Fall 2015

PUR 4801 Advanced Public Relations

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University of South Florida
Zimmerman School of Advertising and Mass Communications

PUR 4801: Advanced Public Relations

Sections 002 — Spring 2016

MEETINGS	Monday & Wednesday 9:30 - 10:45 a.m. CPR 254
PROFESSOR	Dr. Kelly Page Werder Office: CIS 3091 Email: kgpage@usf.edu
OFFICE HOURS	Monday/Wednesday, 11 a.m. - Noon Thursday, 4:30-6 p.m. And by appointment
PREREQUISITES	Successful completion of PUR 3500, PUR 4100, and PUR 4401.

COURSE DESCRIPTION

Advanced Public Relations is the capstone course in the public relations sequence at USF. Therefore, you will apply all of your accumulated public relations knowledge and experience to solve the problems presented in this class. In addition, this course employs a service-learning model to facilitate student learning of course content and objectives. As a service-learning course, students are required to work with nonprofit organizations in the Tampa Bay area. Service-learning is a philosophy of education that asserts that students can achieve course learning goals and retain course content in more profound and lasting ways through experiential learning in a real world context. Service-learning typically takes place in the context of community development work or a social change project. Service-learning benefits the community and is directly linked to course curriculum, content, and goals, and it entails ongoing self-reflection exercises through which students reflect on the social context of the learning process, analyze their own relationships to other people and the world, challenge their own assumptions about social problems and issues, and cultivate a more committed sense of civic responsibility and social awareness.

This course is rigorous, and there is high expectation for excellence from the instructor, the department, the University, the community, and the clients. The course involves the extensive study and application of research, counseling, and problem-solving techniques used in professional practice. It examines a real-life public relations situation and includes the preparation of a complete public relations strategy and action plan for that situation. The work for this class will take place both inside and outside of class hours and occurs within a team context. You are expected to plan your schedule to allow for research and team meetings outside of class hours.

This course supports the USF School of Mass Communications' mission to help prepare students to understand and relate to issues of interest to women and minorities in a multi-cultural, multi-racial, and otherwise diverse society. Excellent public relations is inclusive and values all human resources. This is particularly relevant in public relations campaigns.

COURSE OBJECTIVES

- To conduct research and evaluate information by methods appropriate to strategic communication management in a real world context, including the application of basic numerical and statistical concepts;
- To demonstrate an understanding of the role of public relations professionals and institutions in shaping communications;
- To demonstrate an understanding of gender, race, ethnicity, sexual orientation and other forms of diversity in domestic society, and of the significance and impact of public relations in a global society;

- To demonstrate an understanding of concepts and apply theories in the use and presentation of images and information;
- To demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness, and diversity;
- To think critically, creatively, and independently;
- To write correctly and clearly in forms and styles appropriate for public relations;
- To critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style, and grammatical correctness;
- To apply tools and technologies appropriate for public relations;
- To expand your skill in working in groups to achieve goals, meet deadlines, and share workload.

REQUIRED TEXTS

- Course materials available on course Canvas site (see below).

RECOMMENDED TEXTS

- Hagley, T. (2009). *Writing winning proposals: PR Cases, 2nd Ed.*. NY: Pearson/Allyn and Bacon.
- Stacks, D. W. (2011). *Primer of public relations research, 2nd. Ed.*. NY: The Guilford Press.
- Orcher, L. T. (2007). *Conducting a survey: Techniques for a term project*. Glendale: CA: Pyrczak Publishing.

FORMAT

The majority of class time will be devoted to working on a team project. Initially, the class will meet as a group for review of the relevant literature and gathering secondary research. Then the format will switch to individual team meetings with the professor during which team members will give feedback on research and strategy progress. On other occasions, the whole class will meet for group presentations. Finally, each team will present its strategy and action plans to the professor and the client at the end of the semester. The class will be divided into teams by the professor based on student applications for the positions on each team. Clients will be randomly assigned. Teams will meet with the professor on a continuous basis to ensure that progress takes place. Teams will have to meet and work outside of class to meet deadlines. Although there are no text book expenses in this course, each students should anticipate incurring modest expenses (about $50) during the semester. Possible expenses may include costs to execute research, to develop professional mock-ups of campaign tactics, and to travel to client locations for research and planning purposes.

Examples on CANVAS site:

1. Organizational Backgrounder
2. Problem Statement & Research Design Memo
3. Research Proposal
4. Instrumentation
   --Online questionnaire
   --Telephone questionnaire
   --Focus group protocol
   --In-depth interview schedule
5. Research Report
6. Strategic Plan
7. PSAs & Other Tactics

WHAT YOU'LL FIND ON THE COURSE WEB SITE

The ***myUSF*** Web portal contains information that will help you succeed in this course. Use of the portal requires a USF NetID. Direct all questions related to computing and Web site access to USF Academic Computing at 974-1222 or access the CAS Computing Helpdesk at http://www.acomp.usf.edu/help.html.

Please check the accuracy of the email address listed for you since it is the only one I will use to communicate with you.

COURSE POLICIES & REQUIREMENTS

AS AN ADULT, YOU ARE RESPONSIBLE FOR YOUR ACTIONS AND MUST ACCEPT THE CONSEQUENCES OF YOUR BEHAVIOR. PLEASE CAREFULLY CONSIDER THE FOLLOWING POLICIES WHEN MAKING CHOICES REGARDING THIS CLASS.

GRADING SYSTEM

The "plus/minus" grading system is used in this course. To pass this course, you must complete all course requirements, earning a minimum of 70% (C-). Students with a grade of D+ or lower must retake the course to graduate.

According to university policy, students may choose to withdraw from this course through **Sat., March 26** without academic penalty. A grade of "I" (Incomplete) is rarely given. I will consider requests for an Incomplete only if (a) reasons beyond the your control make it impossible for you to complete the course on schedule, (b) the majority of work for the term has been completed, and (c) you are otherwise earning a passing grade. Low grades are not justification for an Incomplete.

A+	**= 97-100**
A	**= 94-96**
A-	**= 90-93**
B+	**= 87-89**
B	**= 84-86**
B-	**= 80-83**
C+	**= 77-79**
C	**= 74-76**
C-	**= 70-73**
D+	**= 67-69**
D	**= 64-66**
D-	**= 60-63**
F	**= 59**

ATTENDANCE

Attendance and participation impact your grade. Attendance is mandatory. You are responsible for scheduling other classes and appointments so that they do not overlap with this class. Students are responsible for signing the attendance register at each full class and team meeting. Excessive absences will result in lower grades. Excused absences will be granted only (a) in cases of extreme emergency, (b) prior to the absence, and (c) if supported with appropriate written documentation. Students who anticipate being absent from class due to a major religious observance must provide written notice of the date and event to me by the end of the second week of class. It is your responsibility to obtain materials from missed classes from a classmate or the class Web site. Do not ask me for materials you miss.

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's the responsibility of the student to monitor the Canvas site for each class for course specific communication, and the main USF, College, and department Web sites, emails, and MoBull messages for important general information.

ACADEMIC HONESTY

Your *USF Student Handbook* contains policies on academic dishonesty, plagiarism, and disruption of academic processes, as well as the punishment guidelines for violating these policies. In essence, the policies state that you are expected to do your own work and be truthful about how you completed it. There is absolutely no tolerance for academic dishonesty. To ensure that you understand the USF Academic Honesty Policy, please read and sign the attached contract and submit it at the end of this class.

MISCELLANEOUS POLICIES

- The Course Handbook (found online) is required at each class session.
- Spelling counts. So does grammar, punctuation and professional presentation techniques.
- To facilitate the best learning atmosphere for all class members, turn off cell phones, pagers, and other sound-producing devices during class.
- Audio taping and note taking for the purpose of sale are strictly prohibited. However, sharing audio tapes and notes with classmates is acceptable.
- Any student with special needs should present appropriate documentation to the instructor at the beginning of the term. Every effort will be made to reasonably accommodate special circumstances.

PROJECT SUMMARY
THE CAMPAIGN

Teams will conduct primary research, develop a strategic communications campaign and make a final presentation to their client and the professor. The campaign includes the following elements:

RESEARCH

This is based on the team's ability to do research, including:

- Data collection using informal research methods; secondary research using the Internet, newspapers, magazines and other sources the team might deem appropriate;
- Formal research based on the team's research design (must be approved by the professor);
- Examination of the research findings to develop appropriate SWOT analysis and goal statement and to determine appropriate public relations strategy;
- Experimental research on tactics to determine message effectiveness.

STRATEGIC PLAN

This is the team's ability to present a RATIONAL public relations strategy, based on both formal and informal research. The Strategic Plan will include the client's communication goal, objective, strategy, and rationale for campaign tactics.

TACTICS

This is the team's ability to develop a minimum of 10 tactics to support the execution of the strategy and the team's presentation of the actual tactics used. The tactics will be based on the proposed action plans but will also be actual products, i.e. news releases, newsletters, video scripts, Web sites, folders, graphic designs, promotional materials, etc. In all cases, teams must obtain quotes from printers so that clients have an accurate campaign budget.

HOW YOU WILL BE GRADED

Attendance/Participation 10%
Peer Evaluation 10%
Course Blogs (5).............................10%
Team Project 70%

- Team Assignments (6)........15%
- Research Proposal..............15%
- Research Report 15%
- Final Campaign Book.........20%
- Final presentation................ 5%

In addition to the client deliverables, each student must contribute five (5) entries to a reflective blog housed on the Canvas course site. The blog is worth 10% of your final grade for the course. The purpose of the reflective blog is for you to demonstrate how the relevant knowledge, perspectives, theories, and methods used in strategic communication are applied through this service-learning project. Specifically, you should: (1) record descriptive observations about the social, organizational, and communication contexts in which you do your research and strategic communication campaign planning; (2) write critical reflections about what you learn through open-ended conversational interviews and focused observations; and (3) analyze the connections between what you learned during your service-learning activities and the weekly topics and assigned readings.

Finally, there are several critical deadlines throughout the semester. Teams that turn in late work will be penalized a letter grade for each day the assignment is late, unless otherwise stated by the professor. In addition, the client's consideration of the work and the relevance of the final product will be part of your grade.

PROJECT SUMMARY
THE TEAMS

The class will be divided into teams. Each team member will have a specific responsibility. As such, each of these positions is a management position. However, each team member has to contribute to every phase of the process, even though she/he is not the leader on that specific section.

Team members who do not pull their weight can be fired from the team, in which case she/he will have to complete the project on her/his own. Team members can only be ejected from a team after a formal complaint has been made with the professor, a formal "warning" meeting is held with the student, and after all other avenues of communication are exhausted. The team positions include the following:

Account executive
The account executive serves as the liaison between the team and the client and is the one who has to translate the client's needs and thoughts for the team. She/he also takes the lead in presenting team ideas to the client and sorting out problems. The account executive in an agency context is the project leader. As a result the account executive is responsible for the overall strategy and final project execution and has to work with each team member on every aspect of the campaign process.

Research manager
The research manager drives the research process and takes overall responsibility for the research proposal and final research report. It is also his/her responsibility to coordinate all research efforts, including data collection, data processing, and data analysis. This does not mean that the research manager must DO all these tasks but rather oversee the research process. Each person on the team MUST be involved in the research process.

Creative director
The creative director is responsible for the look, feel and creative concepts of the campaign. This person should drive a brainstorming session where creative ideas and USPs (Unique Selling Propositions) are developed. The creative director manages the development of the Creative Brief. The final look of the campaign will be the creative director's responsibility, particularly regarding the artwork and design.

Editor
Although it is not expected of this person to do all the writing, this is the team member who has to make decisions on editorial content, setting up interviews for editorial purposes and making sure that all writing materials are properly edited and presented. The editor coordinates all the editorial inputs from other team members.

Communication strategist
This team member is the one who can look at the data gathered by the team and take a managerial role in developing communication strategies that will help further the client's goals. This team member is responsible for researching both tradition and social media to determine the most appropriate means for achieving the client's relationship building needs. This position is responsible for developing relationships with the client's external community, and the strategists responsibilities involve issues management and identifying trends in the environment that impact the client's community stakeholders. As this often involves event coordination and planning, this individual will act as the team's event coordinator, for both client events and the final presentation.

**** Position modifications may be required. Such modifications are determined by the professor.**

PROJECT SUMMARY
THE AGENDA

Stage 1: Research

This stage begins the second week of classes and continues through **late March**, when students have to present their research results in order to continue with their strategy proposals. This stage is long because the research process is complicated, particularly regarding data collection. It will require the following inputs from clients:

- You will meet with the client at the beginning of the semester. This is an information session where the client provides students with background and students have the opportunity the ask questions and establish contact procedures. This meeting has a strategic focus and the client will share overall business strategies with students.
- At the end of the research phase, the groups have a brainstorming session with the client where a SWOT analysis is conducted based on the secondary and primary research results. At the end of this brainstorming session, the problem statements students develop are refined and the goal for each student group revisited.
- During the research stage, student contact with the client takes place on a group basis, i.e. students now need to make a research proposal for each project and client input is required regarding research populations, lists of research participants in the case of quantitative research, and contact assistance in the case of qualitative research. This stage is usually the most difficult for clients because students need assistance on a continuous basis.

Stage 2: Strategy design

In this stage, students get two weeks to finalize a strategy proposal based on their research results. A strategy includes the overall goal, objectives to research those goals, specific strategies to support the objectives, and the audiences, messages, tactics, timelines, and budget to execute the strategies. Client interaction at this stage is minimal, although students sometimes want to know whether a particular suggestion is viable.

For the past several semesters local public relations practitioners, who are also alumni of the School, have been invited to join the teams for a brainstorming session before teams finalize their strategies. The research results are sent to these practitioners in advance of this session to enable them to make inputs during the class session.

Stage 3: Tactic development

In this final stage, students have to actually develop the tactics they propose, e.g. the news releases, newsletters, event materials, PSAs, video scripts, presentation materials, Web sites, etc. Each team has to present at least 10 tactics, and one item must be a video piece. Client contact is usually minimal because in Stage 1 students should have collected enough background material on their clients to enable them to develop content for these tactics. However, they might ask for interviews with selected individuals for the development of editorial material.

Stage 4: Final presentations

Teams will present their final campaigns to clients at the end of the semester. Details of these presentations will be determined as the semester progresses.

PUR 4801: ADVANCED PUBLIC RELATIONS
Fall 2016 Course Schedule

January 11 M CPR	<u>**Introduction to Course Part I**</u> Course format, procedures, and team selection process **Homework:** Team position application due: <u>Tuesday, Jan. 12 by 5 p.m.</u> Upload cover letter and resume (as single MS Word or PDF document) in CANVAS.
January 13 W CPR	<u>**Introduction to Course Part II**</u> Course schedule, review of worksheet packet, team and client assignments **Homework:** • Conduct secondary research to gather information about clients; do a Lexis/Nexis search of client organization to discover its purpose, history, mission, values, past media coverage, and general segmentation of key publics. • As a team, prepare an organizational backgrounder using secondary research for submission **Wed., January 20.**
January 18 M	**No Class—MLK, Jr. Holiday**
January 20 W CPR BACKGROUNDER DUE	<u>**Full class meeting**</u> Defining PR, the PR process, problem statement formation, & why research is important; Preparing to meet the client **DUE: BACKGROUNDER ON CLIENT/ISSUE (Team submission)** • Upload to CANVAS by 9:30 a.m. • Bring print copy to class.
January 25 M CIS ATRIUM	<u>**Initial Client Meeting**</u> Meetings with client representatives. Dress professionally and come with prepared questions for your representative that will help you develop a problem statement/research design memo. **Homework**: Individually complete Worksheets 1 and 2 in the course handbook and bring to class Wed.
January 27 W CPR BLOG 1 DUE	<u>**Full class meeting**</u> Audience segmentation, characteristics of publics, and organization-public relationships (OPR) **DUE: BLOG 1 (Individual submission)** • Post on Canvas site by 9:30 a.m. **Homework**: Complete Worksheet 4 in the course handbook and bring to class on Monday. Review research examples on CANVAS site.

February 1 M CPR	**<u>Full class meeting</u>** Research for strategic communication campaigns Discussion of research design & instrumentation logistics; What to include in the Research Proposal **Homework:** Prepare the Problem Statement/Research Design Memo due Wed., Feb. 3.
February 3 W CIS 3083 MEMO DUE	**<u>10-Minute pitch meetings</u>** Each team will make a 5-minute presentation of their problem statement and proposed research methods for gaining stakeholder insights. This is followed by a 5-minute discussion and approval of research design. Meetings will begin promptly and attendance is mandatory. **DUE: PROBLEM STATEMENT/RESEARCH DESIGN MEMO (Team submission)** • Upload to CANVAS site by 9:30 a.m. • Submit print copy in meeting. 9:30 a.m........Team 1 9:43 a.m........Team 2 9:56 a.m........Team 3 10:09 a.m........Team 4 10:22 a.m........Team 5 10:35 a.m........Team 6
February 8 M QUESTIONNAIRE DUE	**<u>Group Work Day</u>** **DUE: DRAFT OF SURVEY QUESTIONNAIRE (Team submission)** • Upload to CANVAS by 5 p.m.
February 10 W PROTOCOL DUE	**<u>Group Work Day</u>** **DUE: DRAFT OF FOCUS GROUP PROTOCOL (Team submission)** • Upload to CANVAS by 5 p.m.
February 15 M CPR	**<u>Full class meetings</u>** Discussion of research design & instrumentation logistics. **Homework**: Prepare Research Proposal due Wed., Feb. 17.
February 17 W CPR RESEARCH PROPOSAL DUE	**<u>Full class meeting</u>** Team presentation of research proposal and group discussion of potential problems with data gathering. **DUE: RESEARCH PROPOSAL (Team submission)** • Upload to CANVAS by 9:30 a.m. • Submit print copy in class.

February 22 M	**<u>Client Meeting</u>** Meetings with client representatives to review research proposal and confirm plan. Meetings may be held in CIS conference rooms or off-site. • Send update to professor via email following meeting.
February 24 W CIS 3083 BLOG 2 DUE	**<u>25-Minute team meetings</u>** Discussion of research progress. 9:30 a.m......Team 1 9:55 a.m......Team 2 10:20 a.m......Team 3 **DUE: BLOG 2 (Individual submission posted by 9:30 a.m.)**
February 29 M CIS 3083	**<u>25-Minute team meetings</u>** Discussion of research progress. 9:30 a.m......Team 4 9:55 a.m......Team 5 10:20 a.m......Team 6
March 2 W CIS 3083	**<u>25-Minute team meetings</u>** Discussion of research progress. 9:30 a.m......Team 1 9:55 a.m......Team 2 10:20 a.m......Team 3
March 7 M CIS 3083	**<u>25-Minute team meetings</u>** Discussion of research progress. 9:30 a.m......Team 4 9:55 a.m......Team 5 10:20 a.m......Team 6
March 9 W CPR ALL DATA DUE	**<u>Full class meeting</u>** Research progress update; what to include in the research report. Each team should schedule a meeting for analysis of survey data March 9-11. **DUE: SURVEY DATA EXCEL SPREADSHEET**
March 14/16 M/W	**No Class—Spring Break**
March 21 M CPR	**<u>Full class meeting</u>** Research progress update; Q & A

March 23 W CPR RESEARCH REPORT DUE	**Full class meeting** Each team will present a 10-minute oral presentation of the research methods used to collect data and the results of data analysis. PPT required. **DUE: RESEARCH REPORT & SWOT ANALYSIS** (Team submission) • Include two-page Research Summary of procedures & findings. • Upload to Canvas by 9:30 a.m. • Submit hard copy in class.
March 28 M CPR	**Full class meeting** Next steps—The strategic communication plan **In-class exercise**: Writing objectives (Worksheet 5); brainstorm for campaign themes; deciding on strategies (Worksheets 6 & 7); selecting media channels (Worksheet 8); developing the strategy matrix.
March 30 W CIS 3083 CREATIVE BRIEF DUE	**10-Minute pitch meetings** Each team will make a 5-minute presentation of their creative strategy, followed by a 5-minute discussion and approval. Meetings will begin promptly and attendance is mandatory. **DUE: CREATIVE STRATEGY BRIEF (Team submission)** 9:30 a.m........Team 1 9:43 a.m........Team 2 9:56 a.m........Team 3 10:09 a.m........Team 4 10:22 a.m........Team 5 10:35 a.m........Team 6 **Homework**: Send revised Research Report and Creative Strategy Brief to client.
April 4 M	**Client Meeting** Meet with client in CIS conference room or off-site to discuss creative strategy. • Send update to professor via email following meeting.
April 6 W CPR BLOG 3 DUE	**Full class meeting** Presenting the strategic communication campaign; campaign problem-solving, implementation and evaluation **DUE: BLOG 3 (Individual post on Canvas site by 9:30 a.m.)**
April 11 M CPR STRATEGIC PLAN DUE	**Full class meeting** Presenting the strategic communication campaign; campaign problem-solving, implementation and evaluation **DUE: STRATEGIC PLAN-GOST (Team submission)** • Upload to Canvas by 9:30 a.m. • Submit hard copy in class.

April 13 W CIS 3083	**<u>25-Minute team meetings</u>** Review of tactics 9:30 a.m......Team 1 9:55 a.m......Team 2 10:20 a.m......Team 3
April 18 M CIS 3083	**<u>25-Minute team meetings</u>** Review of tactics 9:30 a.m......Team 4 9:55 a.m......Team 5 10:20 a.m......Team 6
April 20 W CPR DRAFT PPT DUE	**<u>Full class meeting</u>** Review of presentation organization and thematic approach. **DUE: Printout of PPT slides for review.**
April 25 M CPR	**<u>Full class meeting</u>** Final campaign presentation rehearsals. Out-of-class presentation rehearsals will be required.
April 27 W CPR BLOG 4 DUE	**<u>Full class meeting</u>** Final campaign presentation rehearsals. Out-of-class presentation rehearsals will be required. **DUE: BLOG 4 (Individual submission on Canvas site by 9:30 a.m.)**
May 4 W 8 - 9:30 a.m. TBD FINAL BOOK DUE EVAL FORMS DUE BLOG 5 DUE	**Client Presentations** Each team will make a 10-minute oral presentation of their strategic communication campaign to clients. **DUE:** **From each team:** Two (2) copies of Final Book & two (2) travel drives with files **From each student:** Peer Evaluation form **BLOG 5 (Individual submission) must be posted by 5 p.m., Friday, May 6.**