

Department Name and Number _____

Recommended SCNS Course Identification

Prefix ___ ___ ___ Level ___ Course Number ___ ___ ___ Lab Code ___

Full Course Title _____

Transcript Title (please limit to 21 characters) _____

Effective Term and Year _____	Rotating Topic <input type="checkbox"/> yes <input type="checkbox"/> no
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Amount of Credit ___	Contact Hour: Base ___ or Headcount ___	S/U Only <input type="checkbox"/> yes <input type="checkbox"/> no
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Repeatable Credit yes no If yes, ___ total repeatable credit allowed

Variable Credit yes no If yes, ___ minimum and ___ maximum credits per semester

Course Description (50 words or less)

Prerequisites	Co-requisites
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Degree Type (mark all that apply) Baccalaureate Graduate Professional Other _____

Category of Instruction Introductory Intermediate Advanced

Rationale and place in curriculum

Department Contact	Name	Phone	Email
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College Contact	Name	Phone	Email
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All UCC1 forms and each UCC2 form that proposes a change in the course description or credit hours must include this checklist in addition to a complete syllabus. Check the box if the attached syllabus includes the indicated information.

Syllabus MUST contain the following information:

Instructor contact information (and TA if applicable)

Course objectives and/or goals

A weekly course schedule of topics and assignments

Required and recommended textbooks

Methods by which students will be evaluated and their grades determined

A statement related to class attendance, make-up exams and other work such as: "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies that can be found in the online catalog at:

<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>."

A statement related to accommodations for students with disabilities such as: "Students requesting classroom accommodation must first register with the Dean of Student Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the instructor when requesting accommodation."

Information on current UF grading policies for assigning grade points. This may be achieved by including a link to the appropriate undergraduate catalog web page:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

A statement informing students of the online course evaluation process such as: "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>. 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>.

It is recommended that syllabi contain the following information:

1. Critical dates for exams and other work
2. Class demeanor expected by the professor (e.g., tardiness, cell phone usage)
3. UF's honesty policy regarding cheating, plagiarism, etc. Suggested wording: 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 (<http://www.dso.ufl.edu/sccr/process/student-conduct-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 or TAs in this class.
4. Phone number and contact site for university counseling services and mental health services: 392-1575, <http://www.counseling.ufl.edu/cwc/Default.aspx>
University Police Department: 392-1111 or 9-1-1 for emergencies.

The University's complete Syllabus Policy can be found at: http://www.aa.ufl.edu/Data/Sites/18/media/policies/syllabi_policy.pdf

Course: PUR4XXX: Global Social Change Communications

Class Times: As scheduled

Instructor: Kay Tappan
3048 Weimer Hall
kaytappan@jou.ufl.edu
(352) 392 0444

Course Overview

In this course, you will master the core elements of strategic communications to support global social change through case studies and the application of theory. I will teach this course from the perspective of a practitioner and make use of extensive real-life examples. As much as is possible in a classroom environment, I will try to make the lessons relevant to the contemporary practice of public interest communications.

This course represents an opportunity to learn the fundamental and critical functions that are part of effective communications. This course is centered on you and your learning needs, with ample time and opportunity for hands-on learning.

All work completed for this course must be your own *original* work. There is a zero-tolerance policy for plagiarism, and I expect that you are familiar with the University's policy on academic honesty and will follow that policy without exception. Factual and grammatical errors will not be tolerated, and will count against your grade for the given assignment. These include mathematical errors, misspellings of the client's name or misuse of terms associated with relevant content or research.

Course Objectives

1. You will understand how to develop a strategy to address specific communications objectives on behalf of organizations and causes working outside the United States.
2. You will understand the relationship between change agents and communications strategists who help them achieve their goals.
3. You will understand how to work in various sectors to achieve change.
4. You will be able to research and understand how information and ideas are transmitted in countries and cultures.
5. You will be able to formulate and articulate an effective communications strategy.
6. You will be able to apply the core principles of effective strategy in a contemporary and dynamic environment powerfully affected by new types of social engagement.

Appointments

Please don't hesitate to ask to meet. I am on this trip to spend time with you, and I am always happy to meet with students!

Course Professionalism

This College is a professional school and professional decorum is expected at all times — even during study abroad. I expect you to adhere to workplace norms of collegial and respectful interaction. That specifically means that you will arrive on time, not speak when another student or the instructor are speaking or use cell phones, lap tops or other electronic devices. I expect that you will welcome and treat with respect the diverse perspectives of your fellow students, as will I. Violations of this expectation may result in students being asked to leave class and a lowering of your grade.

Students with Special Needs

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must submit a documentation letter to the professor when requesting accommodation. Please notify me at the beginning of the semester if you would like to discuss requests for special provisions.

Class Attendance Policy

Unexcused absences are unacceptable. Attendance for this course is required. I will distribute an attendance sheet at the beginning of class or take attendance. Please make sure you sign next to your name. Signing in another student is a violation of the Academic Honesty Policy. Arriving late or leaving class early will result in an absence for that class. Each unexcused absence will result in a loss of five percentage points from your grade.

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

Class Reading

On the syllabus, you will note a reading listed for each class meeting. You must complete the reading listed BEFORE that class meeting. It is critical that you read the assignments and come prepared for discussion. Pop quizzes are a possibility.

Academic Honesty

The work you submit for this course must be your own. It must be original for this course. You must never use direct or paraphrased material from any source, including Web sites, without attribution. You may not submit anything that you wrote for another class, or that you wrote as a volunteer or intern. You may not submit anything that was written for any purpose other than the given assignment.

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 (<http://www.dso.ufl.edu/sccr/process/student-conduct->

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 of TAs in this class. You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/procedures/honestybrochure.php>

Course Evaluations

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>. 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>.

Grading Policy

Class Participation 15 percent

Class participation counts toward 15 percent of your final grade. Each unexcused absence will result in a loss of a letter grade for the course. However, perfect attendance does not ensure that you will receive the full 15 percent for class participation. You must be fully present during class, contribute to discussions and demonstrate through your comments that you have read and understood assigned readings and benefited from previous class discussions. If it is clear no one has done the reading, I reserve the right to give pop quizzes that will count toward your participation grade.

Reading Quiz 5 percent

There will be a quiz on the assigned book, Social Entrepreneurship. The date is noted on the syllabus.

(2) Individual Short Response Papers 30 percent (15 percent each)

Exam 25percent

Final Project 25 percent

You will complete a final project/paper, due when we return.

Grading

Each assignment will be graded on a 100-point scale and weighted accordingly. I will first grade for content, and then subtract points for mechanical, grammatical and factual errors. Each grammatical or spelling error will count for a point off. I will award points based on

your demonstrated understanding of the assignment, the level of creativity, and your ability to write compelling, accurate and precise copy. Please cite all sources meticulously using footnotes.

Current UF grading policies can be found here:

<https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Grades

Grades will be assigned based on the following scale:

- A 90-100 percent
- B 80-89 percent
- C 70-79 percent
- D 60-69 percent
- E 0-59 percent

Late Work

No assignments will be accepted after the due date. Quizzes may not be made up. If you miss a quiz due to an unexcused absence, you will receive a zero for that day's quiz.

Required Materials:

Social Entrepreneurship: What Everyone Needs to Know by David Bornstein and Susan Davis
Course Reader (distribution via email and available on Sakai)

Class Discussion and Assignment Schedule	
Thursday, May 8	Quiz: Social Entrepreneurship Introduction to social change Reading: "Bridging digital divides: Lessons learned from the IT initiatives of the Grameen Bank in Bangladesh" (Singhal, et al)
Friday, May 9 Paris	A history of international social change Reading: "Milestones in Communication and National Development" (Cambridge)
Monday, May 12 Paris	Global social change and the role of the PR Practitioner Reading: "Development Communication Campaigns" (Snyder)
Wednesday, May 14 Paris	Approaches to participatory communication for development Reading: "Young voices travel far: a case study of <i>Scenarios</i> from Africa"(Winskell and Enger)
Thursday, May 15 Paris	Introduction to social marketing Reading: "The basics of social marketing"
Wednesday, May 21 London	Ethics and international social marketing Reading: "Social marketing to eliminate leprosy in Sri Lanka"(Williams et al)
Thursday, May 22 London	Entertainment education and other participatory approaches Due: Response Paper 1

Tuesday, May 27 London	Strategic partnerships for social change
Wednesday, May 28 London	Field Trip: Porter Novelli
Thursday, May 29 London	Global social change: The role of social media Due: Response Paper 2
Friday, May 30 London	Course wrap up and final paper/project assignment
June 5-6	Take home final exam
June 9	Email instructor with final paper topic by midnight
June 27	Final paper/project due