PUR3000 Principles of Public Relations

Class Format: Online (Spring 2025)
Instructor: Chelsea Hampton, PhD, MA, MSW
Email: champton1@ufl.edu
Office Hours: Virtual via Zoom M & T – 2:00 PM – 3:00 PM or by appointment

COURSE DESCRIPTION

In Principles of Public Relations, you will learn about the theory and practice of public relations, how public relations operates in organizations, its impact on publics, and its functions in society. You will study the professional development of the field; concepts, issues, and principles in the practice; and models and theories guiding the practice. You will apply course materials to public relations program planning and management by working in a group on a strategic planning project.

For those planning public relations careers, this course provides a foundation for the public relations major. The course also meets the needs of those planning other professional and managerial careers that can benefit from an understanding of public relations concepts and management practices. You must earn no lower than a "C" in the course to successfully complete the course and move on to other upper-level public relations courses.

Prerequisite: Sophomore standing

COURSE FORMAT

This course will include only asynchronous components. Each week you will have readings, posted lectures to watch/listen to, and assignments. All of this comes together in your three exams and the larger project due toward the of the semester. You must keep up with the course material to fully understand issues and successfully complete your assignments and exams. It is in your best interest to fully engage and participate in the course because what you learn will help you make important decisions in the future.

COURSE OBJECTIVES

➢ Gain a historical perspective of the public relations discipline and profession
➢ Understand the basic theories, principles, concepts and practices relevant to public relations
➢ Understand key processes involved in public relations, including goal, research, planning, strategy, implementation, and evaluation
➢ Gain an international perspective of public relations
➢ Gain insights into the different types of public relations industries and careers
➢ Demonstrate proficiency in written and oral communications

REQUIRED TEXTS

Tom Kelleher, *Public Relations*, 2nd ed. (Oxford University Press, 2020). Important note - the textbook can be found for purchase or rent.

Additional readings may be assigned throughout the semester and will be linked in Canvas. Students are expected to regularly read industry news, and examples include: PRWeek, PRovoke, IPR Research Letter, and PRNEWS.

COURSE WEBSITE
Information for the course, assignments, and communication will be made available through the Canvas/e-Learning website. Further information and portal access can be found at https://elearning.ufl.edu/.

COURSE STRUCTURE AND ASSIGNMENTS
The course is structured around three major areas, which include exams, smaller assignments, and the public relations presentation. Active participation and completion of work across all three areas are important for succeeding in the course, and assignments include group-based work and discussions within Canvas. Self and peer evaluations will also be completed throughout the course and will be factored into grades.

Assignments
Public Relations is not something you can simply read about or attend a class and know. It takes a lot of work. Throughout this course, there will be a variety of assignments. This work will not only count toward your grade, but also help give you experience applying what you are studying. In public relations, deadlines are extremely important, so late work will not typically be accepted without a grade deduction. It will be important for you to stay caught up with the course material and assignments since this summer semester is incredibly short, and no late work will be accepted for the PR presentation.

Three Exams
The exams will be over the weeks listed. Each exam will be 50 multiple-choice questions. Exams are only open during a 24-hour window that starts at 12:01 am on the day it is due and will close at 11:59 pm that day. You can only take it once (no repeats). If you have any technical difficulties, please contact the Honorlock technical support and me immediately. Failure to take the exam on the day it is scheduled will result in a 10-point deduction for each 24-hour period it is late. A makeup exam will be provided for students who miss an exam due to extreme, documented circumstances. Please note that the exams are completely closed-book and to be completed without the use of notes, textbook, phone, or any other materials.

Public Relations Presentation
This final assignment involves researching a particular organization (for-profit or nonprofit) for its public relations elements. This can be someplace you would like to learn more about to aid your career search or just someplace you are interested in. You will work within your groups to provide a comprehensive presentation about the organization, its competitors, its social media presence, and ideas for potential goals and objectives. This is something you can start thinking about right away. Details will be distributed soon. Late presentation submissions will not be accepted.

GRADE OVERVIEW

Assessment Components	Percentage
Exams (3)	60%
Assignments	20%
Public Relations Presentation	20%

GRADING SCALE

93.0-100%	A
90.0-92.9%	A-
87.0-89.9%	B+
83.0-86.9%	B
80.0-82.9%	B-
77.0-79.9%	C+
73.0-76.9%	C
70.0-72.9%	C-
67.0-69.9%	D+
63.0-66.9%	D
60-62.9%	D-
<60%	F

COURSE POLICIES

Participation
Regular, consistent participation is necessary for success in this course and comprises a
significant portion of the overall grade through in-class assignments. Contribution to class
discussions is expected and supports the overall learning process. If you need to step away from
an activity or assignment for a period of time, please let me know via email in advance.

Reading Requirements
In addition to participation, an important predictor of success in this course is how much time you spend
reading assigned materials. The course is designed so that (a) lectures elaborate on the readings, (b)
assignments make use of concepts and processes articulated in the readings, and (c) exams test concepts
from readings, lectures, and activities.

Assignment Professionalism
Everything submitted for this course, including emails with the professor, should be written
with a level of professionalism that would be expected by an employer. If you need assistance
with professional writing skills, grammar, APA formatting, or other writing needs please visit
the campus writing center for help. If assignments are submitted with writing mistakes, it can impact
your grade. The center can be reached at Writing Studio, 2215 Turlington Hall, (352) 846-1138.

Deadlines
In principle, all deadlines in this course are final. Exceptions and extensions without grade deduction
may be made on a case-by-case basis due to extenuating circumstances, if notice is given in advance via
a professionally-worded email. The instructor reserves the right to accept or reject requests for
extensions.

Course Communication
Course materials and updates will be posted regularly to Canvas. Course-related questions should be
sent via Canvas inbox (or email if needed) using professional communication, and I will typically
respond within 24 hours during the M-F work week. If you have not received a reply within 24 hours,
please feel free to send me a follow-up email. In the case of emails that may not be addressed over a
weekend, I will provide a response on the following Monday. The Canvas messaging system is the
preferred mode of course communication.

Attendance
This is an asynchronous class, so we will not have an attendance requirement; however, staying caught up with the weekly materials and assignments is essential because the semester will go by quickly. In addition to the guidelines outlined above for assignments, the requirements for make-up exams, assignments, and other work in this course follow UF policies: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx . Further information on UF's attendance policies can be found here. Information on medical excuse notes can be found here.

Technology Requirements
Students are required to have access to a laptop or computer with reliable Internet access, and this course will use Canvas for communication and instruction and Zoom for office hours. In addition, students will need the UF VPN (http://www.uflib.ufl.edu/login/vpn.html) to access some library resources off-campus, as well as their Gatorlink credentials. This course will use Honorlock for exams. If you have any technical difficulties, please contact Honorlock technical support and me immediately.

Students will need access to a word processing program (Word or similar) and a presentation program (PowerPoint or similar). UF provides access to virtual versions of these Office programs at UF Apps. You may also need to access online resources such as LinkedIn Learning and industry journals via UF Libraries or its dedicated page for Advertising Research (https://businesslibrary.uflib.ufl.edu/adv3350).

In the event of any technology failures (any of the above tools, or Canvas itself), please contact the instructor via email and IT support. In most cases, the problem may involve human error or system maintenance and can be resolved quickly with troubleshoot or patience. Please be proactive in contacting the instructor via email with any technological issues. In the event of persistent technological failure, the instructor reserves the right to specify alternate plans for access and delivery of the activity or assignment.

Class Demeanor
Students are expected to behave in a manner that is respectful to the instructor and to fellow students. Opinions held by other students should be respected in class, and conversations should be constructive and on-topic. If you experience frustration or conflict with a fellow classmate, including within assigned groups for projects, please notify the instructor for help as needed. For issues that may come up within assigned groups in particular, it is best to reach out to the instructor sooner rather than later, and I can try to help navigate issues that may arise and reassign group members if needed. For group-based assignments, it is expected that all group members will contribute to the workload, communicate with one another, and help ensure that the assignments are completed on time.

Recordings
The law permits students to record video or audio of class lectures. However, the purposes 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.

A "class lecture" is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

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. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. 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.

UF POLICIES

Honor Code
You are required to abide by the University of Florida Student Honor Code. Any violation of the academic integrity expected of you will result in a minimum academic sanction of a zero on the assignment. I take originality in writing and creative work very seriously, and expect you to fully understand what is considered plagiarism. For helpful information on original work, see:
https://guides.uflib.ufl.edu/copyright/plagiarism
http://oaa.osu.edu/assets/files/documents/hownottoplagiarize.pdf
https://plagiarism.arts.cornell.edu/tutorial/index.cfm

I am always available to discuss any uncertainties or ambiguities before you submit an assignment. You may also use the free iThenticate service via UF to check your work in advance (https://elearning.ufl.edu/supported-services/ithenticate/).

Any alleged violations of the Student Honor Code will automatically result in a referral to Student Conduct and Conflict Resolution. Please review the Student Honor Code and Student Conduct Code at http://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/

Accommodations
Students with disabilities requesting accommodations should first register with the UF Disability Resource Center (https://disability.ufl.edu/about/contact-us/) at (352) 392-8565 by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester. Please also feel free to reach out to me to discuss the learning environment and any questions you may have.

Online Course Evaluations
As an instructor, please know that I greatly appreciate your feedback and find it helpful for continuing to improve my abilities and to know what is working well for students. 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 at https://gatorevals.aa.ufl.edu/students/. 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/. Summaries of course evaluation results are available to students at https://gatorevals.aa.ufl.edu/public-results/.

RESOURCES

Health and Wellness
U Matter, We Care (https://umatter.ufl.edu/) If you or a friend is in distress, please contact umatter@ufl.edu or (352) 294-2273 so that a team member can reach out to the student.

Counseling and Wellness Center (http://www.counseling.ufl.edu/) If you would benefit from talking to someone or getting resources to cope with stress or any other thoughts and feelings, please call (352) 392-1575 or visit https://counseling.ufl.edu/about/location-hours-contact/.

Title IX (https://titleix.ufl.edu/) To report sexual assault, harassment, or discrimination, please contact the Title IX office via their website, inform@titleix.ufl.edu, or (352) 275-1242.
Student Health Care Center (https://shcc.ufl.edu/) Please visit the website or call (352) 392-1161 for 24/7 information to help you find the care you need.

Academic Resources
E-learning Technical Support (https://elearning.ufl.edu/keep-learning/) For help with Canvas and other technologies for this course, contact helpdesk@ufl.edu or (352) 392-4357 (select option 2).

Career Connections Center (http://www.crc.ufl.edu/) For career assistance and counseling, contact UFCareerCenter@ufsa.ufl.edu or (352) 392-1601; Located in Reitz Union suite 1300.

Ask-A-Librarian (https://uflib.ufl.edu/find/ask/) This site provides multiple ways to receive assistance with respect to using the libraries or finding resources.

Teaching Center (https://teachingcenter.ufl.edu/) This office helps with tutoring, study groups, and general study skills. Visit the website or call (352) 392-2010.

Writing Studio (http://writing.ufl.edu/writing-studio/) This office helps with brainstorming, formatting, and writing papers. Visit the website to make an appointment, or call (352) 846-1138.

UF Online/Internet Privacy Statement (https://privacy.ufl.edu/privacy-policies-and-procedures/onlineinternet-privacy-statement/) UF's statement about privacy and data security.

COURSE SCHEDULE

Week	Readings	Assignments
1	Introduction to Public Relations Chapter 1	- Assignment 1 due by Sun. at 11:59pm
2	PR Models Through the Ages Chapter 2	
3	Convergence & Integrated Communication Chapter 3	- Assignment 2 due by Sun. at 11:59pm
4	Relationship Management Chapter 4	- Exam 1 due on Friday by 11:59pm
5	Research Chapter 5	
6	Planning Chapter 6	- Assignment 3 due by Sun. at 11:59pm
7	Implementation Chapter 7	
8	Evaluation Chapter 8	- Exam 2 due on Friday by 11:59pm
9	Writing Chapter 9	
10	------ Spring Break -----	
11	Social Media & Mobile Chapter 10	- Assignment 4 due by Sun. at 11:59pm
12	Legal Chapter 11	

13	Issues & Crises Chapter 12	PR Presentation meetings as needed
14	Work time provided this week	PR Presentation meetings as needed
15	Global Chapter 13	- PR Presentations due by Wed. at 11:59pm
16	Final Exams (Careers Chapter 14 Optional)	- Exam 3 due on Friday by 11:59pm

** **DISCLAIMER -** This syllabus represents the instructor's current plans and objectives and is subject to change as needed. As we go through the semester, initial plans for assignments and/or scheduling may need to be adjusted for ongoing class learning at the instructor's discretion.