assignments:

- AP Style: Use unless otherwise instructed.
- Unless otherwise noted, use Times Roman font, 12-pt. type, and 1” margins for all assignments.
- It is possible to turn in an assignment that would have initially earned a 100/A, but receives a failing grade due to poor spelling, etc. ‘
- To sum up: Proofread your work before submitting it.

Students are not allowed to record video or audio of class lectures. However, in some cases, I will permit it with prior notification. The purpose for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor. **It must be noted that none of the material presented in this class or delivered during class lectures represents or qualifies as the official viewpoints of the instructor’s professional organizations or affiliation.**

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.

KEY COURSE POLICIES

Attendance

This course focuses on class participation and group discussion. **Your attendance is an important aspect of succeeding in this course. This class will twice per week – with one in-person meeting conducted via Zoom, as well as one asynchronous lesson per week. You will be expected to watch the video-recorded lesson prior to our next in-person/zoom scheduled class time and write a discussion post regarding its content.** Absences will harm your grade. You are responsible for notifying the professor in advance of the cause of your absence and, if it is due to illness, provide a note from your medical provider. For further information on attendance policy, please consult: <https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>.

Late or Missed Work

Missing class and missing deadlines for assignments will result in an impact on your overall grade. Some consideration, however, might be given (at the discretion of the instructor) if there are extenuating circumstances such as hospitalization, family death, or extended individual sickness; however, you need to notify the instructor before the deadline is missed, not after.

Email Policy

As a state employee, my email is considered a public record, and can be requested via an open-records request. Because of this, you should not email things that you would be uncomfortable with anyone else reading (personal information, information about grades, etc.). Please make sure that you do not treat email as text (i.e., don't use text abbreviations).

University Honesty Policy

UF students are bound by The Honor Pledge which states, "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." [The Honor Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with me. I will report all honor code violations, including cheating and plagiarism.

Professionalism

At this stage of your lives, I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure you are not distracting to others, arriving, or leaving late.

Students Requiring Accommodations

Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, <https://www.dso.ufl.edu/drc>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Course Evaluation

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/evals> ([Links to an external site.](#)). 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/results/> ([Links to an external site.](#)).

Standard UF Policy Information and Links

UF Grading Policy

<http://gradcatalog.ufl.edu/content.php?catoid=10&navoid=2020#grades> (Links to an external site.)

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx> (Links to an external site.)

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Software Use

All faculty, staff, and students of the University are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against University policies and rules, disciplinary action will be taken as appropriate. We, the members of the University of Florida community, pledge to uphold ourselves and our peers to the highest standards of honesty and integrity.

Student Privacy

There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see: <http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html> (Links to an external site.)

Campus Resources

Health and Wellness

U Matter, We Care:

If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575 so that a team member can reach out to the student.

Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc> (Links to an external site.), and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

Sexual Assault Recovery Services (SARS)

Student Health Care Center, 392-1161.

University Police Department at 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/> (Links to an external site.).

Academic Resources

E-learning technical support, 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu. <https://lss.at.ufl.edu/help.shtml> (Links to an external site.).

Career Resource Center, Reitz Union, 392-1601. Career assistance and counseling. <https://www.crc.ufl.edu/> (Links to an external site.).

Library Support, <http://cms.uflib.ufl.edu/ask> (Links to an external site.). Various ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center, Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/> (Links to an external site.).

Writing Studio, 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/> (Links to an external site.).

Student Complaints

Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf (Links to an external site.).

On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process> (Links to an external site.).