

Spring 2015

## PUR 3000 Public Relations

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# Principles of Public Relations: PUR 3000

Spring 2015

School of Mass Communications, College of Arts and Sciences

**Instructor:** Dr. Kelli Burns

**Office phone:**

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**Office hours:** T/R 10-11:30

**Class hours:** T/R 12:30-1:45 p.m.

**Class location:** BSN 1201

## Course Description

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The underlying theory and professional practice of public relations within corporate and institutional structures and its vital role in society; ethical standards of practice; relationships of the practice to the public media; and public relations problem-solving process. Prerequisites: Successful completion of MMC 2100 and MMC 3602.

## Course Goals

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This course is the gateway to understanding the practice of public relations. We will approach the study of public relations in terms of the history of the field, theories and practices that guide practitioners, ethical and legal issues faced by practitioners, and the practice of public relations in different industries and situations.

## Course Outcomes

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This course introduces students to the field of public relations. Students who successfully complete the course will:

- Gain an understanding of the *history* of public relations and its vital role in today's society
- Recognize how public relations fits into and functions within an organization
- Know how *communication theories* apply to the creation of public relations messages
- Understand how to apply a strategic process perspective to the practice of public relations that includes *research*, planning, strategy, and measurement
- Consider *freedom of speech and the press and other legal concerns* as they relate to the role of public relations in society
- Think critically about *ethical issues* related to the public relations practice, including corporate and civic responsibility
- Describe the characteristics of a "public" and identify the various publics most commonly experienced in public relations practice
- Develop an understanding of public relations strategies to deal with organizational challenges and opportunities
- Learn about a wide variety of public relations practices, including corporate, events, entertainment, sports, tourism, government, politics, nonprofit, health, and education
- Promote an awareness of *diversity of people and cultures in our global society as well as gender, race, and sexual orientation diversity* in domestic society when communicating with internal and external audiences
- Understand the important role social media play in the practice of public relations and apply the *tools and technologies* of social media to create a personal online brand

## Class Progression

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Generally, most sessions will include lecture, presentations, and discussion based upon assigned readings. The course will also include guest speakers and practical exercises. A high level of participation is expected.

## Textbooks and Readings

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*Think Public Relations, 2<sup>nd</sup> edition* (2013) by Dennis Wilcox, Glen Cameron, Brian Reber, & Jae-Hwa Shin. Boston: Allyn & Bacon.

### Bring your textbook to class every day!!

In addition, you should read and be familiar with PR trade publications like *PR News* (PRnewsonline.com) and *PR Week* (prweekus.com) and blogs like Bulldog Reporter (bulldogreporter.com) and Ragan's PR Daily (prdaily.com). I subscribe to Mediapost and SmartBrief on Social Media to follow what's happening in social media. You should read the news every day—you can pick up a free *tbt* on campus. You should also set up an online news aggregator and start to follow news that relates to public relations.

## Course Requirements and Grading

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**Tests.** This class will have three objective, non-cumulative tests throughout the semester. Review sheets will be provided prior to each test.

**Public Relations Presentation.** You will work on this project as a team of five. Your assignment will be one of the following: 1) You will find an article (or articles) that discusses a recent public relations campaign and present the campaign's objectives, strategy, tactics, and evaluation or 2) You will provide the class with some helpful public relations guidelines or insights.

**Volunteer Experience Reflection Paper.** You will volunteer for an event taking place in the Tampa Bay area and write a reflection about your experience as a volunteer. Your paper will be due one week after the event.

**Blog/LinkedIn Project.** You will work in and out of class to produce a blog/website for yourself and a LinkedIn profile. These will be reviewed and evaluated by three of your classmates.

**Participation.** You are expected to actively participate in in-class activities and class discussions. You might also have small homework assignments or pop quizzes on the reading material.

Descriptions of all projects will be available on Canvas. In addition, I will also provide you with the grading rubric.

Test 1	20% (100 points)
Test 2	20% (100 points)
Test 3	20% (100 points)
Presentation	10% (50 points)
Volunteer Experience Project	15% (75 points)
Blog/Linkedin	10% (50 points)
Participation	5% (25 points)

**Course Grade:** Total your points from all course requirements. See the table below to determine your final grade for the course. No rounding.

500-465 A	414-400 B-	349-335 D+
464-450 A-	399-385 C+	334-315 D
449-435 B+	384-365 C	314-300 D
434-415 B	364-350 C-	Below 300 F

### Class Values

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- Integrity and honesty: All work must be your own.
- Completeness and thoroughness: Read assignment guidelines carefully and make sure you have met all requirements.
- Preparedness: Complete reading assignments on time and be prepared to participate in class discussions.
- Accuracy: Do not misrepresent the people or organizations you encounter during this course.
- Professional courtesy: Respect the opinions of others, work together in a spirit of cooperation, and treat your fellow classmates with courtesy. Avoid disruptive classroom behaviors including holding private conversations. Turn off all communication devices during class.

### Classroom and Course Policies

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#### Surfing and Texting

Surfing the Web, sending e-mails, taking phone calls, texting, or otherwise communicating with the outside world during class is not acceptable behavior unless permission is given by the instructor. Phones must not be touched during class and are to remain in your bag/backpack. Laptops are a distraction to other students and may not be used in class. Any student doing any of the above behaviors or any other outside activities may be asked to leave the class and will be counted absent for that day.

#### Attendance

I expect students to attend class faithfully, arrive on time, and stay for the entire class. I will take attendance during every class meeting. If you are 1-20 minutes late, you will be counted as tardy. If you are more than 20 minutes late, you will be counted absent. Similarly if you leave before the end of class, you will be counted absent if you leave before the last 20 minutes of class or counted as “leaving early” if you leave 1-20 minutes before the end of class. Three tardies and/or “leaving early” will equal one absence. I would expect that you would discuss with me the reason you would be leaving early from class. Students who have more than **two** unexcused absences will receive a 1/3 letter grade deduction for every additional absence over two.

<b>Excused—MUST PROVIDE PAPER DOCUMENTATION</b>	<b>NOT Excused</b>
Observance of religious holidays	Doctor's appt/Dentist apt
Funeral of an immediate family member	Parking problems/Car troubles
University-sponsored activities in which you are participating (i.e., sports, academic conference)	Work commitments
Disability-related issues	Personal travel
Your own hospitalization or illness where a doctor has indicated you cannot attend class	Interviews
Jury duty (after seeking postponement)	Adviser appointments
	Many other reasons

To have an absence classified as excused, you must submit a written request with documentation in advance for scheduled absences or within a week of your return to class for emergencies. If a student has an excessive number of absences (whether excused or unexcused), the student may be advised to drop the class.

### **Make-ups for Tests, Presentations, and Late Assignments**

If you provide advance notice that you will be missing class on the day of a test (or notice as soon as possible if you are physically unable to provide advance notice), I will determine whether a make-up test is warranted. The test may be taken up to three business days prior to the day it is given in class or within three business days after it being given in class. Assignments will be accepted late with a 10% grade penalty for the first 24 hours and a 20% reduction for 24-48 hours late. No late assignments will be accepted after 48 hours.

Any activities done in class that count toward your participation grade cannot be made up for any reason. Homework assignments are not accepted late.

### **Team Projects**

If problems arise among team members, I am available to help deal with the conflict. I expect all members of a team to contribute equally and if one member is not contributing, I need to be notified. The team member may have to complete the project individually or with other students in the same situation (see makeup presentation date). Peer evaluations will be used to measure each team member's contribution and students who do not carry their weight will receive a deduction from several points to a grade of 0, depending on the level of effort.

### **Office Hours**

If my office hours are not convenient for your schedule, talk to me and we can schedule another time. I am also accessible by e-mail, Canvas messaging, and phone. I check email more regularly than Canvas so you are more likely to get a faster response through email.

**Canvas**

I will post announcements on Canvas to provide you with any updates about the class. I may also message you through Canvas so be sure to check your messages there. In Canvas, you will find descriptions of all assignments, the syllabus, and your grades. Canvas also houses Powerpoints for lectures and students are expected to print them out and bring to class.

**Students with Challenges**

Any student with a disability should be encouraged to meet with me privately during the first week of class to discuss accommodations (See Student Responsibilities: <http://www.sds.usf.edu/Students.htm>). Each student must bring a current Memorandum of Accommodations from the Office of Student Disability Services that is prerequisite for receiving accommodations. Accommodated examinations through the Office of Student Disability Services require two weeks' notice. All course documents are available in alternate format if requested in the student's Memorandum of Accommodations.

**Incomplete Grades**

Incomplete grades will only be granted when, due to circumstances beyond the control of the student, only a small portion of the required work remains undone and the student is otherwise passing the course.

**Audio recordings**

All unauthorized audio or video recordings of class sessions are prohibited. Audio recordings that accommodate individual student needs must be approved in advance and may be made for personal use during the semester only. Sale or redistribution of approved audio recordings or lecture notes is prohibited.

**Emergencies**

In the event of an emergency, it may be necessary for USF to suspend normal operations. During this time, USF may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, Elluminate, Skype, and email messaging and/or an alternate schedule. It is the responsibility of the student to monitor Canvas sites for each class for course specific communication, and the main USF, college, and department websites, emails, and MoBull messages for important general information.

**Plagiarism and Cheating**

All work in this class is expected to be your own original work. No plagiarizing. No recycling. Work plagiarized or recycled from any source will result in at least a failing grade for the assignment and at most a failing grade for the class.

## Schedule

January 6	<b>Course Overview</b>
January 8	What is Public Relations? <b>Assignment:</b> Chapter 1 (All assignments are to be completed by the date they are listed on the schedule.)
January 13	Careers in Public Relations <b>Assignment:</b> Chapter 2
January 15	The Growth of a Profession <b>Assignment:</b> Chapter 3
January 20	Today's Practice: Departments and Firms <b>Assignment:</b> Chapter 4
January 22	Public Opinion and Persuasion <b>Assignment:</b> Chapter 7
January 27	Ethics and the Law <b>Team 1 Presentation (Ethical Challenges/Dilemmas for PR)</b> <b>Assignment:</b> Read Chapter 9
January 29	Guest speaker
February 3	Managing Competition and Conflict <b>Assignment:</b> Chapter 8 <b>Team 2 Presentation (PR Crisis Campaign)</b>
February 5	Managing Competition and Conflict (continued) <b>Team 3 Presentation (Social Media Crises Examples)</b> Test 1 Review
February 10	<b>Test 1 on Chapters 1-4 and 7,9</b>
February 12	Research and Campaign Planning <b>Assignment:</b> Chapter 5
February 17	Communication and Measurement <b>Team 4 Presentation (Storytelling as a Tactic)</b> <b>Assignment:</b> Chapter 6
February 19	Communication and Measurement (continued) <b>Team 5 Presentation (Campaign with Storytelling)</b>

February 24	Public Relations Tactics/The Mass Media <b>Team 6 Presentation (Media Relations Tips)</b> <b>Assignment:</b> Chapter 11
February 26	Events & Promotions <b>Team 7 Presentation (Campaign with an Event/Promotion)</b> <b>Assignment:</b> Chapter 13
March 3/5	<b>Spring Break!</b>
March 10	Internet and Social Media <b>Team 8 Presentation (Social Media Campaign)</b> <b>Team 9 Presentation (Social Media Campaign)</b> <b>Assignment:</b> Chapter 12
March 12	Reaching Diverse Audiences <b>Assignment:</b> Chapter 10 <b>Team 10 Presentation (Campaign that targets a Diverse Audience)</b> Test 2 Review
March 17	<b>Test 2, Chapters 5-6, 8 and 11-13</b>
March 19	Introduction to blogs and LinkedIn
March 24	Global Public Relations <b>Team 11 Presentation (Global Public Relations Campaign)</b> <b>Assignment:</b> Chapter 14
March 26	Corporate PR <b>Team 12 Presentation (Corporate PR Campaign)</b> <b>Assignment:</b> Chapter 15
March 31	<b>First Review of Blog/LinkedIn</b>
April 2	Guest speaker
April 7	Entertainment, Sports, and Tourism <b>Team 13 Presentation (Entertainment, Sports or Tourism Campaign)</b> <b>Team 14 Presentation (Entertainment, Sports or Tourism Campaign)</b> <b>Assignment:</b> Chapter 16
April 9	<b>Final Review of Blog/LinkedIn</b>
April 14	Government & Politics <b>Team 15 Presentation (Government or Politics Campaign)</b> <b>Assignment:</b> Chapter 17

<b>April 16</b>	Nonprofit, Health, & Education <b>Team 16 Presentation (Nonprofit, Health or Education Campaign)</b> <b>Makeup Presentation</b> <b>Assignment:</b> Chapter 18
<b>April 21</b>	PR reflection Test 3 Review
<b>April 23</b>	<b>Test 3, Chapters 10, 14-18</b>

The above schedule, policies, and assignments in this course are subject to change in the event of extenuating circumstances or by the discretion of the instructor.