

PUR 4800: Public Relations Campaigns • Summer A 2024

Instructor
Brittany Shaughnessy, MA
Email: bshaughnessy1@ufl.edu
Office Hours: Virtual by Appointment
Zoom code: 8457757219

Class Time
T: 2:00 pm – 6:15 pm
R: 3:30 pm – 6:15 pm
Zoom link: See Canvas Zoom
Conferences
Section: 0019
Class #: 12630

Required Texts

- **For purchase:**
 - Scott, M. E. (2020). *The PR campaigns worktext* (1st ed.). SAGE Publications.
 - ISBN: 978-1544397573

Course Description

- PUR4800 is the capstone course for the public relations undergraduate program at the College of Journalism and Communications. Therefore, it draws heavily on students' previous training in principles, techniques, writing, and research methods to develop a public relations campaign for a real-world client.
- Students will use public relations principles and techniques to analyze case studies, track current public relations issues, create various communication campaigns, and present new opportunities to their client. The additional advanced learning will come not solely from the instructor and the course materials but in the application – the creation of a comprehensive public relations campaign for Guillaume Austin's (henceforth Mr. Austin) engineering consulting and fabrication startup. This course will add another accomplishment for your undergraduate portfolio. You will be able to show prospective employers a rigorous, creative, and thorough campaign book. This is an exciting opportunity to bring together everything you've learned during your time at UF.

Client Introduction

- Mr. Guillaume Austin holds a bachelor's degree in mechanical engineering from the New Mexico Institute of Mining and Technology. He is originally from Rio Rancho, New Mexico, a suburb of Albuquerque, New Mexico. He currently works as a machinist for Sandia National Labs in Albuquerque, New Mexico. He is interested in starting an engineering consulting and fabrication business out of his home. Specifically, he wishes to provide car enthusiasts with best-value after-market performance parts. He hopes that Fold'em Fab can be an automotive parts design, engineering, manufacturing, e-commerce company, which is where you come in! Mr. Austin wants to know how he can target specific publics that would be interested in his products, what the public would be interested in, and the best messaging strategies.
- Client LinkedIn: <https://www.linkedin.com/in/guillaume-austin-297998222/>

Tasks for Client

- Based on enrollment, the class will be divided into groups – groups will each be assigned a campaign task (as such, there may be more or less groups depending on enrollment). After an initial meeting with the client, the tasks include: brand marketing, survey, and target publics.

Course Format

- Students will join class via Zoom every Tuesday promptly at 2:00 pm and Thursday promptly at 3:30 pm EDT. Tuesdays will consist of lecture with group meetings while Thursdays will serve as optional meetings between the instructor and groups (with exceptions during weeks 1 and 6 for the kickoff meeting and final presentations), with the expectation that you will be working on your campaign book during this time.
- Each team will have a team captain, editor, and client liaison – these will be decided after students take an interest survey.
- For the campaign, the course will employ the counseling-firm format wherein class members form account teams, each representing Mr. Austin. *Students are expected to dress and act professionally in all dealings associated with the client. We will treat our client with the utmost respect, as he is an industry professional.*

Course Goals

PUR4800 is an applied undergraduate course designed to provide students in public relations with a real-world capstone experience. By the end of this course, you will:

- Plan and develop a successful strategic communication campaign.
- Work effectively with a liaison for the client.
- Practice thinking strategically and courageously on behalf of a client or cause.
- Learn to represent yourself as a knowledgeable, competent, and confident professional.
- Understand the role of importance of research in responding to potential or emerging public relations problems or potential opportunities.
- Apply strategic, creative thinking in the development of a public relations campaign and collateral materials.

Other Course Policies

- The University of Florida Honor Code applies to all activities associated with this class.
- Students should regularly check Canvas for course updates and check their email daily to respond to any client concerns/questions.
- Students are expected to read the assigned readings and take accompanying reading quizzes.
- Active student participation is crucial in ensuring a successful relationship with the client and success in this course.
- All work will be judged by professional standards. I will grade written assignments with care and expect that you will write with the same responsibility and precision you applied to your previous writing courses.
- All work must be typed and visually appealing with no spelling, grammar, or APA style grammatical errors. Points will be deducted for such errors.

- More information on APA style [can be found here](#).
- The editor should ensure that all material adheres to APA style.

Grading

Grades are *earned* via nine modes: (1) class attendance and participation, (2) reading quizzes, (3) case study paper and presentation, (4) midterm exam, (5) weekly client communication, (6) final client presentation, (7) campaign milestones and final campaign book, (8) peer evaluations, and (9) cumulative PR exam.

Mode	Percentage of Grade
Class attendance and participation	10%
Reading quizzes	10%
Case study paper & presentation	10%
Midterm	15%
Weekly client communication	5%
Final client presentation	10%
Campaign milestones & final book	35%
Peer evaluations	3%
Cumulative PR exam	2%
Grading scale: 100 – 93 A; 92 – 90 A-; 89 – 87 B+; 86 – 84 B; 83 – 80 B-; 79 – 77 C+; 76 – 74 C; 73 – 70 C-; 69 – 67 D+; 66 – 64 D; 63 – 60 D-; 59 and below E	

Class attendance and participation (10%)

- Attendance is *required* for each **Tuesday** class meeting. You must be fully present during class, contribute to discussions, and demonstrate through your comments that you have understood assigned readings and lecture recordings. Given that this is a short course, your attendance grade will be negatively impacted by ANY unexcused absence, especially because class time will be partially devoted to teamwork in working towards the milestones and final project/presentation. An excused absence is one supported by documentation (e.g., from UF or a doctor's note) or specifically approved by the instructor prior to the absence. Regardless of the reason for your absence, you are responsible for all class work missed, and a missed class is not an excuse for missing a deadline. Late arrivals and/or early departures from class (without prior approval from the instructor) or multitasking during class will count as an unexcused absence.
- Seven small assignments (interest survey, initial thoughts, group contracts, kickoff meeting team questions, issue, goal, and objective statements, secondary research roles, primary research/planning roles, measurement and evaluation roles) will also contribute to this grade.

Reading quizzes (10%)

- The intent behind the reading quizzes is to assess your understanding of key concepts relayed to you during textbook readings and recorded lectures throughout the semesters. The goal is to ensure you begin class informed and ready to assist your team in developing a strategic, research-based public relations campaign. Four reading quizzes will appear sporadically throughout the summer session and contribute to 10% of your grade.

Case study paper and presentation (15%)

- During the first day of class (May 13th), students will select their case study from a list on Canvas. They will write up a 3 to 4 page paper (Times New Roman, size 12 font, double spaced) and record a 10-slide presentation on analyzing and evaluating their selected case study. Papers and presentations are due on Canvas by **11:59 pm Friday, June 7th**.

Midterm exam (15%)

- Halfway through the summer session, students will complete a midterm examination to ensure that they are comprehending the information taught in class so far. The midterm exam will focus on public relations campaigns generally, secondary research, and primary research. The midterm will consist of multiple choice, matching, and short response questions. The midterm will be open **from May 30th at 5:00 pm until June 3rd at 11:59 pm**.

Weekly client communication (5%)

- Every Friday, each group will take careful consideration of the class/instructor feedback on their weekly group update. Then, the client liaison will provide a short-form email to Mr. Austin at guillaustin1@gmail.com, copying their group and the instructor to receive credit. This communication is crucial to keep the client informed between the kickoff call and final presentation.

Campaign milestones & final book (35%)

- As the main project for this course, students will work in teams to conduct research and propose a public relations campaign for Mr. Austin. Students are required to provide a written campaign book (~70-90 pages). Specific directions and an example campaign book are provided on Canvas. The deadline for this assignment is **June 20th at 11:59 pm**.
- *15% of this grade will consist of the campaign material milestones/drafts due throughout the semester (5% each).* For each draft, the instructor will provide feedback for you to consider for the final draft. Each of the drafts will culminate into the final campaign book.
 - Before the secondary research deadline, the teammate in charge of the theory section must meet with the CJC librarian.
- *The remaining 20% are entirely dependent on your group's submission of the final campaign book.*

Final client presentation (10%)

- The class will conclude with a final, live, in-class presentation with the client that covers the final campaign plan in great detail. For each group, this presentation will be ~20 minutes with an additional 10 minutes for Q&A. Presentations will be during class time on **June 20th, 2024**. Public speaking resources will be posted to Canvas before presentation day. If your group would like practice time with the instructor, email bshaughnessy1@ufl.edu to schedule a private Zoom meeting.

Peer Evaluations (3%)

- Your team members will each evaluate your contribution to the campaign. Their evaluation of your work will affect your final campaign book score. Specific details about peer evaluation are provided on Canvas.

MANDATORY WITH BONUS: Cumulative PR Standardized Exam (2%)

- At the end of class, you will take an exam on Canvas that serves as a summative test of the knowledge you should have gained during your time as a PR student at UF. *This exam is different from the exam the department has you take.* This exam is worth 2% of your course grade, which is not a lot, but could be the difference between letter grades. It will take no longer than 25 minutes. Your scores on this exam are used to evaluate the PR department, so it is essential that you try your best on this exam.
 - If you score above 80% on this exam, you will receive 5 bonus points on your final campaign book individual score.
 - If you score between 60% and 80%, you will receive 2 bonus points on your final campaign book individual score.
 - If you score below 60%, you will receive 1 bonus point on your final campaign book for taking the exam.
- This exam is due by 11:59 pm Friday, June 21st.

Deadlines

- “Student” deadlines (reading quizzes, campaign plan drafts/milestones) are due at 11:59 pm EST. Given that we are working with a real client, client communication and the final campaign book must be completed by the end-of-business day, 5:00 pm EST.

Late work policy

- Due to the expedited nature of this course, dealing with a real-world client, and my goal of preparing you for a job in public relations, any work turned in late will receive a zero (0).

College of Journalism and 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 sharing 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 and 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.

Notes

- **Florida House Bill 7:** In this course, we may cover sensitive and/or challenging subjects. As in all our courses, we do this not to indoctrinate but to instruct, to prepare you to be the most effective and successful media professional or scholar that you can be. We encourage you to understand all concepts presented in class, but we know that what you personally choose to believe is your business.
- **Course recording by instructor:** Our class sessions may be audio and visually recorded for students in the class to refer back or for enrolled students who are unable to attend live. Students who participate with their camera engaged or utilize a profile image are agreeing to have their video image recorded. If you are unwilling to consent to have your profile image or video image recorded, be sure to keep your camera off and do not use a profile image. Relatedly, students who unmute during class and participate orally are agreeing to have their voices recorded. If you are not willing to consent to have your voice recorded during class, you will need to keep your mute button activated and communication exclusively using the “chat” feature, which allows students to type questions and comments live. As in all courses, unauthorized recording and unauthorized sharing of recorded materials is prohibited. *The final client presentation will not be recorded, so it is expected all students will turn on their camera, unmute, and dress professionally.*
- **Client confidentiality:** Because we are working for a real client that may provide proprietary information to you, our class discussions and materials may be related to client issues and challenges. As such, all client-related discussions or materials for this course must be kept confidential.
- **Academic honesty:** Students must abide by the Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a failing grade on the assignment or assessment. Any alleged violations of the Student Honor Code will result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

- **Disability accommodations:** Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. Click [here](#) to get started with the Disability Resource Center. It is important for students to share their accommodation letter with the instructor and discuss their access needs as early as possible in the semester.
- **Counseling center:** University counseling and mental health services are available to you at <https://counseling.ufl.edu/> or at 352.392.1575.
- **Religious observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify the instructor at the beginning of the semester and should discuss with them in advance acceptable ways of making up any missed work.
- **Excused absences for University Extracurricular Activities:** Students participating in officially sanctioned, scheduled university extracurricular activities will be given the opportunity to make up any graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work.
- **Course evaluation:** Students are expected to 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 here](#). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals in their Canvas course menu under GatorEvals or via <https://ufl.bluera.com/ufl/>

Course Schedule

As Summer A progresses, this schedule may change to reflect the progress and needs of the class. Students are responsible for checking Canvas announcements and email notifications.

Week	Topic	Required Readings	Client Communication Deadline	Campaign Milestones	Relevant Events & Deadlines
1 May 13 th – May 18 th	Introduction, kickoff meeting, defining the project By Tuesday, May 14th, students will know their group assignment	Scott Ch. 1 & 2, Purdue APA Overview and Workshop	N/A	Students will complete the interest survey by 11:59 pm Monday, May 13 th . Submit kickoff call questions by Wednesday, May 15 th at 5:00 pm. Tuesday, May 14th: First class meeting Thursday, May 16th: Kickoff meeting with client	Reading quiz 1 due Wednesday, May 15 th 11:59 pm. Group contracts due Wednesday, May 15 th 11:59 pm. Kickoff meeting during class time Thursday, May 16th. Defining the project lecture in class Thursday, May 16th.
2 May 19 th – May 25 th	Secondary research	Scott Ch. 3, 4, & 6	Friday, May 24 th 5:00 pm EDT	Issue, goal, objective statements due Sunday, May 19 th 11:59 pm EDT. Secondary research roles due Tuesday, May 21 st at 11:59 pm EDT.	Reading quiz 2 due Monday, May 20 th 11:59 pm. Secondary research draft due by Sunday, May 26 th at 11:59 pm.
3 May 26 th – June 1 st	Primary Research	Scott Ch. 7 & 8	Friday, May 31 st 5:00 pm EDT	Secondary research draft due by Sunday, May 26 th at 11:59 pm. Primary research roles due by Tuesday, May 28 th at 11:59 pm.	Reading quiz 3 due by Tuesday, May 28 th at 11:59 pm. Midterm open from May 30 th at 5:00 pm until June 3 rd at 11:59 pm.

<p>4 June 2nd – June 8th</p>	<p>Primary Research Work Week and Secondary Research Edits Week</p>		<p>Friday, June 7th 5:00 pm EDT</p>	<p>Primary research draft due by Sunday, June 9th 11:59 pm.</p>	<p>Primary research draft due by Sunday, June 9th 11:59 pm.</p> <p>Case study paper and recorded presentation due by Friday, June 7th 11:59 pm.</p>
<p>5 June 9th – June 15th</p>	<p>Implementation and Evaluation</p>	<p>Scott Ch. 11 & 12</p>	<p>Friday, June 14th 5:00 pm EDT</p>	<p>Implementation, evaluation, and appendices roles due by Tuesday, June 11th at 11:59 pm.</p> <p>Implementation, evaluation, and appendices draft due by Sunday, June 16th 11:59 pm.</p>	<p>Implementation, evaluation, and appendices roles due by Tuesday, June 11th at 11:59 pm.</p> <p>Implementation, evaluation, and appendices draft due by Sunday, June 16th 11:59 pm.</p>
<p>6 June 16th – June 21st</p>	<p>Final Presentation and Final Campaign Book</p>		<p>N/A</p>	<p>Final presentation in class June 20th.</p> <p>Final campaign book due by Thursday, June 20th at 11:59 pm.</p>	<p>Group peer evaluations due by Thursday, June 20th at 11:59 pm.</p> <p>Cumulative PR exam due by Friday, June 21st at 11:59 pm</p>

Class Schedule - How we will spend class meetings

Week	Tuesday	Thursday
One May 13 th to May 18 th	Course introduction lecture. Group assignments, choose case study article.	Kickoff meeting prep, kickoff meeting , define the project lecture.
Two May 19 th to May 25 th	Secondary research lecture and midterm review. Meetings between groups and instructor.	No formal class meeting. Optional meetings between groups and instructor.
Three May 26 th to June 1 st	Primary research lecture. Meetings between groups and instructor.	No formal class meeting. Optional meetings between groups and instructor.
Four - Primary Research Work Week and Secondary Research Edits week June 2 nd to June 8 th	No formal class meeting. Work on primary research.	No formal class meeting. Optional meetings between groups and instructor.
Five June 9 th to June 15 th	Implementation and evaluation lecture. Meetings between groups and instructor.	No formal class meeting. Optional meetings between groups and instructor.
Six June 16 th to June 21 st	Final presentation/campaign book/public speaking skills lecture.	Final presentations during class time. Final campaign book due 11:59 pm Thursday, June 20 th . Peer evaluations due 11:59 pm Tuesday, June 20 th .