

Cover Sheet: Request 14522

Change: PUR 4912 to PUR 4910

Info

Process	Course Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Marcia DiStaso mdistaso@ufl.edu
Created	12/7/2019 3:31:08 PM
Updated	1/14/2020 4:44:30 PM
Description of request	We would like to make this numbering consistent with other undergraduate research classes and would like to add our Research class (PUR3500) as a prereq.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Spiro Kiousis		12/7/2019
PUR4910_Pub_Rel_Undergrad_Research.pdf					12/7/2019
PUR3500 - Public Relations Research - Hmielowski - Section 21828.pdf					12/7/2019
College	Approved	JOU - College of Journalism and Communications	Michael Weigold		12/9/2019
No document changes					
University Curriculum Committee	Pending	PV - University Curriculum Committee (UCC)			12/9/2019
No document changes					
Statewide Course Numbering System					
No document changes					
Office of the Registrar					
No document changes					
Student Academic Support System					
No document changes					
Catalog					
No document changes					
College Notified					
No document changes					

Course|Modify for request 14522

Info

Request: Change: PUR 4912 to PUR 4910

Description of request: We would like to make this numbering consistent with other undergraduate research classes and would like to add our Research class (PUR3500) as a prereq.

Submitter: Marcia DiStaso mdistaso@ufl.edu

Created: 12/7/2019 3:24:56 PM

Form version: 1

Responses

Current Prefix PUR

Course Level 4

Number 912

Lab Code L

Course Title Public Relations Undergraduate Research

Effective Term Earliest Available

Effective Year Earliest Available

Requested Action Other (selecting this option opens additional form fields below)

Change Course Prefix? No

Change Course Level? No

Change Course Number? Yes

Current Course Number 4912

Proposed Course Number 4910

Change Lab Code? No

Change Course Title? No

Change Transcript Title? No

Change Credit Hours? No

Change Variable Credit? No

Change S/U Only? No

Change Contact Type? No

Change Rotating Topic Designation? No

Change Repeatable Credit? No

Maximum Repeatable Credits 3

Change Course Description? No

Change Prerequisites? Yes

Current Prerequisites None

Proposed Prerequisites PUR3500 (C) - Public Relations Research
Change Co-requisites? No

Rationale The faculty have seen greater success in this class by students who have successfully completed PUR3500 - PR Research with a C. Given that this course is working on research with a faculty member, having had the Research class first prepares them to do this more independent work.

Note that the paperwork in our files show that this class when proposed was a 4910 - as are the other research classes in the CJC and I believe the University. It was started before I joined UF, so I don't know why it's a 4912. We want to make the course number consistent with others.

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

PUR 3500

Public Relations Research Methods

Fall 2019

W 12:50 – 3:50 (W 6-8), section 21828, Weimer 1078

Instructor: Dr. Jay Hmielowski

Email: jhmielowski@ufl.edu

Office: Weimer 3040C

Office hours: Tues. 1-2p.m., or by appointment

Phone: 392-3995 (email is generally the fastest way to get a hold of me)

TA: Hadeel Alhaddadeh

Email: halhaddadeh@ufl.edu

Office: G0338

Office hours: Thursdays 1:00pm to 3:00pm

Required Texts

Stacks, D. W. (2016). *Primer of public relations research*, (3rd Ed.). New York: Guilford.

**Supplemental readings will be made available to you through the course website.*

Course Goals

This course has two goals. The first is to provide you with a general framework for understanding and evaluating social science research so when you encounter it in almost any PR-related job you can understand and apply the information to your own project with a reasonable level of competence. The second goal is to provide you with some first-hand experience in conducting a research project. This practical experience will be beneficial both in future courses you take in the CJC and your professional careers. Given my desire for this course to be practically useful we will spend the majority of our time learning how to collect and analyze data from surveys and focus groups, which are the most commonly used methods for public relations professionals. We will also spend some time briefly learning about other common techniques used by PR researchers.

Course Learning Objectives

- Identify strengths and weaknesses of various methods frequently used in communication (e.g. focus groups, surveys, etc.)
- Practice creating various data collection tools used in PR research
- Practice interpreting common types of data used in PR research
- Practice reporting PR research in an easily understood format

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- understand and apply the principles and laws of freedom of speech and press for the US;
- demonstrate an understanding of the history and role of professionals and institutions in shaping communications;
- demonstrate an understanding of gender, race, ethnicity, sexual orientation and, as appropriate, other forms of diversity in domestic society in relation to mass communications;
- demonstrate an understanding of the diversity of peoples and cultures and of the significance and impact of mass communications in a global society;
- understand concepts and apply theories in the use and presentation of images and information;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- think critically, creatively and independently;
- conduct research and evaluate information by methods appropriate to the communications professions in which they work;

- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply basic numerical and statistical concepts;
- apply current tools and technologies appropriate for the communications professions in which they work, and to understand the digital world.

Course Policies

Attendance: I will take attendance. Attendance will be tied to whether you can accrue bonus points. If you miss more than two classes, you won't be eligible for bonus points. I will post slides, activities, etc. on the course website. If you have questions regarding the content, please send me an email or make an appointment to talk to me or the TA assigned to the class.

Email Policy: As a state employee, my email is considered a public record. Therefore, it can be requested via an open-records request. Because emails are considered public records, federal privacy laws prevent me from discussing grades or other personal matters via email. As a result, you will need to visit me in my office to discuss grades. In general, face-to-face meetings tend to take less time, and result in less confusion than emailed conversations. While you are welcome to email me, I may indicate that you need an in-person meeting depending on the complexity of the issue. In addition, please be aware that email is considered formal communication, which means you should practice professionalism. In other words, try to avoid treating emails like text messages (i.e., don't use text abbreviations). Moreover, only send things via email that you would say to another person in a face-to-face setting.

Honor Code: Please note that all of your work in this class should conform to the university's honor code, which states: We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity by abiding by the Student 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." For more information please see <http://regulations.ufl.edu/wp-content/uploads/2018/06/4.040-1.pdf>

I will document and report all honor code violations, including cheating and plagiarism. The minimum penalty for a violation of the honor code is a zero on the assignment or exam, but may be higher depending on the severity of the violation.

Accommodations: Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

Late Work/Make-up Work: You will hand in assignments to the course drop box. It is your responsibility to hand in the assignments before the due date. You must submit assignments before midnight of the due date. Therefore, if a paper is due Tuesday, it must be in the drop box by 11:59 p.m. **Be sure to verify that your assignment has been downloaded to the drop box. The only way I do not consider an assignment late is if it's in the drop box before the deadline.** In addition, I will consider any assignments that can't be opened as late. That is, if you upload a file type I can't open or your assignment is in limbo because you didn't let it finish uploading I will still consider the assignment late. I would strongly advise you to upload a .doc or .rtf file as these are the ones that can be opened on most computers. Fifteen percent will be deducted from your grade **each day** your paper is late or for each day the correct file type is not uploaded to the drop box (this means a total of 30% if it is handed in two-days late). I will NOT accept assignments after the second day (48-hours past the due date). Late assignments will not be given grading priority. They will be handed back by the end of the semester. Late assignments will also receive few, if any, comments.

Professionalism: As PR students I expect you to maintain a high level of professionalism in all of our interactions. This includes being courteous and respectful to all members of the course. Being respectful includes making sure

you are not distracting others with your cell phone or computer. If you are using your computer to take notes, only have your notes page open. If technology becomes a distraction for others in class, I reserve the right to ban computer use in the classroom.

How You Get Points

Point Distribution

Exams	500 pts
Research Project	450 pts
Background Report	50 pts
Focus Group Protocol	50 pts
Focus Group Report	75 pts
Survey Questions	50 pts
Survey Report	75 pts
Final Report	100 pts
Presentation	25 pts
In-class activities	50 pts
Online/out of class activities	25 pts
TOTAL	1000 pts

Letter grades will be calculated using this formula:

Letter	Course Points	Percentage	Grade Points
A	1000-930	100-93	4.0
A-	929-900	92.9-90	3.7
B+	899-870	89.9-87	3.3
B	869-830	86.9-83	3
B-	829-800	82.9-80	2.7
C+	799-770	79.9-77	2.3
C	769-730	76.9-73	2
C-	729-700	72.9-700	1.7
D+	699-670	69.9-67	1.3
D	669-600	66.9-60	1
F	599-0	59.9-0	0

I don't round up. I will keep grades posted on Canvas - it is your responsibility to check it and make sure you know where you are at.

Overview of Course Components

I will do my best to be fair and impartial when it comes to grading assignments. Each of you will be graded on the same basis. In this class, the TA will be responsible for the initial grading. I will then look at their work and make any necessary changes. In the end, when grades have been posted the assignment has been examined several times. I am just serving as an umpire/referee of the course rules. The grade you received is the grade you have earned based on the criteria outlined in the syllabus, assignment directions, etc. If you have questions or would like to discuss your grade (or a specific assignment), please contact me and we can set up a time to meet.

If you are struggling with the course material, exams, having problems with members of your group, etc., it is imperative that you talk to me as soon as you think you're having a problem. In essence, if you're struggling with an assignment, talk to me before you have to hand in the assignment. I will do all I can to help you before a deadline. After a deadline has past, or an exam has been given, there is nothing I can do to help you.

Exams

There will be three exams given during the semester: Two unit exams and one final exam. Two of the three exams will count toward your final grade. There will be no make-up exams. If you do well on the two unit exams, and are satisfied with your grade, you can skip the final exam without consequence. If you miss an exam, or do poorly on an exam, you can take the final to replace the earlier exam grade. The exams will cover the material in the readings and lectures – this includes the textbook chapters and any supplemental material posted on the course website. I will provide you with reading guides for each week's readings. These will serve as the study guide for the course readings. I will also provide review guides each week for the lectures. Combined, the reading and lecture review guides will serve as your study guide for each unit exam. The unit exams will not be cumulative. That being said, some content/concepts might rely on the cumulative knowledge you have built up during class. For the most part, these will be topics that are important to the course. However, I will try to make note of situations where cumulative knowledge is important for the upcoming exam. **The final exam will be cumulative, covering the whole semester and must be taken during the scheduled final exam period.** The tests will be multiple choice/true-false/matching.

All exams will be worth 250 points. You must be on time for exams. **As soon as one person has completed their exam, you will not be allowed to take the exam.** Only students enrolled in the course may be present during exam days.

Research project

A key objective of this class is to provide you with hands-on experience conducting research utilizing methods that are commonly used across various communication professions. During the course of the semester, you will develop instruments to collect focus group and survey data. You will then collect both types of data and analyze them. The research project for this course will be a group assignment. As you may know already (or will soon learn), much of the work you do in communication professions happens in groups. I will provide you with an overview of the entire project along with specific directions for each assignment on the course website.

In-class/online activities

I believe, and research has shown, that active participation in learning is crucial for long term learning. Most weeks we will complete at least one (or more) activity in class. These are designed to get you to apply the knowledge you've learned to a real-world type situation. You will get full credit for these as long as you put forth a reasonable amount of effort. In addition to the in-class activities, there will be a couple of brief assignments/activities you will finish outside of class. For the in-class activities, I typically offer one or two more than the minimum number needed to get full credit for this component of your grade. Therefore, if you miss a class there won't be make up assignments. Instead, you should be able to get full credit if you keep attending class throughout the semester.

Extra credit

I will offer a maximum of 20 extra credit points if you talk during class when I propose questions or we go over in-class activities. I will give you 1 point for talking in class, up to two points for a day. You can get a maximum of 20 points during the semester. This is the only extra credit offered in this class (there will be no extra credit questions on the exams or other extra credit opportunities). Moreover, you can only miss two classes if you want to earn these points. Missing more than two classes will result in forfeiting these points.

Tentative Course Schedule*

WEEK	TOPICS	READINGS
Week/Dates		
1 8/21	Intro to course, purpose of research	Chapter 1 & 2
2 8/28	Intro to focus groups	Chapter 11
3 9/4	Focus groups continued, Background Report Due	Focus Group Supplement
4 9/11	Other qualitative methods, Focus Group Protocol Due	Chapter 9 & 10
5 9/18	Measurement	Chapter 4 & 5
6 9/25	Exam #1	Ch. 1, 2, 4, 5, 9, 10, 11 & Supplement
7 10/2	Survey design, Focus Group Report Due	Chapter 13
8 10/9	Sampling	Chapter 12
9 10/16	Content analysis, Survey Questions Due	Chapter 8
10 10/23	Experimental design	Chapter 14
11 10/30	Descriptive statistics	Chapter 6
12 11/6	Hypothesis testing	Chapter 15
13 11/14	Report creation	
14 11/20	Exam #2,	Ch. 6, 8, 12-15
15 11/27	No Class (Turkey Break). Open office hours 11/26 Survey Report Due 11/26	
16 12/4	Presentations Final Report Due to Canvas by 11:59pm	Chapter 16
Final TH 5/2 3-5pm	Exam Wednesday Dec. 11th from 12:30pm to 2:30pm	ALL CONTENT

*This schedule is tentative and subject to change. Changes to the schedule will be discussed in class. You are responsible for attending all classes unless it is marked as a holiday.

University of Florida
College of Journalism and Communications
Department of Public Relations

Course Number and Title: PUR 4910, Public Relations Undergraduate Research

Catalog Description: Credit Hours: 0-3

The primary purpose of this course is to provide the student an opportunity for firsthand, supervised research. "Research" is defined as mentored, but self-directed, work that enables individual students or a small group of students to explore an issue of interest to them and to communicate the results to others. Projects may involve inquiry, design, investigation, scholarship, discovery, or application, depending on the topic, and the student is aware of how her or his project fits into and contributes to solving the larger problem to which it belongs. The student will usually assist a faculty member with a research project by helping to prepare the study and contributing in a meaningful way in meeting the objectives of the study. The student may work with a graduate student who is performing research supervised by a research faculty member.

Process for Enrollment: In consultation with the faculty advisor, the student must fill out the attached application, sign it, and then have her/his faculty advisor sign it. The student will provide a copy of the application to the research advisor and will keep a copy for her/himself. This original signed form then must be taken to the Department of Public Relations (Weimer 2085) for registration, and the advisor will keep the form for departmental records.

All students pursuing a research project in the Department of Public Relations must enroll in PUR 4910. UF undergraduate students doing research with faculty on the UF campus should not be volunteers (unpaid, unregistered) because of liability and accountability concerns.

Pre-requisites and Co-requisites: PUR3500-Public Relations Research. [Note: Your project may have specific pre-requisites that your research advisor should identify before you enroll in this class.]

Instructor Information: Name, Office location, Telephone number, Email address

- Office hours: Day(s), time(s)

Graduate Student Research Mentor: Name, Office location, Telephone number, Email address

Course Objectives: After completion of this course, the student will have learned:

- to search the literature
- to properly keep an accurate record of research performed
- how to approach a research problem and develop a methodology
- how to gather qualitative and/or quantitative data
- how to write a research report
- to work in a team environment, if relevant to the project
- how to conduct herself/himself responsibly and ethically in research

The student will have fully participated in the research process with a desirable outcome of a final written report that synthesizes data collected or gathered and ideally an oral presentation.

Textbooks/Required Materials:

There is no required text in this course. Students should consult with their research advisor for additional required materials.

Recommended reading includes the following or comparable works on the same topics:

- Responsible Conduct of Research, National Science Foundation, available online at <http://www.nsf.gov/bfa/dias/policy/rcr.jsp>.
- Avoiding Plagiarism Guide, George A. Smathers Marston Science Library, available online at <http://www.uflib.ufl.edu/msl/07b/studentplagiarism.html>.
- The Craft of Scientific Presentations: Critical Steps to Succeed and Critical Errors to Avoid, by Michael Alley (2002), Springer-Verlag, NY, NY.

Attendance Policy:

Students conducting undergraduate research are expected to exercise a significant degree of autonomy in their work, completing research tasks with relatively little direct oversight from their research advisor. Nevertheless, the student should dedicate a minimum number of hours on their project that is consistent with the total credit hours sought for the experience. Besides the minimum expectations outlined in the Assessment section of this syllabus, the faculty advisor may also have additional expectations for participation, including attendance at group meetings, individual meetings, etc.

0 Credit Hours: Students can enroll in this course at 0 credit hours. This situation would be preferred by students who are approaching a maximum number of credit hours toward their degree or who are unable to cover the cost of tuition for these credits. Students registering for 0 credit hours should carefully discuss with their faculty advisor the time expectations for completion of the requirements of the class, and these expectations should be clearly articulated on the Department of Public Relations Undergraduate Research Form. **NOTE: If a student is not registered for any other course during the semester s/he wishes to enroll in PUR 4910 for 0 credit hours, the University of Florida will charge tuition and fees equaling to one credit hour to cover costs of processing the registration.**

1-3 Credit Hours: Students are expected to devote an equivalent of three hours a week of actual work in this class for each credit in which they are enrolled. Students should check with their department on the impact of excess surcharges and whether the credits will count toward their degree. Students should carefully discuss with their faculty advisor the time expectations for
Public Relations Undergraduate Research (2)

completion of the requirements of the class, and these expectations should be clearly articulated in the Department of Public Relations Undergraduate Research Form.

The policies for allowable absences and make-up work follow the university attendance policies: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

Assessment: Faculty Research Advisors are encouraged to strongly consider the following grading rubric:

- 70% ***Degree to which the student meets expectations.*** Expectations are to be established by the research advisor and student in advance of the student's enrollment in the research course. The agreed-upon expectations will be reflected on the Undergraduate Research Form signed by both the student and research advisor prior to the student's enrollment in the class. The following is a minimum set of expectations for every student enrolled in this class for credit: i.) perform a background literature search and review, ii.) develop a project plan, iii.) execute the research plan, iv.) write and present a research report. All four of these minimum expectations as well as additional expectations (e.g., attendance at departmental and/or College research seminars, participation in research group meetings, etc.) are to be clearly established and articulated to the student by the research advisor prior to commencement of the research project.
- 20% ***Quality of the final report and oral presentation.*** The faculty advisor will provide clear expectations of the desired format, content, and deadlines of the final report. The faculty advisors will grade the final report.
- 10% ***Attendance.***

You will receive a final grade of satisfactory (S) or unsatisfactory (U) in this course. That is, you will not receive a letter grade. A grade of S will be assigned if you achieve at least 70% of the available points by the end of the semester. For more information on grades and grading policies, please visit: <http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

In order to provide the students a measure of performance mid-semester, the faculty advisor is expected to complete a mid-term evaluation of the student, accompanied by recommendations for improvement for the remainder of the term. The mid-term evaluation of the student should be accompanied by a one-on-one meeting between the faculty advisor and the student.

Absences and Make-up Work: Requirements for attendance as clearly established and articulated by the research advisor are consistent with university policies that can be found at the following web site: <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

University Support Services:

Public Relations Undergraduate Research (3)

Besides your departmental advising office, resources available on campus to help students meet academic and professional goals and address personal challenges include the following:

- College of Journalism and Communications' Undergraduate Affairs/Advising, 1000 Weimer Hall, 352-392-1124
- UF Center for Undergraduate Research, <http://cur.aa.ufl.edu>
- Career Resource Center, Reitz Union, <http://crc.ufl.edu>, 352-392-1601
- Student Mental Health, Student Health Care Center, 280 Fletcher Drive, <http://www.shcc.ufl.edu>, 352-392-1171 U Matter, We Care Web Site, <http://www.umatter.ufl.edu/>, 352-294-CARE
- UF Counseling and Wellness Center, <http://www.counsel.ufl.edu/>, 3190 Radio Road, Annex in Peabody Hall, 352-392-1575

Honesty Policy:

All students registered at the University of Florida have agreed to comply with 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." In addition, on all work submitted for credit the following pledge is either required or implied: "On my honor I have neither given nor received unauthorized aid in doing this assignment."

Because of the self-guided nature of the research endeavor, the research student must take measures to ensure that she or he follows the highest ethical behavior, especially regarding collecting, recording, and reporting of data. If you have any question regarding ethical conduct in your research, first consult your research advisor.

If you witness any instances of academic dishonesty in this class, please notify the instructor or contact the Student Honor Court (392-1631) or Cheating Hotline (392- 6999). For additional information on Academic Honesty, please refer to the University of Florida Academic Honesty Guidelines at:

<http://www.dso.ufl.edu/judicial/procedures/academicguide.html>.

Accommodation for Students with Disabilities:

Students who will require an accommodation for a disability must contact the Dean of Students Office of Disability Resources in Peabody 202 (phone: 352-392-1261). Please see the University of Florida Disability Resources website for more information at:

<http://www.dso.ufl.edu/drp/services/>. In keeping with UF policy, the student, not the instructor, is responsible for arranging accommodations when needed. Once notification is complete, the Office of Disability Resources will work with the instructor to accommodate the student.

RESPONSIBILITIES OF THE STUDENT:

1. Seek out a faculty advisor and work with her/him in completing the application form to enroll in PUR 4910.
2. Understand the faculty advisor's explanations of your work (specific research tasks, deliverables, timeline, etc.) on the project.
3. Work actively doing research and participating in other related activities for about 3 hour each week for every credit enrolled in course.
4. Keep clear, accurate records of your work.
5. Understand how to conduct research in a responsible and ethical manner. Follow the UF honor Code at all times.
6. Ask for assistance when you need it.
7. Keep your faculty research advisor and/or mentor informed of your results.
8. If required, learn to work on a team while also pursuing independent research on your project.
9. Write and submit a research report following the guidelines and expectations of your faculty advisor and/or mentor.
10. Present your research findings in an oral presentation.
11. Strive to go beyond the minimum expectations of preparing a literature review and project plan, performing the research, and writing a final report. Seek out opportunities for oral presentations at a conference, writing and submitting a journal paper of your work, etc.

RESPONSIBILITIES OF THE FACULTY ADVISOR AND STUDENT MENTOR:

1. Determine the appropriate number of credit hours to be assigned to the project. Approve and sign the application form to enable the student to register for 0-3 credit hours.
2. Clearly define your expectations of the student's participation on the project (specific tasks, deliverables, timelines, etc.).
3. Provide support and supervision of the student (either directly or by referring her/him to someone else, e.g. graduate student mentor).
4. Meet regularly with the student to review her/his progress and to provide guidance in moving forward in her/his project.
5. Help the student understand the broader context in which her/his research project fits and understand the basis for methods and procedures used.
6. Encouraged to provide a mid-semester evaluation of the student's performance, accompanied by recommendations for improving performance for the remainder of the semester.
7. Provide feedback and establish deadlines on the student's:
 - Literature review
 - Project plan
 - Final report
8. Assign the student's final grade (S or U).
9. Encourage the student to go beyond the minimum expectations of preparing a literature review and project plan, performing the research, and writing a final report.

1/13/20 UCC Comments and Our Responses

PUR 4912 – Public Relations Undergraduate Research: **[CA]**

- <https://secure.aa.ufl.edu/Approval/reports/14522> ____
- Comments:
 - Adding prereqs with C or better

We believe that for students to work with a faculty member on a research project over the course of a semester the student will be better prepared having completed PUR3500 – PR Research. In past semesters, students who have not completed PUR3500 before taking PUR4912 credits, have been unprepared to work on the research. Having a C indicates an ability to take the more advanced level of research credits.

- SCNS will desire a more detailed explanation regarding the desire for why this course should be a different course number. Please provide a rationale for the change, the current explanation is not sufficient.
- “Note that the paperwork in our files show that this class when proposed was a 4910 - as are the other research classes in the CJC and I believe the University. It was started before I joined UF, so I don't know why it's a 4912. We want to make the course number consistent with others.”

In the College of Journalism all our Undergraduate Research classes are 4910 except for in PR. For us, the class is 4912. We are asking for this course number to be changed for consistency with the other Departments. The paperwork in our files shows that it was originally supposed to be a 4910.