

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



Dr. Linda M. Perry

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**Course Objectives:** To help students develop critical thinking and technical and creative skills in the application of strategic communication principles and techniques to campaigns. This is the capstone course in Agricultural Education and Communication. It is designed to strengthen students' understanding of communication management principles and to provide opportunities for practical application of those principles to problems or opportunities facing agricultural and natural resource organizations. Emphasis is placed on ethics and strategic communication.

**Class Information:** Meets Tuesday, 4<sup>th</sup> (10:40 a.m.) in MAT 0105 and Thursday, 4-5<sup>th</sup> (10:40-12:30) in MAT 0119. After the first few weeks, the class will move to the Bryant Mac Lab.

**Instructor:** Dr. Linda M. Perry • [lperry@ufl.edu](mailto:lperry@ufl.edu) • 273-0749 • 122 Bryant Hall.  
Office hours: 10:45 - 12:30 MWF; 11:45-2 T; 12:30-2 R, and by appointment

**Text:** Bobbitt, Randy, and Ruth Sullivan, *Developing the Public Relations Campaign, 2<sup>nd</sup> 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. For all work submitted for credit, the following UF student pledge is implied: **“On my honor, I have neither given nor received unauthorized aid in doing this assignment.”**

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

**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.

Case Study	10%
Individual Issue Tracking Report	15%
Campaign Plan	65%
Campaign Plan Book	55% (includes situational & issues analyses)
Group work	25%
Individual contributions	<u>30%</u>
Presentation	<u>10%</u>
Class Participation	10%

**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.

**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.

**Class Schedule:** Readings are from the Bobbitt text.

Week	Topic	Reading
I. Jan. 8	Issues in Agriculture & Natural Resources	Ch. 1-2
II. Jan. 15	Client Presentations • Situation Analysis	Ch. 3; 13
III. Jan. 22	Issues Management • Primary Research <b>Letter of application &amp; résumé due, in class Jan. 22</b>	Ch. 4
IV. Jan. 29	Groups: Situation Analysis & Issues Management • Writing Reports	Website
V. Feb. 5	Setting Goals & Objectives, Formulating Strategies <b>Case Studies Due: Feb. 5</b>	Ch. 5; 12
VI. Feb. 12	Formulating the Message: Brainstorming <b>Invitations to clients and guests due: Feb. 14</b>	Ch. 6
VII. Feb. 19	Message Design <b>Situation Analysis Due: Feb. 21</b>	Ch. 7
VIII. Feb. 26	Media Strategies & Special Events <b>Plan Book Outline Due: Feb. 28</b>	Ch. 8
<b>March 2-9 Spring Break: No Class</b>		
IX. March 12	Logistics • Formulating a Budget <b>Draft Goals, Objectives &amp; Strategies Due: March 14</b>	Ch. 9
X. March 19	Review & Revise <b>Draft Media Kits Due: March 19</b> <b>Draft Budgets Due: March 19</b>	Ch. 10
XI. March 26	Evaluating the Strategic Plan <b>Group Issue Tracking Reports Due: April 2</b>	Ch. 11
XII. April 2	The Pitch: Making Effective Presentations <b>Draft Plan Book Due: April 4</b>	
XIII. April 9	Review, Revise, Refine & Rehearse	
XIV. April 16	Review, Revise, Refine & Rehearse	
XV. April 23	<b>Presentation to Clients, April 25</b> <b>Peer and self-evaluations due: April 26</b>	

**Final Plan Book with prototypes and all other materials due on day of presentations to client  
 Grades and Grade Points**

**Grading Rubric:** 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>

## **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.

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: 2012-2013 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/](http://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/](http://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/](http://www.dso.ufl.edu/drc/)