

AEC4052
**Communication Campaign Strategies
 for Agricultural & Life Sciences
 Syllabus Fall 2013**

Dr. Linda M. Perry



Course Objectives: To help students develop and hone critical thinking, technical and creative skills in the application of communication principles and techniques to campaigns. This is the capstone course in Agricultural Education and Communication's Communication and Leadership Development major. It is designed to strengthen students' understanding of leadership, followership and strategic communication principles and to provide opportunities for practical application of those principles to help solve problems or meet opportunities facing agricultural and natural resource organizations.

Class Information: Meets Tuesday, 4-5th (10:40-12:30 a.m.) and Thursday, 5th (11:45) in TUR 2342. After the first few weeks, the class will move to the Bryant Mac Lab.

Instructor: Dr. Linda M. Perry • lperry@ufl.edu • 273-0749 • 122 Bryant Space Science Center. Office hours: 10:45 a.m. - 12:30 p.m. MWF • 12:30-2 p.m. T • 12:30 a.m.-1:30 p.m. R • by appointment

Textbook: Bobbitt, Randy, and Ruth Sullivan, *Developing the Public Relations Campaign, 2nd ed.*, Pearson: ISBN: 9780205569908. **Other materials:** In addition to the course materials on Sakai, lecture outlines and assignment instructions will be posted on the class website: <http://lindaperry.us/aec4052>. The lecture notes are not a substitution for attending class.

On Your Honor: Academic honesty is expected, just as sound ethics are required professionally. There will be zero tolerance for anything less. That means not giving, accepting or taking unauthorized aid, plagiarizing websites or others' or your own previous work; or doubling on any assignments without permission of all instructors involved. Violations will be pursued according to university guidelines. You also must adhere to copyright law requirements. See p. 3-4 of this syllabus for more on honor.

Professional courtesy is expected every day, but especially when guests are present and during presentations. *Cell phones and tablets must be turned off inside the classroom.*

Attendance: To succeed in this course, **you must come to class**. Roll will be taken. You are responsible for all information delivered in class. Students unable to attend class are responsible for obtaining class notes and handouts. Make-up work and assignment-deadline extensions are granted only in cases of *documented excused* absences.

Critical Dates and Grading: Punctual attendance will be reflected in your class participation grade, as will attentive behavior and *active* participation in classroom discussions. Late work is penalized 10% per day.

Assignments



Sept. 3	Application Package with Leadership Philosophy	10%
Oct. 29	Individual Issue Tracking Report (R)	15%
Dec. 5	Campaign Plan [several internal due dates for drafts (R)]	50%
	Campaign Plan Book (includes invitations and situation and issues analyses)	40%
	Group work	20%
	Individual contributions	20%
	Presentation	10%
	Class Participation	10%
Dec. 8	Peer Evaluation and Leadership Reflection	15%
	(R)=Rewrite available	

Grades and Grade Points: A = 100-93; A- = 92-90; B+ = 89-87; B = 86-83; B- = 82-80; C+ = 79-77; C = 76-73; C- = 72-70; D+ = 69-67; D = 66-63; D- = 62-60; E = 59-0. For information on current UF policies for assigning grade points, see <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

Class Schedule: Readings are from the Bobbitt textbook unless otherwise noted:

Week	Topic	Reading
I. Aug. 22	Welcome • Issues in Agriculture & Natural Resources	Ch. 1-2
II. Aug. 27	Leadership Review • Situation Analysis	Ch. 3; 13
III. Sept. 3	Issues Management • Primary Research Letter of application & résumé due, in class Sept. 3	Ch. 4
IV. Sept. 10	Groups: Situation Analysis & Issues Management • Writing Reports	Website
V. Sept. 17	Setting Goals & Objectives, Formulating Strategies Presentation venue reserved	Ch. 5; 12
VI. Sept. 24	Formulating the Message: Brainstorming • Overview Invitations to clients and guests due: Sept. 24	Ch. 6
VII. Oct. 1	Message Design Situation Analysis Due: Oct. 1	Ch. 7
VIII. Oct. 8	Media Strategies & Special Events Plan Book Outline Due: Oct. 8	Ch. 8
IX. Oct. 15	Logistics Draft Goals, Objectives & Strategies Due: Oct. 15	Ch. 9
X. Oct. 22	Formulating a Budget Draft Media Kits Due: Oct. 22 Draft Budgets Due: Oct. 24	Ch. 10
XI. Oct. 29	Issue Analysis Individual Issue Report Due: Oct. 29	Ch. 11
XII. Nov. 5	Evaluating the Strategic Plan	
XIII. Nov. 12	The Pitch: Making Effective Presentations Group Issue Tracking Reports Due: Nov. 14	
XIV. Nov. 19	Revise & Proof Draft Plan Book Due: Nov. 19	
XV. Nov. 26	Revise, Proof & Rehearse Draft PowerPoints Due: Nov. 26	
XVI. Dec. 3	Refine & Rehearse Presentations, Dec. 5: 10 a.m. – 2 p.m. Peer and self-evaluations due: Dec. 8	

Final Plan Book with prototypes and all other materials due on day of presentations.

AEC Expectations for Writing

The CLD writing standards must be followed, unless otherwise specified for a particular assignment. Not meeting these standards will result in substantially lower scores on assignments:

- Proper grammar and punctuation.
- Proper sentence structure, which includes:
 - Complete sentences; not “tweet-talk.”
- No use of first person unless denoted within the assignment rubric.
- No use of contractions.
- Well-sourced factual writing and well-supported recommendations and conclusions.
- Proper APA citation on research assignments.
- Associated Press style for all news articles and media writing.

Expectations for Design

The CLD design standards must be followed, unless otherwise specified for a particular assignment. Not meeting these standards will result in substantially lower scores on design-related assignments:

- Proper grammar, punctuation, and sentence structure for textual matter.
- Associated Press style for all media text, such as in brochures, fliers, Web pages, etc.
- Proper settings for the graphics: 300 dpi for printed photos (150 dpi OK for in-house printing); 72 ppi for Web. Pixilated photos will result in lower scores.
- Minimum skills expected include ability to properly crop and scale images without distortion, create documents with multiple columns, insert graphics on a page, insert text with a graphic, and alter the color of text and/or graphics.
- Moderate ability with:
 - Microsoft PowerPoint
 - Microsoft Word
 - Adobe Photoshop (photographs)
 - Adobe Illustrator (graphics).
 - Adobe InDesign (print layout)
 - WordPress (Web)
 - Final Cut Express or Pro X (video)

Strict observance of **copyright** laws is required. You must obtain the right to use others' artwork, by either written permission or documented purchase. You may get *ideas* from other's designs, but not the *actual* graphic/design without securing the rights.

See Lynda.com for FREE online tutorials on many software programs. If you need a refresher with any program, it is **highly recommended** that you go through some of the Lynda.com tutorials: <http://www.it.ufl.edu/training/>. Click on the Lynda.com yellow box on the right side of the screen.

Special Needs: Students requesting classroom accommodation must first register with the [Dean of Students Office](#), which will document the accommodation. The student is responsible for delivering the documentation and alerting the instructor to the accommodation required. *See* next page for more.

Academic Honesty, Software Use, Campus Helping Resources, Services for Students with Disabilities

Academic Honesty

In 1995 the UF student body enacted an [honor code](#) and voluntarily committed itself to the highest standards of honesty and integrity. When students enroll at the university, they commit themselves to the standard drafted and enacted by students. For all work submitted for credit, the following UF student pledge is implied: **The Honor Pledge:** We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.

On all work submitted for credit by students at the university, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Students should report any condition that facilitates dishonesty to the instructor, department chair, college dean, Student Honor Council, or Student Conduct and Conflict Resolution in the Dean of Students Office. (*Source: 2013-2014 Undergraduate Catalog*)

It is assumed all work will be completed independently unless the assignment is defined as a group project, in writing by the instructor. This policy will be vigorously upheld at all times in this course.

Software Use

All faculty, staff and students of the university are required and expected to obey the laws and legal agreements governing software use. Failure to do so can lead to monetary damages and/or criminal penalties for the individual violator. Because such violations are also against university policies and rules, disciplinary action will be taken as appropriate.

Campus Helping Resources

Students experiencing crises or personal problems that interfere with their general well-being are encouraged to utilize the university's counseling resources. The Counseling & Wellness Center provides confidential counseling services at no cost for currently enrolled students. Resources are available on campus for students having personal problems or lacking clear career or academic goals, which interfere with their academic performance.

University Counseling & Wellness Center, 3190 Radio Road, 352-392-1575,

www.counseling.ufl.edu/cwc/

Counseling Services

Groups and Workshops

Outreach and Consultation

Self-Help Library

Training Programs

Community Provider Database

Career Resource Center, First Floor JWRU, 392-1601, www.crc.ufl.edu/

Services for Students with Disabilities

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues.

0001 Reid Hall, 352-392-8565, www.dso.ufl.edu/drc/