

Cover Sheet: Request 14517

PUR 4100 Public Relations Writing

Info

Process	Course Modify Ugrad/Pro
Status	Pending at PV - University Curriculum Committee (UCC)
Submitter	Marcia DiStaso mdistaso@ufl.edu
Created	12/6/2019 3:54:58 PM
Updated	1/14/2020 4:46:48 PM
Description of request	We would like to require ENC3252 (C) as a prereq for our PUR4100 - PR Writing course.

Actions

Step	Status	Group	User	Comment	Updated
Department	Approved	JOU - Public Relations 012306001	Spiro Kiousis		12/7/2019
G. PUR4100 - Public Relations Writing ADD ENC3254.pdf ENC3254 NEW ENC3252.docx					12/7/2019 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 14517

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Request: PUR 4100 Public Relations Writing

Description of request: We would like to require ENC3252 (C) as a prereq for our PUR4100 - PR Writing course.

Submitter: Marcia DiStaso mdistaso@ufl.edu

Created: 12/7/2019 3:17:54 PM

Form version: 2

Responses

Current Prefix PUR

Course Level 4

Number 410

Lab Code C

Course Title Public Relations Writing

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? No

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 4

Change Course Description? No

Change Prerequisites? Yes

Current Prerequisites PUR 3000 (C) and JOU 3101 (C)

Proposed Prerequisites Keep PUR 3000 (C) and JOU 3101 (C)

Add ENC3252 (C) - This course is currently listed in our Required Coursework as ENC3254 - But the English Department has changed the course to be ENC3252 - We are also amending our catalogue to reflect this change

Change Co-requisites? No

Rationale We think that students will be better prepared for this course having had ENC3252 first. Currently we advise the students to take it first but many have opted not to and we believe there is a difference in their performance in the course.

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 3254 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, 11th

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

COURSE SYLLABUS

PUR4100: Public Relations Writing
Section 1A89 – Class #20592 – Spring 2019

Class Times:	Mondays and Wednesdays, 12:50 p.m. – 2:45 p.m. (Periods 6-7)
Class Location:	Weimer 3024
Instructor:	Natalie Asorey, nasorey@ufl.edu 2066A Weimer Hall
Office Hours:	Tuesdays, 10 a.m. – noon Wednesdays, 4 p.m. – 5 p.m. Or by appointment

COURSE OVERVIEW

Public relations professionals must be strong, polished writers who can work quickly and adapt to changing environments and needs. Students must recognize the importance of excellent writing for success in both the public relations profession and day-to-day business. In this course, you will master the core qualities of excellent public relations writing and develop the skills to build communications materials for real clients.

This course is centered on you and your needs. As such, the course will provide the opportunity for hands-on learning and real-world applications to help you gain experience and build a robust portfolio that showcases your strategic writing skills.

The course will include:

- **Lectures and discussions**, including guest speakers and engaging conversations focused on reading assignments, current news and best-in-class case studies. Reading assignments will be posted online or distributed in class. You are expected to keep up with the readings and come prepared to discuss these.
- **Writing assignments** that will require you to apply what we've discussed in class. Over the course of these assignments, you'll develop a series of public relations materials, including news releases, fact sheets, media briefs and more. You will work under tight deadlines that simulate industry environments.
- **Peer-to-peer collaboration**, like that which is required in the professional world. Select assignments will require interactivity and collaboration among students and peer-to-peer critique.
- **A media kit project** for a client of your choice. Most of your writing assignments will be completed on behalf of this client, as you build the media kit for a communications campaign. The client must be an existing, real organization. You do not have to obtain permission from the client or notify them.

COURSE OBJECTIVES

In this class, students will master the basic writing skills of public relations professionals to prepare them to meet the demands of today's industry. You will learn to:

- Recognize the importance of excellent writing for success in both the public relations profession and day-to-day business;
- Write clear, concise, compelling, accurate and logically organized materials and content, following style and grammar rules;
- Develop public relations materials (such as key messages, backgrounders, media briefs, media lists, etc.) that effectively and strategically meet your public relations objectives;
- Explain the purpose of such public relations materials and decide when and how to strategically use these;
- Tailor communications – including content, style and format – based on your target audiences and public relations objectives;
- Develop and apply critical thinking, listening and professional skills through assignments that mimic industry work with clients and peers.

COLLEGE OF JOURNALISM & 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.

PREREQUISITES

To enroll in this course, you must have completed and received a grade of C or better in PUR3000 (Principles of Public Relations) and JOU3101 (Reporting). Familiarity with visual design is helpful, but not necessary.

COURSE MATERIALS

Students must complete all readings prior to class. You should come to class ready to discuss all assigned readings and share your insights, thoughts and questions. This will count toward your class participation grade.

You may choose to purchase or rent the required course books. Additional required readings may be assigned throughout the course.

Required

- Wilcox, Dennis L., and Bryan H. Reber. *Public Relations Writing and Media Techniques*. 8th ed., Pearson, 2016. (ISBN: 0134010493)
 - The digital version of this textbook is available for a discounted price with the UF All Access Program.
- Kessler, Lauren, and Duncan McDonald. *When Words Collide: A Media Writer's Guide to Grammar and Style*. 9th ed., Cengage Learning, 2016. (ISBN: 1285052471)
- USB Flash Drive – This will be used to save and back up all writing assignments.

Recommended

- *The Associated Press Stylebook 2018 and Briefing on Media Law*. The Associated Press, 2018. (ISBN: 0917360672) or the online subscription.
 - You can access the AP Stylebook online through the UF Library.
- Students are also encouraged to read public relations publications (i.e. PR Week, PR News) and stay up to date with current events.

Optional

- Strunk, William, and E. B. White. *The Elements of Style*. 4th ed., Pearson, 2014. (ISBN: 020530902X)

COURSE PROFESSIONALISM

The College of Journalism and Communications is a professional school, and professional decorum is expected at all times. Students will conduct themselves in an honest, ethical and courteous manner with other students and the instructor, abiding by the UF Student Conduct & Honor Codes.

You are expected to:

- Arrive on time and remain in class for its duration unless the instructor allows for early departure.
- Not speak when another student or the instructor are speaking.

- Not use cell phones, laptops, tablets or other electronic devices, except as part of in-class assignments. All cell phones and electronic devices must be set on silent during class time.
- Not eat during class time. A break will be given between periods.
- Welcome and respect the diverse opinions of their peers and instructor.

You may be asked to leave the classroom and you may receive lower class participation grade if you repeatedly violate these guidelines.

ACADEMIC HONESTY

The work you submit for this course must be your own. You must never use direct or paraphrased material from any source, including websites, without citation.

Citation means providing attribution within the text for any ideas, insights or facts that are not your own. To clarify, you may not copy anything word for word from any source without putting quotes around it and attributing the source. This includes organizations' or companies' websites, internal documents and materials.

For this class, we will use the MLA in-text citation method. You must also list your sources in a bibliography.

All work submitted must be original work for this course. You may not submit anything that you wrote for another class, an internship, as a volunteer or in another academic or professional setting. You may not submit anything that was written for any purpose other than the given assignment. Plagiarizing another student's work or having another student complete the assignment for you is considered academic dishonesty.

I will handle any incident of academic dishonesty in accordance with the UF Honor Code that provides examples of unethical academic behavior, such as cheating, plagiarism, misrepresentation and fabrication. Any case of academic dishonesty will result in a failing grade for this course. I will follow university guidelines for any offense.

You may review the Student Conduct & Honor Codes here:
sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/.

CLASS ATTENDANCE & PARTICIPATION

The class attendance and late policy is designed to mimic the professional environment. If you miss important meetings or are consistently late, it reflects negatively on your professionalism and commitment. The same will be applied to the classroom.

Class attendance is not required, but missing class will negatively affect your class participation grade. Attendance will be taken every class, except for those designated as one-on-one meeting days.

If you know you will be absent (i.e. due to a religious holiday or extra-curricular, school-related activity), please notify me as early as possible to coordinate make-up assignments. Please do not ask me to review material that I covered when you missed class, unless you missed class due to a serious illness. You may ask your fellow students for class notes and materials at your discretion.

Students are expected to be seated and ready for class by the time class begins. Classes will begin promptly. Being tardy will negatively affect your class participation grade.

Requirements for class attendance, make-up assignments and other work in this course are consistent with university policies that can be found at:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.”

SUBMITTING ASSIGNMENTS

All assignments must be “client-ready,” which means they have been proofread, reviewed and formatted so that they are ready to submit to your client – or in this case, to your instructor.

Everything you write for this course must be coherent, logical and carefully edited. Fact errors, misspellings, and syntax and grammatical errors are unacceptable, especially in work by public relations students, and will greatly affect your grade. AP Style guidelines should be followed for all materials.

You must submit all assignments two ways:

1. Print and submit all assignments in class. You may print in the classroom lab, but please do so prior to the start of class time.
2. Upload assignments to Canvas as typed, PDF documents.
 - You can earn up to three additional points per assignment if you also include an “email” to your client in the comments section of your submission. This mimics how you will submit materials to your clients for review in the workplace. I will share best practices for submissions in the first weeks of the course.

Public relations professionals are often bound by tight, important deadlines and missing these can damage their and their clients’ credibility. Late assignments will not be accepted.

Lost files are not an acceptable excuse for late or missing work. Remember Murphy’s Law. Please back up all your files; you may choose to do so on a USB flash drive, Google Drive, iCloud, Dropbox, etc.

GRADING POLICY

Final grades will be based on the following scale:

- 90 – 100 percent A
- 87 – 89 percent B+
- 80 – 86 percent B

- 77 – 79 percent C+
- 70 – 76 percent C
- 60 – 69 percent D
- 0 – 59 percent E

Components of Your Final Grade

- **Writing Assignments (30 percent)** – You will be graded on several writing assignments. For select assignments, you will submit the first draft (for in-class critique and revisions) and a final draft. All assignments, including drafts, must be submitted to receive credit. Select writing assignments will be completed “on deadline” and due in class, simulating industry demands.
- **Media Kit Project (30 percent)** – This is your final project for the course, and as such, it is weighted heavily. You will complete several components throughout the semester. If you received a low score, this is your opportunity to revise accordingly. I’m available during office hours, one-on-one meetings and working days to answer any questions and provide guidance.
- **In-Class Presentations (15 percent)** –
 - **Speech** – You and your partner will write a speech for your client. One of you will serve as your client’s “spokesperson” and will deliver the speech to the class. You and your partner will share the same grade for this assignment.
 - **Mock Interview Presentation** – You and your partner will write an interview brief, including potential Q&A from media about your campaign and client. You will do a mock interview in class, where one of you will act as the spokesperson and the other will act as the journalist. You and your partner will share the same grade for this assignment, too.
- **Exam (10 percent)** – There will be a cumulative final exam. The final exam will require short-form responses.
- **Grammar & AP Style Quizzes (5 percent)** – Quizzes will be given throughout the semester. I will let you know which topics will be covered on each quiz. You will be expected to know topics from previous quizzes.
- **Class Participation (10 percent)** – Missing class will harm your participation grade, but perfect attendance does not mean you will receive a perfect score. You must be fully present and contribute to discussions and peer reviews to show your understanding of the subject and demonstrate your critical thinking skills.

How assignments will be graded

I will grade all assignments on a 100-point scale.

- 90 – 100 percent – professional and could be published as-is
- 80 – 89 percent – strong but needs minor revisions
- 70 – 79 percent – several errors; needs major revisions
- 60 – 69 percent – needs to be re-written
- 0 – 59 percent – unacceptable/missed deadline

Assignments that do not include citations or are submitted late will receive a 0.

OFFICE HOURS, APPOINTMENTS & EMAIL

Please visit my office during the scheduled office hours to discuss assignments, materials or other concerns related to the course. Office hours are listed at the top of the syllabus. You may also schedule an appointment with me via email.

I will also be available to answer questions and provide feedback via email. I will do my best to reply as soon as possible, but please allow up to 48 hours for a response. Please do not email me with a question about your assignment within 24 hours of the due date.

STUDENTS WITH DISABILITIES

Students requesting classroom accommodation should first register with the Dean of Students Office's Disability Resource Center. The Dean of Students Office will provide an accommodation letter that must be presented to me when requesting accommodation. Students should follow this procedure as early as possible in the semester.

To contact the Disability Resource Center, visit www.dso.ufl.edu/drc/ or call 352-392-8565.

ONLINE COURSE EVALUATION POLICY

Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Students will be notified once evaluations are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.