

September 19, 2016

Case Studies in Public Relations

COMM 333 Fall 2016

This course syllabus is a general plan for the course. Changes announced to the class by the instructor may occur.

INSTRUCTOR:

- Hyosun Kim, Ph.D.
- Email: Hyosun.Kim@uwsp.edu
- Office Hours: Tuesday (3:30- 4:30 pm) and Thursday (12:30 -1:30pm) or by appointment
- Office Number: CAC 325

COURSE DESCRIPTION:

“Case Studies in Public Relations” provides a broad background and understanding of how PR professionals deal with the demanding and dynamic environment of corporate, government and nonprofit public relations. JOMC 431 builds on material covered in previous courses and will help prepare you for entry into the PR profession. We will examine public relations from a management perspective. In doing so, we will discuss various factors that affect how public relations is practiced in organizations to include identifying stakeholder groups, understanding message development, accommodating diversity and recognizing ethical issues. Additionally, we will examine management decisions, organizational issues, strategic communication and crisis communication. We also will spend time learning basic information about how publicly held corporations operate.

COURSE PREREQUISITES:

The prerequisite for this course is COMM 230: Introduction to Public Relations, or the equivalent. (Talk to me ASAP if you haven't taken the principles course.)

COURSE OBJECTIVES:

By the end of the semester, you will be able to demonstrate the following competencies:

- (1) Critique public relations research, strategies and execution.
- (2) Address public relations challenges and opportunities.
- (3) Research and examine a recent real-world public relations case and make recommendations.
- (4) Critically analyze a variety of public relations cases.
- (5) Use effective presentation skills.

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TEXTS:

- Required:
 - Cases in Public Relations Management: The Rise of Social Media and Activism (2nd edition.) by Partic Swann (2014, Routledge). (ISBN-13: 978-0415517713, ISBN-10: 0415517710).

D2L:

I use the D2L to organize class documents and post them for you to download. You can find class readings and lecture slides in D2L. I will upload class lectures after the class.

ATTENDANCE POLICY:

Class attendance and participation are essential to this class. Critical information for exams and assignments will come directly from class. Additionally, this course has been structured so that the required readings are a foundation from which we will expand during each class session. Attendance will be taken *every* class. Arriving more than 15 minutes late will result in your being marked absent for that day's class. **If you miss more than three classes, your final grade will be reduced by one percentage point per class missed after three absences.** Be sure to use your three "free passes" wisely and plan ahead for university-related activities, other obligations, and possible illnesses. No excuses are allowed for unexpected absence.

CELL PHONES:

Please turn off your cell phones in class. When you're working at an agency, texting during a meeting with colleagues or your supervisor will not be tolerated. Start preparing for that now.

CLASS PREPARATION & PARTICIPATION:

Reading and class participation are essential to a good case studies class. Your involvement in class discussions is imperative for creating an interesting discussion, as well as for your own success in the class. The participation portion of your grade will be evaluated based on your attendance and in-class participation in exercises and discussion. **As part of your participation grade, you have to participate in online discussion in D2L. You are required to ask questions on the board, leave comments on your classmates' questions, or write your own reflection about case readings at least 3 times throughout the semester. If you do not fulfill this assignment, you will lose participation points.**

PROFESSIONALISM:

The classroom is an inclusive and professional environment. Everyone is to be treated with respect. Do not engage in side conversations, or be disruptive, when someone is speaking in front of the room. **All types of communication in this course should be formal and professional. For example, when emailing the instructor or your colleagues, remember to include a proper subject line, greeting, and proper grammar.**

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Excellent Participation = A+	The student consistently adds value to discussion, makes connection to the text/course material, and always/mostly follows the principles stated above.
Good Participation = A	The student regularly adds to the discussion, but has not consistently made connections to the text/course material. The student typically follows the principles stated above.
Average Participation = B	The student adds some value to discussion, but inconsistently makes connections to the text/course materials. The student sometimes follows the principles stated above,
Superficial Participation = C	The student infrequently participates and does not make connections to the text/course material. The student infrequently follows the principles stated above.
Non-Helpful Participation = D	The student does not add value to the discussion; or comments are completely unrelated. The student is unprofessional and does not follow four principles stated above.
No participation = F	The student does not attend class and thus does not participate.

NO MAKEUP QUIZZES OR EXAMS OR EARLY EXAMS WILL BE GIVEN

GRADES:

In this course there will be two exams, a group, case brief, article review (What's going on) and attendance/class participation that will count toward your final grade. Seventy percent of grades are based on your individual performance and the remaining 30 % are evaluated based on group work.

Deadlines are essential in both this course and the Public Relations business. **Assignments will be collected at the beginning of class. Late assignments will not be accepted. Assignments cannot be handed-in by a classmate. Missed exams will count as a zero.** If you have an emergency (e.g., you are in the hospital), speak with me to determine what arrangements can be made at least a week before the exam.

- **Midterm Exam** 20%
- **Final Exam** 20%
- **Final Group Project** 30%
- **Case Brief (from Textbook)** 10%
- **What's Going On?** 10%

- **Attendance/ Class Participation/ Professionalism** 10%

Exams (40%): Exams will be multiple-choice, true/false, short answers, and short essay. They will cover material from the texts, assigned readings, and class discussion.

Group Project (30%): Throughout the semester, you will work in groups of three four to produce a detailed case study analysis to the class. Further detailed information about this project will be discussed during the class. I will also upload guidelines in Sakai.

Student PR Firms:

The class will be divided into teams of five or six students each and will operate as “public relations firms.” Each firm will have a single account/organization to research and follow throughout the semester and present in-depth as a final project. I’m going to create groups based on student information sheet you turned in the second week. I will distribute student information sheet on the second day of class. You then choose your client.

Proposal Presentation (10 %):

In your proposal presentation, your group will present first part of case study analysis, including in-depth analysis of your client and SWOT. Also, you will briefly introduce your case study topic. Please turn in written paper along with oral presentation. Oral presentation should take about 15 minutes.

Final Presentation (20 %):

In your final presentation, your group will talk about in-depth analysis of the case. Oral presentation should take about 20 minutes. Please turn in written paper and ppt.

-Written paper 10%

-Oral presentation 10%

You will get zero point if you do not show up on the presentation date.

What’s Going On? (10%)

As part of your contribution, you are responsible for presenting one recent case review during the semester. The key to success in the highly competitive PR and media business is to keep updated with current PR issues in the industry. Thus, we will spend the first ten minutes of each class with one or two students presenting current issues regarding PR. The presentation schedule will be randomly assigned. At the second day of class, students will draw dates to determine when they will present.

Your “What’s going on?” will have two components: a 10-minute PowerPoint presentation at the beginning of class on the scheduled day and a short write-up about an article of

interest from a recent issue of an online or print version of a trade publication. You must provide me with your PowerPoint slides, a copy of the article, and your write-up the day before your presentation. When presenting, be sure to (1) briefly summarize the main issue discussed in the article, (2) state the implications of this article from the PR practitioner's perspective using ITAL framework, and (3) lead the class discussion with two interesting questions after your presentation. Your writing needs to be no more than **five** pages with 12 fonts, Times New Roman in double-spaced.

- Send me your PPT file or Prezi link, as well as your write-up via email(hyosun.kim@uwsp.edu) **the day before your presentation day, BY MIDNIGHT**
- Turn in **a hard copy of your write-up at the beginning of class**
- Write-up: 5 pages, double spaces, Times New Roman font. Make sure to print out, staple it, and put your name on it.
- Presentation: 7-10 minutes, excluding discussions
- WARNING: If you do not show up on your presentation day, you will get **zero** for that assignment. **No make-up assignments will be given.**
- You have to both deliver an oral presentation and submit a write-up to get full credits

Case Brief (10%)

Over the course of the semester, you are responsible for a case brief analysis. I will assign you a case based on your interest. Please address following information in your case brief. Your case brief should be no more than **five** pages long. Your write-up and presentation should include the facts of the case (synopsis of the case), as well as your analysis and evaluation of the case (your own insights and lessons learned) using ITAL framework. You are required to present your case using Power Point or any kinds of presentation software. At the end of your presentation, you will be leading the case discussion I will help you to facilitate the discussion session. ☺

Please turn in a hard copy of your case brief (write-up only) at the beginning of class.

Brevity, accuracy, and thoughtfulness are important in these assignments, as they will be in your career. I am not going to upload your classmates' case brief papers in D2L, so please read the cases for the exams.

- Send me your PPT file or Prezi link, as well as your write-up via email(hyosun.kim@uwsp.edu) **the day before your presentation day, BY MIDNIGHT**
- Turn in **a hard copy of your write-up at the beginning of class**
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Public Relations Information
Issue(s): What is the PR issue(s)? Who are involved?
Tactics: What PR tactics were employed?
Analysis: What was the outcome?
Lessons Learned: What are the takeaways for the future?

Grading Scale:

- A = 93-100%
- A- = 90-92%
- B+ = 87-89%
- B = 83-86%
- B- = 80-82%
- C+ = 77-79%
- C = 73-76%
- C- = 70-72%
- D+ = 67-69%
- D = 60-66%
- F = < 60%

Plagiarism and Academic Integrity

From the UWSP 14.01 STATEMENT OF PRINCIPLES – Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. Students who violate these standards must be confronted and must accept the consequences of their actions. For more info:

<http://www.uwsp.edu/dos/Pages/Academic-Misconduct.aspx>

Note: Submissions via D2L will be automatically screened for plagiarism.

Students with Special Needs/Disabilities

If you have a disability and require accommodation, please register with the Disability and Assistive Technology Center (6th floor of the Learning Resource Center – that is, the Library) and contact me at the beginning of the course. More information is available here:

<http://www4.uwsp.edu/special/disability/>.

A Note on Achieving Academic Success in this Course

I cannot wait to work with each and every one of you throughout the semester. I want everyone in this course to achieve their academic goals. To reach this end, I am happy to be here for you as much as you’d like. Please do not hesitate to reach out to me via email or stop by my office at any time. Throughout the semester there will be at least one required one-on-one individual appointment to discuss class participation and course goals. However, if you’d like to discuss individual assignments or anything, do not hesitate to reach out.

COURSE SCHEDULE

All readings and assignments should be completed *before* the class period during which we will discuss a particular topic.

Date	Topic/Class Objective	Readings
9/6	Introduction to the course and review the course syllabus	None
9/8	The Case Study Method	None
9/13	Activism	[Chapter 6] pp. 226-230 [Chapter 6]: 15. Guitar Hero Strikes a Chord
9/15	Activism-Continue	Case Brief [Chapter 6] 14. Beyond Disgusting [Chapter 6] 16. Undercover Video Captures Chicken Abuse
9/20	Corporate Social Responsibility	[Chapter 3] pp. 39-42 5. Apple iProblem
9/22	Corporate Social Responsibility-Continue	Case Brief D2L: JP Morgan Chase & Company D2L: Starbucks' Race Together Initiative
9/27	Consumer Relations Kick-off Team Project	[Chapter 7] pp.277-279
9/29	Consumer Relations-Continue	Case Brief Discussion D2L: Firing the Founder: A Men's Wearhouse Identity Crisis 21. Sony Play Station: It only Does Everything
10/4	Media Relations	[Chapter 4] pp. 94-100 10. Two Employees with a Video Camera
10/6	Media Relations-Continue	Case Brief Discussion [Chapter 4] 8. Face Value D2L: #Social Strong: The Effect of Social Media on the Boston Marathon Bombing
10/11	Case Study Group Project Check List: How to prepare for the proposal presentation	Team profile due Lecture No Readings
10/13	Guest Speaker	No Readings/ Group Work Day
10/18	Crisis Communication	[Chapter 5] pp. 154-161 D2L: Blue Bell Creameries' Listeriosis Crisis
10/20	Crisis Communication -Continue	Case Brief [Chapter 5] 12. Politics of Pink [Chapter 5] 13. Deeper Horizon Blowout

10/25	Entertainment and Leisure: Reputation management	[Chapter 8] pp. 360-361 25. Tabloid Tiger
10/27	Entertainment and Leisure: Reputation management- Continue	Case Brief Discussion 23.Penn State Fumbles D2L: Just a ding? The NFL responses to research on football-related concussion
11/1	Team Case Study Proposal Presentation	
11/3	Midterm(in class)	
11/8	International Relations	CH 10 pp. 462-464 33. Shark Fin Soup
11/10	International Relations-Continue	Case Brief D2L: Mattel Recalls: Quality control in China D2L: Coca Cola India
11/15	Community Relations	CH 10 pp. 423-424 D2L: Veteran's Fatal Wait
11/17	Community Relations-Continue	Case Brief D2L: Entirely Comfortable with its Orientation: Subaru's Successful History of Gay/Lesbian Integrated Marketing Communications D2L: Calgary Stampede: Animal-welfare vs. Entertainment
11/22	Healthcare	D2L: The rebrand of CVS health D2L: Coca Cola Company's Communication in the Fight Against Obesity
11/24	Thanksgiving Recess	
11/29	Environment Corporate Communication	D2L: Water on Fire: An Analysis of ExxonMobile's Communication Defense of Hydraulic Fracturing D2L: GM' Corporate Culture Crisis: Assessment of the Ignition Switch Recall
12/1	Meeting with Dr. Kim	Re: Group Work
12/6	Final Group Work Presentation I	
12/8	Final Group Work Presentation II	
12/13	Final Exam (Take home)	
12/15	Last day of class	Final exam presentation for extra credits