

# Cover Sheet: Request 14608

## PR Model Plan and Curriculum Changes

### Info

Process	Major Curriculum Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Marcia DiStaso mdistaso@ufl.edu
Created	1/14/2020 2:10:33 PM
Updated	2/11/2020 12:20:11 PM
Description of request	We are requesting to make adjustments in the required courses - removing two (PUR3801 and PUR4404C) and adding MMC3203. We would also like to combine Block 1 and Block 2 electives. Plus we would like to require ENC3252 since this is the new course number created for JOU (replacing ENC3254). This results in no change in total number of credits for students but improved the prereqs which will increase 4-year graduation rates and higher student flexibility for electives.

### Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Spiro Kiousis		1/14/2020
8 Semester PR Degree NEW WITH TRACK CHANGES.docx					1/14/2020
ENC3254 NEW ENC3252.docx					1/14/2020
College	Approved	JOU - College of Journalism and Communications	James Babanikos		1/14/2020
New number for Writing for Strategic Communication course starts in Fall 2020.pdf					1/14/2020
Associate Provost for Undergraduate Affairs	Approved	PV - APUG Review	Casey Griffith		1/23/2020
Cummings_Letter of Support PR Major Curriculum Changes.pdf					1/14/2020
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			1/23/2020
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
Academic Assessment Committee Notified					
No document changes					
College Notified					
No document changes					

# Major|Modify\_Curriculum for request 14608

## Info

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**Description of request:** We are requesting to make adjustments in the required courses - removing two (PUR3801 and PUR4404C) and adding MMC3203. We would also like to combine Block 1 and Block 2 electives. Plus we would like to require ENC3252 since this is the new course number created for JOU (replacing ENC3254). This results in no change in total number of credits for students but improved the prereqs which will increase 4-year graduation rates and higher student flexibility for electives.

**Submitter:** Marcia DiStaso mdistaso@ufl.edu

**Created:** 1/14/2020 2:38:01 PM

**Form version:** 2

## Responses

**Major Name** Public Relations

**Major Code** PUR

**Degree Program Name** Public Relations

**Undergraduate Innovation Academy Program** Yes

**Effective Term** Earliest Available

**Effective Year** Earliest Available

**Current Curriculum for Major** ENC3254      Professional Writing in the Discipline1  
3

JOU3101	Reporting 1	3
MMC1009	Introduction to Media and Communications 1	1
MMC 2121	Writing Fundamentals for Communicators 1	3
MMC3420	Consumer and Audience Analytics 1	3
MMC4200	Law of Mass Communication	3
PUR3000	Principles of Public Relations 1	3
PUR3500	Public Relations Research 1	3
PUR3801	Public Relations Strategy1	3
PUR4100	Public Relations Writing1	4
PUR4404C	International Public Relations 1	3
PUR4800	Public Relations Campaigns 1	3
VIC3001	Sight Sound and Motion1	4
Professional electives		196

Total Credits

55

**Proposed Curriculum Changes** The SIX Public Relations Department proposed curriculum changes include:

1. Remove PUR3801–PR Strategy as required courses and make it a Professional Elective.
2. Remove PUR4404C–International PR as required courses and make it a Professional Elective.
3. Add MMC3203–Ethics and Problems in Mass Comm. as a required course.
4. Adjust the order of the model semester plan.
5. Changes to Professional Electives: Combine the two elective blocks. Remove non-PUR electives from the list. Add all the current PUR electives to the list of electives. Add wording that students may take other CJC 3000+ courses as electives.
6. Change the required course from ENC3254 to ENC3252

Attached with track changes and "Clean"

**UF Online Curriculum Change Yes**

**Pedagogical Rationale/Justification** The Public Relations Department proposed curriculum changes include:

1. Remove PUR3801–PR Strategy as required courses and make it a Professional Elective.  
RATIONALE: PR faculty frequently hear from students (in-person and in student evaluations) that the content in PUR3801 is duplicated in PUR4100, PUR4800, PUR4932. Faculty confirmed that much of it is covered in these courses; therefore, a stand-alone course on the topic is not necessary as a required course. We would like to make it to an elective.

2. Remove PUR4404C–International PR as required courses and make it a Professional Elective.  
RATIONALE: Internationalization of PR is an element in all our PR courses. It's an important element of everything we do but unnecessary as a separate course. PR Advisory Council suggested that keeping it separate creates a false sense of how public relations works thus creating problems with graduates and this misunderstanding is also what we saw from student discussions about the PR field. We would like to make it to an elective.

3. Add MMC3203–Ethics and Problems in Mass Comm. as a required course.  
RATIONALE: Ethics needs to be core in all we do in public relations. We have a PR Ethics course that is not created to scale for all students like this course. The PR faculty feel that PR students would benefit from taking the College Ethics course.

4. Adjust the order of the model semester plan.  
RATIONALE: Given the removing of two courses and adding one, it was necessary to adjust the semester plan.

5. Changes to Professional Electives: Combine the two elective blocks. Remove non-PUR electives from the list. Add all the current PUR electives to the list of electives. Add wording that students may take other CJC 3000+ courses as electives.  
RATIONALE: The two Professional Elective blocks cause confusion with students, has resulted in parent complaints, and delays in graduation. Combining the two blocks allows for students to take credits from what was block 2 if they want but it is not required – previously students felt it was required to complete an internship for credit. The list of electives did not include all our electives and the PR Faculty would like to encourage our students to take PUR electives but any CJC elective level 3000 or higher is now approved.

6. Change the required course from ENC3254 to ENC3252  
RATIONALE: The English Department made this course number change and we want to have our students take the Strategic Communications section of this course that now has the new course number. (SEE Email Attachment)

**Impact on Enrollment, Retention, Graduation** The changes will help students graduate in a timely manner. Frequently students get hung up requiring an additional semester due to the requirement of taking Strategy (PUR3801) and International (PUR4404C) before Campaigns (PUR4800). The Commission on PR Education has identified Ethics as a course that should be required. In fact, the PRSA Accreditation we currently have no requires programs to have a required Ethics course (meaning that we will not be re-accredited without it).

Additionally, having the current two block requirement for electives requires students to complete an internship, or research, or an immersion, or a graduate course. This often backed students into awkward situations - consider struggling students having to pick from this list. This has largely led to students feeling that they "must" complete an internship. Many internships in PR are unpaid - this means that students are paying for credits to intern for free. Parents have complained and first generation, low income, and/or diverse students especially struggle to do this as do many of our UO students who many are currently working full-time jobs. By combining the two blocks students can take an internship but they won't feel like they need to.

**Assessment Data Review** CONTENT: Identify and discuss concepts and theories relevant to effective public relations practice.

CRITICAL THINKING: Creatively and independently analyze public relations problems.

The International PR course was falsely giving students the impression that international is a separate aspect of PR. In fact, international is a critical part of all we do (as a horizontal area of focus not a vertical). We feel so strongly that international be better incorporated into our curriculum that we are taking efforts to increase the content in existing courses and we are meeting to create an SLO to measure International.

The CJC exit survey received comments that Strategy was over emphasized and students felt less prepared for areas such as social media and crisis.

**Academic Learning Compact and Academic Assessment Plan** Attached

We removed Strategy (PUR3801) and International (PUR4404C) and added Ethics (MMC3202). We combined Block 1 and Block 2 electives and added our current courses and the option to take any CJC elective 3000+

We changes ENC3254 to 3252

We also adjusted the order of some of the courses to better align without the two PR classes

**Catalog Copy** Yes

## COURSEWORK FOR THE MAJOR

### Required Core Coursework

<u>ENC3252</u>	Profess i ona l Writing in the D iscip l ine 1
<u>JOU3101</u>	Reporti n g 1
<u>MMC1009</u>	I ntroduction to Med ia and Communications 1
<u>MMC 2121</u>	Writing Fundame n ta ls for Communicators 1
<u>MMC3203</u>	Ethics and Problems in Mass Communications
<u>MMC3420</u>	Consumer a n d Aud i ence Ana lyti cs 1
<u>MMC4200</u>	L aw of Mass Communication
<u>PUR3000</u>	P rinc i ples of Pub l i c Relat i ons 1
<u>PUR3500</u>	Publ ic Re l ations Researc h 1
<u>PUR4100</u>	Publ i c Re l ations Writing 1
<u>PUR4800</u>	Publ i c Re l ations Campa i gns 1
<u>V I C3001</u>	S i gh t So und and Mot i on 1
Professional e l ectives	

### Total Credits

1 Minimum grade of C required.

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### ***Public Relations Department*** **8-Semester Critical Tracking**

#### **Semester 1**

Complete 1 critical-tracking course: MMC1009  
2.0 GPA on all work at all institutions

#### **Semester 2**

Complete 3 critical-tracking courses: POS2041/PSY2012, ENC1102, ECO2013  
2.0 GPA required for all critical-tracking courses  
2.5 GPA on all work at all institutions

#### **Semester 3**

Complete 1 critical-tracking course: VIC3001  
2.0 GPA required for all critical-tracking courses  
2.5 GPA on all work at all institutions

#### **Semester 4**

Complete 2 critical-tracking course: STA2023, PUR3000  
2.0 GPA required for all critical-tracking courses  
2.5 GPA on all work at all institutions

#### **Semester 5**

Complete 2 critical-tracking course: MMC3203, MMC4200  
2.0 GPA required for all critical-tracking courses  
2.5 GPA on all work at all institutions

#### **Semester 6**

Complete 2 critical-tracking courses: JOU3101, PUR3500  
2.0 GPA required for all critical-tracking courses  
2.0 GPA on all work at all institutions

**Semester 7**

Complete 1 critical-tracking course: PUR4100,  
 2.0 GPA required for all critical-tracking courses  
 2.0 GPA on all work at all institutions

**Semester 8**

Complete 1 critical-tracking course: PUR4800  
 2.0 GPA required for all critical-tracking courses  
 2.0 GPA on all work at all institutions

**Model Semester Plan**

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

**Semester One**

<a href="#">AMH 2020</a>	United States Since 1877 (State Core Gen Ed Social and Behavioral Sciences)
	Select one:
<a href="#">CPO 2001</a>	Comparative Politics
<a href="#">INR 2001</a>	Introduction to International Relations
<a href="#">POS 2112</a>	American State and Local Government
<a href="#">ENC 1101</a>	Expository and Argumentative Writing ( <a href="#">State Core Gen Ed Composition</a> )
IDS 1161	What is the Good Life (Gen Ed Humanities)
MMC 1009	Introduction to Media and Communications ( <b>Critical Tracking</b> )
	<a href="#">State Core Gen Ed Mathematics, pure math</a>

**Credits**

1 Minimum grade of C required.

**Semester Two**

	Select one:
	American Federal Government ( <b>Critical Tracking</b> )
	General Psychology ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)
	Argument and Persuasion ( <b>Critical Tracking</b> ; Gen Ed Composition)
	Principles of Macroeconomics ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)
	Select one:
	Theatre Appreciation
	Art Appreciation: American Diversity and Global Arts ( <a href="#">State Core Gen Ed Humanities with Diversity</a> )

**Credits**

**Semester Three**

Sight, Sound and Motion

1

( **Critical Tracking** )

Introduction to Statistics 1 ( **Critical Tracking** ; Gen Ed Mathematics)

1

Experiencing Music (Gen Ed Humanities with International)

1

Gen Ed Biological or Physical Sciences

1

Select one:

Foreign language

1

Quantitative option

**Credits**

**Semester Five**

Ethics and Problems in Mass Communications ( **Critical Tracking** )

1

Law of Mass Communication ( **Critical Tracking** )

Consumer and Audience Analytics

1

Select one:

Introduction to Public Speaking

Oral Performance of Literature 1

1

Outside concentration course

**Credits**

**Semester Six**

Reporting ( **Critical Tracking** )

1

Public Relations Research ( **Critical Tracking** )

1

Elective (outside college)

Outside concentration course

Professional electives

**Credits**

**Semester Seven**

Public Relations Writing ( **Critical Tracking** )

1

Professional Electives  
 Outside concentration credits  
 Elective (outside college)

**Credits**

**Semester Eight**

Public Relations Campaigns ( **Critical Tracking** )  
 1

Outside concentration credits  
 Professional elective

**Credits**

**Total Credits**

**124**

**Professional Electives**

Code	Title
Select 19 credits from the following:	
<a href="#">PUR 3463</a>	Sports Communication
<a href="#">PUR 3622</a>	Social Media Management
PUR 3801	Public Relations Strategy
<a href="#">PUR 4203</a>	Ethics and Professional Responsibility in Public Relations
<a href="#">PUR 4410</a>	Principles of Fund Raising
PUR 4404C	International Public Relations
<a href="#">PUR 4442</a>	Public Interest Communications
PUR 4443	Global Social Change Communication
PURXXXX	Crisis Communication
PURXXXX	Internal Communication
<a href="#">PUR 4932</a>	Special Study (Rotating topics; prerequisites vary; multiple enroll allowed)
<a href="#">PUR 4905</a>	Individual Problems
PUR 4910	Public Relations Undergraduate Research
<a href="#">PUR 4940</a>	Public Relations Internship
PUR/MMC 6000-level graduate courses	

Students may take any other 3000+ courses in the College of Journalism and Communications to count as professional electives.





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#### **Semester 5**

Complete 2 critical-tracking course: MMC3203, MMC4200  
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2.0 GPA required for all critical-tracking courses  
2.0 GPA on all work at all institutions

**Semester 7**

Complete 1 critical-tracking course: PUR4100,  
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Complete 1 critical-tracking course: PUR4800  
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<a href="#">POS 2112</a>	American State and Local Government
<a href="#">ENC 1101</a>	Expository and Argumentative Writing ( <a href="#">State Core Gen Ed Composition</a> )
IDS 1 161	What is the Good Life (Gen Ed Humanities)
MMC 1009	Introduction to Media and Communications ( <b>Critical Tracking</b> )
	<a href="#">State Core Gen Ed Mathematics, pure math</a>

**Credits**

Minimum grade of C required.

1

**Semester Two**

	Select one:
	American Federal Government ( <b>Critical Tracking</b> )
	General Psychology ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)
	Argument and Persuasion ( <b>Critical Tracking</b> ; Gen Ed Composition)
	Principles of Macroeconomics ( <b>Critical Tracking</b> ; Gen Ed Social and Behavioral Sciences)

Select one:

Theatre Appreciation  
1

Art Appreciation: American Diversity and Global Arts ( [State Core Gen Ed Humanities with Diversity](#) )  
1

[State Core Gen Ed Biological or Physical Sciences](#)  
1

**Credits**

**Semester Three**

Sight, Sound and Motion  
1

( **Critical Tracking** )

Introduction to Statistics 1 ( **Critical Tracking** ; Gen Ed Mathematics)  
1

Experiencing Music (Gen Ed Humanities with International)  
1

Gen Ed Biological or Physical Sciences  
1

Select one:

Foreign language  
1

Quantitative option

**Credits**

**Semester Five**

Ethics and Problems in Mass Communications  
1

( **Critical Tracking** )

Law of Mass Communication ( **Critical Tracking** )

Consumer and Audience Analytics  
1

Select one:

Introduction to Public Speaking

Oral Performance of Literature 1  
1

Outside concentration course

**Credits**

**Semester Six**

Reporting  
1

( **Critical Tracking** )  
Public Relations Research  
1

( **Critical Tracking** )

Elective (outside college)  
Outside concentration course  
Professional electives

**Credits**

**Semester Seven**

Public Relations Writing  
1

( **Critical Tracking** )

Professional Electives  
Outside concentration credits  
Elective (outside college)

**Credits**

**Semester Eight**

Public Relations Campaigns  
1

( **Critical Tracking** )

Outside concentration credits  
Professional elective

**Credits**

**Total Credits**

124

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PUR 3801	Public Relations Strategy	3
<a href="#">PUR 4203</a>	Ethics and Professional Responsibility in Public Relations	3
<a href="#">PUR 4410</a>	Principles of Fund Raising	3
PUR 4404C	International Public Relations	3
<a href="#">PUR 4442</a>	Public Interest Communications	3
PUR 4443	Global Social Change Communications	3
	Crisis Communications	3
	Internal Communications	3
<a href="#">PUR 4932</a>	Special Study (Rotating topics; prerequisites vary; multiple enrollment allowed)	1-3
<a href="#">PUR 4905</a>	Individual Problems	1-3
PUR 4910	Public Relations Undergraduate Research	1-3
<a href="#">PUR 4940</a>	Public Relations Internship	1-3
PUR/MMC 6000-level graduate courses		1-12

Students may take any other 3000+ courses in the College of Journalism and Communications to count as professional electives.

January 14, 2020

Dr. Marcia Di Staso  
College of Journalism and Communications  
University of Florida  
Gainesville, FL 32611

Dr. DiStaso,

Thank you for reaching out to engage on the College of Journalism and Communications' plan to modify the Public Relations curriculum in UF Online. As I understand the changes, the following courses are not yet in an online format and might need future development in order to provide an array of options for UF Online Public Relations students: (1) PUR 4410 Principles of Fundraising, (2) PUR 4442 Public Interest Communication, (3) PUR 4443 Global Social Change, (4) PUR 4443 Crisis Communication, (5) PUR 4443 Internal Communication and (6) PUR 4910 Public Relations Undergraduate Research.

Through this letter, I offer my approval and support of your revised curriculum and simply wish to lay out some logistical next steps to ensure your online program is complete and your curriculum available in a timely manner for your online students. We look forward to working with you to implement these changes and to complete a quality review of all of the existing Public Relations courses that serve UF Online students to ensure that each course conforms to the UF Online quality facets and overall UF quality standards and markers for excellence. As such, with your support and the assignment of dedicated faculty to design, build, and deliver these courses, I anticipate this new curriculum would be available to your online students by Fall 2021, working through the UF Center for Online Innovation and Production (COIP), the home of all UF Online course production and support.

This is an exciting time for your program and we are proud to support your efforts and help you and your faculty realize them in the online undergraduate learning environment! UF Online looks forward to working with you and your colleagues to ensure this program thrives for many years to come.

Sincerely,



Evangeline J. Tsibris Cummings  
Assistant Provost and Director of UF Online

# ENC 3252 Writing for Strategic Communication

(for PR, Advertising, Telecom majors)

Advertisers, public relations professionals, and telecomm writers must successfully communicate with audiences who have very different goals and varying needs for information. Strategic communication entails identifying a specific audience in a relationship to an organization (business, non-profit, school, etc) and crafting a message using the media ecosystem to establish and maintain that relationship. In this class you learn how to research, organize, and present information, as well as how to write effectively, work in collaboration with other professionals, and use various technologies to support your communication efforts.

We will practice analyzing writing situations common in these fields; then we will use the strategies for audience-analysis, organization, style, and page layout to develop documents that address those rhetorical situations. The objective of this class is to help you learn how to write, revise, and edit effectively for the professional writing community you will join. By the end of class, you will have begun a portfolio of writing to showcase your evolving topical interests and writing style.

## Student Learning Outcomes

### Content

- Explore academic and trade perspectives on strategic communication
- build or add onto a professional portfolio
- learn and practice contemporary marketing communication practices
- explore the interaction of medium and message

### Communication

- write in long to short forms
- write clear, vivid, "fast" prose
- learn and practice AP stylistic conventions
- learn and practice persuasion

### Critical Thinking

- foster greater awareness of and attention to language
- edit/respond to writing in order to maximize success
- analyze and enact marketing strategy with a stated ethical point of view
- identify and communicate your writing "style" or "persona"

## Assignments

### Trade Journal Press Release Project (250 pts)

All professions have trade publications -- information outlets created by practitioners for practitioners. Trade pubs are an excellent way to learn how your field talks about itself, which in turns means how you should talk about the field, too. For this semester-long project, you will choose a trade publication in your field (advertising, public relations, telecommunications) to read. Every two weeks, you will write a press release on the major stories your trade pub has been following along with insights you have gleaned along the way.

- 5 press releases @ 300 words each (total: 1500 words)

### Place-Based Branding (100 pts)

At the heart of strategic communication is a unique message to an audience that creates a relationship with an organization. For this project, you will be create an image-driven experience of a place (UF or Gainesville) using Adobe Spark that immerses the reader in a specifically-themed "walk" -- the intent of your GatorWalk is to create a way for new students to feel at home.

- Adobe Spark Presentation -- 800 words + social media tags

### Native Advertising Project (150 pts)

Traditionally, advertising has been bounded by a fence that shouted "you have left your regular programming". Now, a bridge has come down across the moat separating content from promotion. "Native Advertising" presents its message by adopting the customs of the locals, blurring the lines between information and sales. There is some controversy about this approach, so you will get to analyze an encounter with native advertising, create a



some controversy about this approach, so you will get to analyze an encounter with native advertising, create a native advertising piece, and write a brief position paper on this form of sales.

- Analysis Paper -- 750 words
- Sponsored Content (a.k.a, "native advertising") -- 500 words + images
- Position Statement -- 500 words

### Content Marketing Campaign (250 pts)

Modern companies build relationships with customers -- relationships are founded on exchange. Beyond mere branding, "content marketing" is promotional content provided by an organization that genuinely helps a user accomplish a task or learn something new. This is more than blogging, "10 best tips for X" lists, and social media tags -- content marketing is public relations: it establishes a relationship with customers founded on mutual interests. For this project, you will pitch a content marketing campaign on behalf of a local business, non-profit, student organization, etc. In addition to creating content, you will bring all the pieces together to present your campaign.

- Project Pitch -- 300 words
- Content Marketing Piece (long) -- 500 words
- Content Marketing Piece (short) -- 250 words
- Campaign Presentation -- 750 words

### E-Portfolio (150 pts)

Professionals sell their services using portfolios. To practice this skill, you'll assemble an e-portfolio using Canvas's portfolio feature (or other software) that includes a biography, resume, featured pieces, and an evaluation letter of your experience in this class.

- Biography -- 200 (or more) words
- Resume
- Evaluation Letter -- 300 words

### Activities and Exercises (100 pts)

University Writing Requirement: The University Writing Requirement (WR) ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning. Course grades now have two components. To receive University Writing Requirement (WR) credit (E6), a student must earn a course grade of C or higher and assignments must meet minimum word requirements totaling at least 6000 words. Thus, to earn WR-E6 credit, students must complete all the major writing assignments.

### Approach to Assignments

We will follow an "idealized" version of the writing process.

1. Understand the Task / Analyze an existing model
2. Brainstorm
3. Plan and Pitch and maybe plan some more
4. Draft
5. Review and Revise
6. Submit (to class and for publication)

### Policies and Procedures

#### REQUIRED TEXT

*The Big Blue Book of Grammar and Punctuation*, 11<sup>th</sup>

edition, by Strauss, Kaufman, Stern – Jossey-Bass (Wiley Press)

#### ATTENDANCE

Attendance is required. The policy of the University Writing Program is that if a student misses more than **six** periods during a semester, he or she will fail the entire course. You are allowed to have three unexcused absences with no penalty to your grade. ( **Remember that any 2-hour block classes count as 2 classes** ). The UWP exempts from this policy **only** those absences deemed excused according to UF policy, including university-sponsored events (such as athletics and band) and religious holidays. If you believe you have an absence that could be excused, please present documentation for this absence to your instructor for review. Absences related to university-sponsored events must be discussed with the

absence to your instructor for review. Absences related to university-sponsored events must be discussed with the instructor prior to the date that will be missed.

Tardiness: If students enter class after roll has been called, they are late, which disrupts the entire class. **Three tardies count as one absence.**

If students are absent, they are responsible for making themselves aware of all due dates. If absent due to a scheduled event, students are still responsible for turning assignments in on time. Please do not email your instructors asking for what was covered on the day you missed class. Instead, arrange to see one of them in office hours or make an appointment to discuss missed material or get the material from a classmate.

These requirements for class attendance, late papers, make-up exams, and other work are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> [\(Links to an external site.\)](#)[Links to an external site.](#)

## 12 DAY RULE

Students who participate in athletic or extracurricular activities are permitted to be absent 12 scholastic days per semester without penalty. (A scholastic day is any day on which regular class work is scheduled.) Instructors must be flexible when scheduling exams or other class assignments.

The 12-day rule applies to individual students participating on athletic or scholastic teams. Consequently, a group's schedule that requires absence of more than 12 days should be adjusted so that no student is absent from campus more than 12 scholastic days. See the policy at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx#absences> [\(Links to an external site.\)](#)[Links to an external site.](#)

## TURNING IN ASSIGNMENTS

1. **All assignments are due BEFORE the time indicated in the CANVAS assignment directions. Late written work will be deducted 10% for each calendar day it is late.** Plan to submit your work early to avoid computer problems. Failure of technology is not a legitimate excuse for late submission and late penalties will apply whenever work is submitted late.
2. **Emailed assignment cannot be accepted at any time during the semester. All assignments MUST be submitted via CANVAS to generate the TurnItIn report prior to grading.**
3. **All written work must be submitted by uploading your document(s) to the correct assignment space in our CANVAS course .**

## CLASS PARTICIPATION

Although no points are assigned specifically for "participation," you are, of course, expected to participate in class discussions and in-class exercises, which means, no texting, checking FB, sleeping, or general disengagement in class. If you are not engaged in class, it will affect your grade as you are unlikely to be aware of what is required to succeed.

## PAPER MAINTENANCE RESPONSIBILITIES

Students are responsible for maintaining duplicate copies of all work submitted in this course and retaining all returned, graded work after the semester is over. Should the need arise for a resubmission of papers or a review of graded papers, the student is responsible to have and to make available this material.

## Instructor Specific Policies

- **Please bring laptops or tablets to class .**
- I do not freak out over phone use; however, I do not repeat myself, either. **Please be mindful of your phone use in class .**
- Late work is problematic for everyone; **if you think work is going to be submitted late, send the instructor a message** to work out some kind of arrangement.
- Plagiarism will not be accepted. Plagiarized papers will receive "0".
- **Revision Policy** : Writing is a process that includes revision. The UWP allows at least one major assignment revision. Your instructor may allow more. The higher grade will be the final grade (no fancy math!).

## ACADEMIC HONESTY and PLAGIARISM

All students are required to abide by the Academic Honesty Guidelines which have been accepted by the University. The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. UF students are bound by The Honor Pledge which states: "We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. 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."

The Honor Code specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor in this class. Honor Code:

<http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/> (Links to an external site.)Links to an external site.

If a student plagiarizes all or any part of any assignment, I will award a failing grade on the assignment, and I will report you to the honor board at the Office of the Dean of Students. Once a student is reported to the honor board, he/she cannot drop the course. Your work will be tested for its "originality" against a wide variety of databases by anti-plagiarism guardian sites to which the university subscribes, and negative reports from such sites constitute PROOF of plagiarism. Other forms of academic dishonesty will also result in a failing grade on the assignment as a minimum penalty. Examples include cutting and pasting a BLOG entry or citing phony sources/quotations to include in your assignments. You are responsible for understanding the University's definitions of plagiarism and academic dishonesty, which include the following:

- Submitting all or part of someone else's work as if it is your own
- "Borrowing" all or portions of anything (books, song lyrics, poetry, movie scripts) without crediting the source
- "Borrowing" verbatim text without enclosing in quotation marks and citing source

*As a general rule, anytime you cut and paste you are citing a source. If you do any cutting and pasting without giving credit to that source, you are committing plagiarism.* For more information about academic honesty, including definitions and examples of plagiarism, see: <http://web.uflib.ufl.edu/msl/07b/studentplagiarism.html> (Links to an external site.)Links to an external site.

Making "duplicate submissions" of assignments - that is, submitting work in one class that you also submit in another class (UNLESS you have permission of both instructors in advance and IN WRITING.) "Collaborating" or receiving substantive help in writing your assignment unless such collaboration is part of the given assignment also constitutes plagiarism. However, you may receive general advice from tutors or UF writing lab instructors and you may form study groups among your classmates to study for the exams.

For more information, see the Student Conduct and Conflict Resolution Web site: <https://www.dso.ufl.edu/sccr> (Links to an external site.)Links to an external site. or call 352-392-1261 x207.

As a University of Florida student, your performance is governed by the UF Student Honor Code, (<https://catalog.ufl.edu/ugrad/current/advising/info/student-honor-code.aspx> (Links to an external site.)Links to an external site. ). The Honor Code requires Florida students to neither give nor receive unauthorized aid in completing all assignments. Violations include cheating, plagiarism, bribery, and misrepresentation, all defined in detail at the above site.

## GENERAL EDUCATION LEARNING OUTCOMES

This section of ENC 3254 satisfies the requirements for General Education Credit in the following area: Composition- E6 (6,000 words). Course grades now have two components: To receive writing credit, a student must receive a grade of "C" or higher and a satisfactory completion of the writing component of the course to satisfy the CLAS requirement for Composition (C) and to receive the 6,000-word University Writing Requirement credit (E6). You must turn in all papers totaling 6,000 words to receive credit for writing 6,000 words. The writing requirement ensures students both maintain their fluency in writing and use writing as a tool to facilitate learning.

PLEASE NOTE: a grade of "C-" **will not** confer credit for the University Writing Requirement or the CLAS Composition (C) requirement. The instructor will evaluate and provide feedback on the student's written assignments with respect to content, organization and coherence, argument and support, style, clarity, grammar, punctuation, and mechanics.

## STUDENTS WITH DISABILITIES

The University of Florida complies with the Americans with Disabilities Act. Students requesting accommodation should contact the Students with Disabilities Office, Peabody 202 or online at <http://www.dso.ufl.edu/drc/> (Links to an external site.)Links to an external site. The office will provide documentation to the student whom must then provide this documentation to the instructor when requesting accommodation.

## CLASSROOM BEHAVIOR

Please keep in mind that students come from diverse cultural, economic, and ethnic backgrounds. Some of the texts we will study engage controversial topics and opinions. Diversified student backgrounds combined with provocative texts require that you demonstrate respect for ideas that may differ from your own. Disrespectful behavior will result in dismissal, and accordingly a recorded absence from the class.

## COURSE EVALUATION

Students are expected to provide feedback on the quality of instruction in this course based on 10 criteria. These evaluations are conducted online at <https://evaluations.ufl.edu> (Links to an external site.)Links to an external site. . Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu> (Links to an external site.)Links to an external site.

## NOTIFICATION LETTER FROM THE DEAN OF STUDENTS' OFFICE

Students who experience a family or personal emergency (death in the family, unplanned hospitalization, etc.) may contact the Dean of Students Office and request notification letters be sent to their professors. Students are required to provide faculty members with appropriate documentation to support their absence unless, due to the nature of the issue, the information is provided to and verified by the Dean of Students' Office.

## STUDENT COUNSELING AND MENTAL HEALTH

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Campus resources are available for students having personal problems or lacking clear career and academic goals which interfere with their academic performance. These resources include:

- UF Counseling & Wellness Center (CWC): (352) 392-1575 for documentation, stress and wellness, mental health screening, concerns about a classmate, self-help, sexual or physical abuse

<http://www.counseling.ufl.edu/cwc/> (Links to an external site.) Links to an external site.

- Career Resource Center: 392-1601, First floor, Reitz Union, career development assistance

**For Emergencies (Dial 911 if needed)**

University Police Department : 352-392-1111

**From:** [Schafer, Mickey S](#)  
**To:** [Kelleher, Tom](#); [DiStaso, Marcia](#); [Ostroff, David Howard](#); [CJC-Advising](#)  
**Subject:** New number for Writing for Strategic Communication course starts in Fall 2020  
**Date:** Monday, January 13, 2020 1:12:20 PM

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Hello, Everyone!

Not too long ago, the UWP received confirmation that the new course number for Writing for Strategic Communication will officially start in Fall 2020. The new course number is **ENC 3252**. Yay! This should make registering for the class much simpler. Thank you so much for your patience while this process was completed. If you have any questions, please let me know.

Best,  
Mickey Schafer

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**Mickey S Schafer, PhD**

Coordinator: Writing in the Disciplines

*"Creating Experts, one paragraph at a time"*

2215J Turlington Hall / 352-846-1138

[University Writing Program, UF](#)

