

**PUR 3801 Section 2660: Fall 2012
Public Relations Strategy**

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CLASS LOCATION & TIME: Weimer Hall 1070
MWF 5th Period (11:45 am ~ 12:35 pm)

OFFICE HOURS: M/W 3:00 pm-5:00 pm, or by appointment

TEACHING ASSISTANT: Lauren Bayliss, M.A.
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Course Description

This course is designed to facilitate an understanding of the strategic management of public relations based on an analysis of current and historical case studies. Based on the understanding of the public relations process (research, objectives, program, and evaluation), students will analyze successful and failed case studies in various types of public relations functions: media relations, community relations, consumer relations, etc.

Specific Course Objectives

- To demonstrate an understanding of strategic public relations planning and process
- To develop skills in strategic public relations management based on an analysis of current and historical case studies
- To practice developing and applying strategies and tactics based on a sound understanding of public relations concepts and practices
- To enhance skills in written and oral communication.

Prerequisite

Students must have taken and passed PUR 3000 and PUR 3500 with a grade of C or higher; have at least junior standing; and have taken and passed a statistics course.

Required Text

Smith R. D. (2009). *Strategic Planning for Public Relations* (3rd ed.). Mahwah, NJ: Lawrence Erlbaum Associates. Available at the UF Bookstore on Museum Road, Amazon.com, and off campus.

Recommended Text: Hendrix, J. A., & Hayes, D. C. (2010). *Public relations cases* (8th ed.). Belmont, CA: Wadsworth/Thomson Learning.

Additional assigned readings may be provided throughout the course via Sakai.

Orientation and Organization

This course will employ various teaching strategies such as lectures, class discussions, peer learning, etc. Sakai System (<http://lss.at.ufl.edu>) will be used for the course. Students will be responsible for keeping up with the class assignments and materials and monitoring their progress via student records on Sakai System.

Basis for Course Grade:

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|------------------------------|------------|
| • Class Participation | 5% |
| • PRSSA Meeting | 5% |
| • Case Analysis I | 20% |
| • Case Analysis II | 30% |
| • Exam One | 20% |
| • Exam Two | 20% |

Grading:

Grades will be based on a combination of categories as follows:

- **Class Participation (5%):** Your participation will be determined by such efforts as discussing assigned readings, bringing timely and relevant issues to the attention of the class, and other class assignments.
- **PRSSA Meeting (5%):** Students will attend one **PRSSA Workshop** during the semester and submit a one-page, double-spaced, typed summary of the featured speaker's presentation, which will account for 5% of the course grade. UF's Alpha Chapter of PRSSA sponsors about three workshops, 6:30 - 8 p.m. on Wednesdays, per semester (see Calendar at <http://grove.ufl.edu/~prssa/>). To verify attendance, students will submit a second sheet containing the student's name, date of the meeting, and the signature of one Alpha Chapter Officer stapled to the summary. Any substitute meetings must be approved in advance by the instructor. **Due Nov.26 (Monday)**
- **Case Analysis I (20%): Written analysis (10%) & Oral Presentation (10%):** Students will be divided into small teams (each group of 2 or 3 students) and will produce a Case Analysis paper of a public relations case and a 15 minute oral presentation (10% each). The written analysis will be 4-5 pages in length, double-spaced, typed, and stapled (12 points). Each team selects a case during the past year (2011-2012), and analyzes its problem and reactions to the problem (e.g., product or issue campaign, reputation-threatening situation, etc.). Students may select a case from various sources such as PRSA Silver Anvil Awards Winning Cases (<http://www.prsa.org/Awards/search>), a PR Week featured campaign, or trade journal articles. You can choose any category/topic you want (e.g., community relations, global communications, media relations, reputation management, social responsibility, etc.). The purpose of this assignment is to expose you to the current events of the trade and refine your critical skills in analyzing public relations problems as well as evaluating the effectiveness and ethical consideration of

the case you select. All team members should participate in writing and presenting the case analysis equally. The grade received from the Case Analysis I is not necessarily the grade individual team members will receive. Utilizing the peer evaluation form, team members will evaluate each other's contributions. Your grades for both written analysis and oral presentation will be given after considering the peer evaluations. "Case Analysis I guidelines" will be distributed during the semester. Peer evaluation form will be available on Sakai. **Due:** Your selected presentation date will be the deadline for both your written report and peer evaluation.

- **Case Analysis II (30%): Written Analysis (20%) and Team Presentation (10%):** Students will be divided into six teams of four members each. Each team will select a real public relations program or campaign as the case study they analyze for the final team presentation and written report. Each team will prepare an analysis of a public relations campaign conducted by an organization. Students will select a case from the following sources: Public Relations Cases by J.A. Hendrix & D.C. Hayes (2010), Crisis Communications: A casebook approach by Kathleen Fern-Banks (2002). The team will produce a written report of 22-25 pages and a 20-minute oral presentation. The purpose of this final assignment is to research the case and apply the strategic planning model to the case. The grade received from the Case Analysis II assignment is not necessarily the grade individual team members will receive. Utilizing the peer evaluation form, team members will evaluate each other's contributions. Your grades for both written analysis and oral presentation will be given after considering the peer evaluations. Peer evaluations will weigh heavily in determining individual grades for the project. "Case Analysis II guidelines" will be posted on Sakai during the semester. Peer evaluation form will be available on Sakai. **Due: Dec. 5th** for the written analysis paper and peer evaluation.
- **Exam One and Two (20% each):** Two exams will account for a total of 40% of the course grade. Both exams will measure students' mastery of content covered in the readings, presentations, and lectures/discussions. The exams will be a combination of multiple-choice, short answer, and essay. Exams are not cumulative.

Grading Scale:

A	93-100
A-	90-92
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	60-69
E	59 and below

Students who earn a "C" or better will fulfill the PUR 3801 requirement for graduating with a degree in public relations and will not be required to retake the course.

Course Policies and Responsibilities:

Students are expected to behave professionally and respectfully towards their classmates and the instructor.

Absences:

Attendance is mandatory. Each student is allowed three excused absences for the semester. Absences beyond three—for *any* reason—will result in 5 points of reduction of the final course grade for every unexcused absence. Students are responsible for all class work missed. They should consult with classmates, rather than the instructor, to obtain information on lectures, assignments, and other matters.

Makeups & Late assignments:

Policy of the course is that there will be no make-up exams or extensions of deadlines. Exceptions will be rare and made only in cases of extraordinary, documented circumstances, as determined by the instructor. Any make-up exams administered or late assignments accepted will be graded lower than work turned in on time. No extra credit will be given for additional work.

- **Arrive on time and stay until the end of class.**
- **No eating in class.** Drinks in spill-proof containers are acceptable, but please take your empty cups and bottles with you when you leave.
- **Please avoid talking while the instructor or another student is talking.**
- **Cell phones, and other electronic devices** must be turned off or silent during class; vibrate is not considered off.
- **Absolutely no texting during class.**
- **Laptop use is only permitted for note taking.** Students whose laptop use is disruptive to class (distracting to the instructor or other students) will be asked to discontinue their laptop use or leave the classroom.
- **Syllabus is subject to change as instructor deems appropriate and necessary.**
- All assignments should be stapled, typed, double-spaced, and 12 points Times New Roman font. Spelling, punctuation, and grammatical errors will result in point deductions. APA (American Psychological Association) style will be the standard for references and citations.

University of Florida Policies

Classroom Accommodation: If you require accommodation for this course, please let the instructor know as soon as possible. Please note that Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students

Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation."

Academic Honesty: All students are expected to be honest in all their academic work. Failure to uphold the standards of honesty will result in the appropriate disciplinary action by the University of Florida. As a result of completing the registration form at the University of Florida, every student has signed the following statement:

"I understand that the University of Florida expects its students to be honest in all their academic work. I agree to adhere to this commitment to academic honesty and understand that my failure to comply with this commitment may result in disciplinary action up to and including expulsion from the university." It is your responsibility to be familiar with the academic student code. You can review the honor code and sanctions for violations to the code in the following link: <http://www.dso.ufl.edu/judicial/procedures/studenthonorcode.php>

Academic Student Honor Code:

"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. 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."

UF Counseling Services: UF has resources available for students in need of counseling for personal or academic reasons, such as:

- University Counseling Center (for personal counseling and academic counseling). Located at: 301 Peabody Hall, Phone #: 392-1575
- Student Mental Health (for personal counseling). Located at the Student Health Care Center, Phone #: 392-1171
- Career Resource Center (for career counseling). Located in the Reitz Union, Phone #:392-1601

For more information and other resources visit: <http://www.counsel.ufl.edu> or speak to your instructor and she will be happy to point you in the right direction.

Tentative Course Schedule:

Course schedule is subject to change, as instructor deems appropriate and necessary

Week 1: Aug. 22, 24

- Course Introduction and overview of requirements
- Introduction to strategic public relations

Week 2: Aug. 27, 29, & 31

- Overview of ROPE, Step 1: Analyzing the situation
- Step 2: Analyzing the organization
- Step 3: Analyzing the publics

Readings:

- Smith (2009). Introduction & Step 1 (Analyzing the situation)
- Smith (2009). Step 2 & 3

Week 3: Sep. 3 (No class), 5 & 7

- **No class on Sep. 3 (Labor Day, Monday No class)**
- Step 3: Analyzing the publics

Week 4: Sep. 10, 12, & 14

- Step 4: Goals and objectives

Readings:

- Smith (2009). Step 4

Week 5: Sep. 17, 19, & 21

- Case Analysis I Q & A
- Step 5: Formulating action and response strategies
- **Due:** Case Analysis I Teams should report their cases, team members, and presentation date by Sep. 21(Friday)

Readings:

- Smith (2009). Step 5

Week 6: Sep. 24, 26, & 28

- Exam review
- **Exam One: (Sep.26) Wednesday**
- Step 6: Developing the message strategy

Readings:

- Smith (2009). Step 6

Course schedule is subject to change, as instructor deems appropriate and necessary

Week 7: Oct. 1, 3, & 5

- Step 6: Developing the message strategy (cont.)
- Team Meeting Day (Oct.3, Wednesday)
- Case Analysis I Presentation (Teams #1, #2)

Week 8: Oct. 8, 10, & 12

- Case Analysis I Presentation (Teams #3, #4, #5)
- Case Analysis I Presentation (Teams #6, #7)
- Case Analysis I Presentation (Teams #8, #9)

Week 9: Oct. 15, 17, & 19

- Step 7: Selecting communication tactics
- Organization of Teams for Case Analysis II assignment

Readings:

- Smith (2009). Step 7

Week 10: Oct. 22, 24, & 26

- Step 7: Selecting communication tactics (cont.)
- Digital Media
- Crisis Communication

Readings:

- Smith (2009). Step 7

Week 11: Oct. 29, 31, & Nov.2

- Class Discussion on "Persuaders"
- Step 8: Implementing the strategic plan

Readings:

- Smith (2009). Step 8

Week 12: Nov. 5, 7, & 9(Homecoming day: No class Friday)

- **Due:** Case Analysis II Team AE Report (roster, case, meeting schedules and presentation date) by 12 noon, Nov.5.
- Step 9: Evaluating strategic plan
- **No class on Nov. 9 (Homecoming Day)**

Readings:

- Smith (2009). Step 9

Course schedule is subject to change, as instructor deems appropriate and necessary

Week 13: Nov.12 (Veterans Day, No class), 14, & 16

- **No class on Nov. 12 (Monday No class, Veterans Day)**
- Stewardship
- Team Campaign Analysis Q & A
- Guest speaker: Public Relations Advisory Council Member.

Readings:

- Kelly (2001), "Stewardship: The Fifth Step in the Public Relations Process" (posted on Sakai)

Week 14: Nov. 19, 21, & 23 (Thanksgiving break : No class)

- **Exam two (Nov. 19, Monday)**
- Team meeting day
- **No class on Nov. 23 (No class)**

Week 15: Nov. 26, 28, & 30

- **Due: PRSSA meeting report assignment (Nov.26)**
- Case analysis II presentation (Teams #1 & #2)
- Case analysis II presentation (Teams #3 & #4)
- Case analysis II presentation (Team #5 & Team 6)

Week 16: Dec. 3 & 5 (Last day of the class)

- Final Report preparation
- **Final Project paper due & peer evaluation form submission due (by noon on Dec.5)**